

## Tremendous Energy with Impeccable Synergy Between Exhibitors & Visitors on Day 3

### Uttar Pradesh Unleashes its Potential to the Fullest at UPITS 2024

Shri Giriraj Singh, Hon'ble Union Minister of Textiles, Government of India visits the 2nd edition of UP International Trade Show to attend the Fashion Show on Khadi & Apparels as Chief Guest. The Hon'ble Textile Minister was warmly welcomed by Shri Rakesh Sachan, Cabinet Minister for MSME, Khadi, Village Industries, Sericulture, Textile, Government of Uttar Pradesh; Shri Alok Kumar, IAS, Principal Secretary, Departments of Sports, Youth Affairs, MSME, Khadi & Village Industries, Handloom & Textile in Government of Uttar Pradesh and Dr. Rakesh Kumar, Chairman, India Expo Centre & Mart.



As the 2nd Uttar Pradesh International Trade Show (UPITS 2024) crosses the halfway mark on Day 3, the event continues to surpass expectations with a surge in business, trade deals, and a growing number of visits. Each day brings new records, reflecting the immense potential and dynamism of Uttar Pradesh across multiple sectors.

Certain pavilions have become hubs of activity, attracting tremendous attention and energy. The Uttar Pradesh State Rural Livelihoods Mission (UPSRLM) pavilion stands out with its initiatives empowering rural communities and promoting sustainable livelihoods. Similarly, the Animal Husbandry and Fisheries pavilions are abuzz with interest from stakeholders keen to explore opportunities in these key sectors of the state's economy.

The Fertilizers and Police pavilions are also witnessing a steady flow of visitors, while the Medical and One District One Product (ODOP) pavilions continue to draw significant engagement. ODOP products from Uttar Pradesh's 75 districts are a highlight, showcasing the state's cultural diversity and artisanal excellence.

With each day, UPITS 2024 reaffirms Uttar Pradesh's commitment to becoming a trillion-dollar economy, as businesses, investors, and visitors alike tap into the state's thriving trade and industry landscape.

#### **Khadi & Apparels Fashion Show Steals the Spotlight**

*The Fashion Show: 'Khadi & Apparels', where Khadi took center stage. Models elegantly showcased apparel made from Khadi, celebrating the timeless fabric and its modern appeal. The event was graced by Chief Guest Shri Giriraj Singh, Hon'ble Union Minister of Textiles, who lauded the government's efforts in promoting Khadi and the strides being made under PM Modi's 5Fs vision*

# Glimpses...



# Khadi Shines at UPITS 2024: A Fashion Extravaganza



One of the most talked-about events of UPITS 2024 today was the spectacular Khadi & Apparels Fashion Show, where Khadi, the symbol of India's rich heritage and self-reliance, took center stage. The event showcased an exquisite collection of modern and traditional garments, all crafted from Khadi, demonstrating the fabric's versatility and timeless elegance. Models graced the runway, wearing beautifully designed Khadi apparel, captivating the audience with its unique blend of tradition and contemporary style.

The fashion show was graced by Shri Giriraj Singh, Hon'ble Union Minister of Textiles, who commended the efforts of the government in reviving and promoting Khadi as a global fabric. In his address, Shri Singh highlighted the role of Khadi in Prime Minister Modi's 5 Fs vision (Farm to Fiber to Fabric to Fashion to Foreign), underlining its importance in boosting the textile industry and creating jobs. He also praised the ongoing initiatives like PM Mitra Parks in Lucknow and Unnao, which are driving growth in the textile sector, especially in Uttar Pradesh.

## **Celebrating Excellence: Awards for Best Display Stand**

Adding to the excitement, today also saw the recognition of exhibitors for their outstanding efforts in showcasing their products. Awards were presented for the Best Display Stand, celebrating creativity, innovation, and presentation. These awards are a testament to the vibrant and diverse industries that UPITS 2024 brings together, further emphasizing the state's journey toward becoming an industrial and economic powerhouse.

