

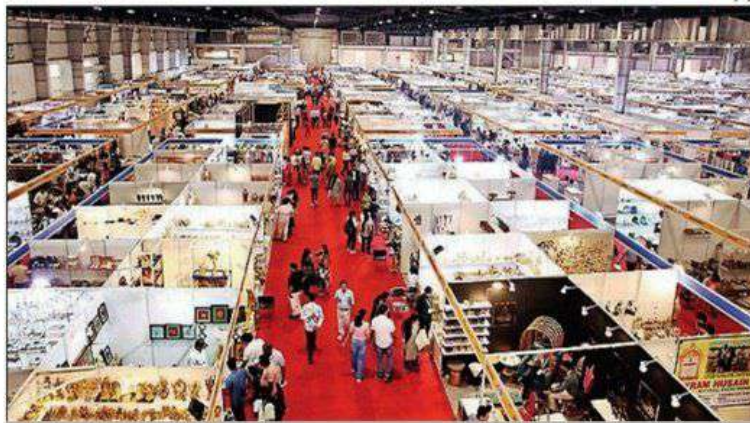
Trade Show a game changer for young entrepreneurs of UP

277 1st-Time Exporters Show Products

TIMES NEWS NETWORK

Lucknow: The Uttar Pradesh International Trade Show, which began on Wednesday at the India Expo Center and Mart in Greater Noida, is turning out to be a game-changer for new entrepreneurs.

"Businesspersons are appreciative of the Yogi govt's support in expanding their businesses. These entrepreneurs believe that presenting their products on such a prestigious stage is a significant opportunity, as it has attracted an excellent response from both Indian and international buyers," said a govt spokesman. Excitement among young entrepreneurs is evident, with 277 of the nearly 400 exporters at the export pavilion being new to the field. Most of these exporters



Visitors during the 2nd edition of UP International Trade Show-2024, in Greater Noida on Thursday

launched their businesses just 2-3 years ago, and their products have garnered strong interest from buyers at the exhibition, setting the stage for future growth.

Take the example of Dilip Chauhan, a young entrepreneur from Siddharthnagar and founder of Divyam Aahar, who left a promising career as a Chartered Accountant to launch his startup. His product, "Kala Namak" rice, has received an overwhelming response. "The govt's efforts to promote startups have supported young business ow-

ners like him. His product, which is part of the One District, One Product initiative, has gained traction in India and international buyers," said Chauhan.

Gargi Gaur, a resident of Mathura and founder of Chini Mitti India, is equally excited about having the opportunity to showcase her products at the International Trade Fair. She shared that this is the second time her brand has participated in the event and that the previous experience also provided tremendous exposure. "We received visits

from many buying agencies last time, and this year, we're even more enthusiastic because, along with Indian buyers, international visitors are also attending. The positive response we've received so far makes this trade fair an excellent opportunity for us," she said.

Saharsh, a young entrepreneur from Gorakhpur specialising in terracotta products, said that B2B sessions at the trade show have been incredibly valuable. "I've had the chance to connect with numerous exporters, and our products have received great feedback. Recently, we began exporting to countries such as Germany, Nepal, and Australia. These exhibitions give us much-needed visibility, which is a massive opportunity for growth," he said.

Kirti, a Vrindavan-based entrepreneur from Mathura who handcrafts clothes for deities, said "Being part of this event is a significant achievement for me. I had a stall last year, and the response was overwhelmingly positive, and this year is no different."