

With 120 stalls displaying its rapid growth, UP turns showstopper at international trade fair

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Lucknow: The UP govt showcased the state's growth story at the International Trade Fair that began at the Bharat Mandapan in Delhi on Thursday. The fair will continue till Nov 27.

As the 'partner state' of the event, UP has put up a pavilion with 120 stalls telling the growth story of the state under chief minister Yogi Adityanath's leadership over the past seven-and-a-half years, officials said.

Sharing details, an official spokesperson said: "Centred around the theme Viksit Pradesh-2047 in line with Viksit Bharat-2047, the pavilion



Visitors at the International Trade Fair in Delhi on Thursday

highlighted the state's rich traditional and local products, many bearing geographical indication (GI) tags. It also featured prominent displays from the state's micro, small, and medium enterprises (MSMEs), as well as exporters, echoing Prime Minister Narendra Modi's vision of Atmanirbhar Bharat and CM Yogi Adityanath's vi-

sion of a Viksit UP 2047."

Adding that the department of information and tourism, key state agencies — UPSIDA and Noida, Greater Noida and Yamuna Expressway bodies — are part of this initiative, the spokesperson said that a wide range of UP's products, from food processing and textiles to handicrafts and IT, are gaining in-

ternational exposure through the pavilion.

"Visitors are drawn to iconic items such as Kannauj perfumes, Varanasi silk saris, Lucknow chikankari, Bhadohi carpets, Jhansi Shazar stone jewellery, Aligarh and Moradabad metal ware, Agra's petha, Siddharth Nagar's kalanamak rice, Hathras asafoetida and Sambhal handicrafts," they said.

Officials representing UP said that a dedicated ODOP (One District One Product) gallery was pulling a lot of crowds. "An extensive display of unique district products, attracting significant attention from business visitors right from day one," they said.