

Entrepreneurs laud UP's remarkable progress under Yogi

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The remarkable progress of Uttar Pradesh under Chief Minister Yogi Adityanath's leadership took centre stage at the UP International Trade Show-2024 at Expo Mart in Greater Noida on Wednesday. The event drew a large crowd on its opening day, showcasing the state's rapid development. Utpreksh from Siddharthnagar launched a startup a year ago, producing bakery products made from black salt rice. He shared that he applied for startup support through Invest UP.

"The business commenced within the designated time-frame, and the Yogi government provided a subsidy. Furthermore, the government consistently encourages my business," he noted, mentioning his participation in exhibitions in countries such as Thailand.

Ayesha Begum from Prayagraj creates products from moonj grass, employing 20 women in her venture. Ayesha explained that the government trained her team in munj production, providing food and kits during the training.

"Plastic poses a significant threat to the environment. The Yogi government has raised public awareness about this issue, leading to an increased demand for moonj products," she stated.

On the opening day of the trade show, Gunjan's stall in Ambedkar Nagar attracted a significant crowd, with attendees praising her pizzas while she expressed gratitude to the government. Gunjan recounted

Exceptional quality of UP products amazes visitors

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The second edition of the UP International Trade Show (UPITS-2024), running from September 25 to 29 at the India Expo Centre and Mart in Greater Noida, has quickly become a focal point for buyers. On the opening day, a significant number of buyers gathered to learn about the diverse products from the state. Many attendees remarked that they were unaware of the exceptional quality of goods manufactured in Uttar Pradesh and expressed their gratitude to Chief Minister Yogi Adityanath for organising the event.

The enthusiasm from buyers has invigorated exhibitors, who are optimistic about achieving strong sales this year.

Aditya, a buyer from Ghaziabad, described the event

as remarkable. He highlighted the importance of showcasing products from nearly every district of the state under one roof, praising the Uttar Pradesh government for this significant initiative.

Tarun Kumar, who traveled from Bulandshahr, shared his excitement about attending the UP International Trade Show, which motivated him to arrive on the opening day. He noted that since the Yogi Adityanath government assumed office, such events have been held consistently. "I believe these fairs are crucial not only for exhibitors but also for buyers, as they provide an opportunity to explore products from across the state all in one place," he stated.

Aastha Chaudhary, a resident of Greater Noida, expressed her enthusiasm about the trade fair, saying she couldn't wait to

attend on the very first day. She mentioned that while similar events occur in Delhi, their distance makes attendance difficult, making this local international event particularly important. Aastha added that she enjoyed shopping last year and plans to do so again this time.

Meena from Ghaziabad praised the Yogi government for successfully organising such a grand event. She remarked on the impressive array of high-quality products showcased at the fair, which she discovered during her visit.

Meena expressed her delight in purchasing her favourite items from one location and anticipated a larger crowd in the coming days. She emphasised the significance of the state government's efforts in hosting such a remarkable event.

Laser show to celebrate UP's rich heritage

Lucknow (PNS): Laser show is one of the most anticipated attractions of the five-day UP International Trade Show-2024. Titled 'Uttar Pradesh - A Journey through time and progress', this spectacular event will take place on the evenings of September 27 and 28. The show will begin at 7 pm in the open space between Halls 14 and 15 and will be repeated on the second day.

This mesmerising presentation will use cutting-edge technology to take the audience on a visual journey through Uttar Pradesh's rich history and developmental milestones. Through stunning laser projections, the show will vividly depict the state's key phases of growth, from its ancient cultural heritage to its modern achievements in trade and industry. Audiences will experience a remarkable narrative of Uttar Pradesh's transformation into a vibrant hub of commerce, innovation and economic progress, while preserving its distinct cultural identity. The laser show will also spotlight the state's glorious past, showcasing its significant contributions to Indian civilisation, art and culture. It will highlight Uttar Pradesh's present and future, emphasising its leadership in national economic initiatives such as 'Aatmanirbhar Bharat' (self-reliant India) and the One District, One Product (ODOP) scheme.

ed how her husband lost his hotel job during the COVID-19 pandemic.

"I borrowed Rs 10,000 from a self-help group to purchase a pizza-making machine. The business quickly took off. Later, I borrowed Rs 50,000 for a second machine and eventually obtained Rs 1,00,000 for a larger machine," she explained. Sanyam from Muzaffarnagar, who runs a jaggery business, noted the substantial benefits entrepreneurs gain from such

trade shows. He stated, "The Yogi government offers more subsidies than those available in Delhi. Law and order in Uttar Pradesh has improved significantly, and we now have 24-hour electricity, which is boosting business activities." Sanskriti from Varanasi, a zari craft entrepreneur, remarked on the eradication of corruption under Yogi Adityanath's administration. She noted the enhanced law and order, stating, "As a woman, I never feel

afraid. The government is empowering women with security, respect and self-reliance."

Roshan Kumar, a handloom entrepreneur from Ghazipur, mentioned that this is his second consecutive year setting up a stall at the trade show. He expressed optimism based on last year's successful business. Vinod Kumar from Aligarh also commended the Yogi government for fostering a business-friendly environment.