The Khadi & Apparels Fashion Show not only celebrated Khadi's past but also showcased its bright future, positioning Uttar Pradesh as a hub for textile innovation and craftsmanship.



# Knowledge Sessions



A key knowledge session titled "Navigating the Global Marketplace: Potential Challenges and Strategies for Indian Exporters" was held, bringing together policymakers and industry experts to discuss the future of Indian exports in a rapidly changing global trade environment. The session was attended by notable figures including Shri Rakesh Sachan, Cabinet Minister for MSME, Khadi, Village Industries, Sericulture, Textile, Government of Uttar Pradesh; Shri Nand Gopal Gupta 'Nandi', Cabinet Minister for Industrial Development, Export Promotion, NRI, Investment Promotion, Government of Uttar Pradesh; Shri Alok Kumar, IAS, Principal Secretary, Departments of Sports, Youth Affairs, MSME, Khadi & Village Industries, Handloom & Textile in Government. of Uttar Pradesh; Shri Pranjal Yadav, IAS, Secretary, MSME and Export Promotion, Govt. of Uttar Pradesh; Ajay Sahai, DG & CEO, FIEO; Vivek Aggarwal, Partner & Lead, KPMG; Shri Amit Kumar, Head-North Region, ECGC Ltd.; and Ajay Srivastava, Founder of the Global Trade Research Initiative.

Shri Rakesh Sachan, Cabinet Minister for MSME, Khadi, Village Industries, Sericulture, Textile, Government of Uttar Pradesh ensures the state government's full support to exporters and businesses. He emphasized that Uttar Pradesh is committed to providing all possible assistance to help local industries thrive in the global marketplace. Sachan underlined that boosting exports is crucial to realizing the dream of making Uttar Pradesh a trillion-dollar economy, adding that without significant strides in exports, achieving such an ambitious target would be nearly impossible.

Shri Nand Gopal Gupta 'Nandi', Cabinet Minister for Industrial Development, Export Promotion, NRI, Investment Promotion, Government of Uttar Pradesh underscored Uttar Pradesh's advantages in terms of manpower, consumer base, and infrastructure. He also shared that several exhibitors at UPITS 2024 have already secured export orders up to 2027, reflecting the state's increasing prominence as a global trade player.

Ajay Sahai, Director General & CEO of FIEO, provided an insightful overview of the current export trends during the session. He acknowledged the significant progress India has made in the global market but emphasized that there is still a long way to go. Sahai shared encouraging data reflecting the upward trajectory of Indian exports, particularly from Uttar Pradesh, highlighting sectors that have shown strong growth in recent years.

Reflecting on Uttar Pradesh's role in the export ecosystem, Shri Alok Kumar emphasized the state's potential to drive India's economy towards the one trillion-dollar goal through exports. He noted that Uttar Pradesh, with its vast population and growing industrial capabilities, is positioned to play a significant role in global trade. He also highlighted the efforts being made by the Uttar Pradesh government to attract foreign investment and facilitate exports, particularly in sectors like electronics, which have seen rapid growth.

In closing, the panellists highlighted the need for continuous adaptation to global market demands and urged businesses to leverage government schemes and infrastructure development initiatives to enhance their export potential.



# Session on Financing for 1 Trillion \$ Economy

A knowledge session on "Financing for a \$1 Trillion Economy" was held, featuring Shri Suresh Kumar Khanna, Hon'ble Minister of Finance and Parliamentary Affairs, Uttar Pradesh; Smt. Ministhy S, Secretary, Finance & DG, Institutional Finance, UP; Shri Rikesh Chand, CGM, Exim Bank; and Shri Sameer, Special Secretary, Finance, UP.

Shri Suresh Kumar Khanna, Hon'ble Minister of Finance and Parliamentary Affairs, Uttar Pradesh emphasized the state's commitment to achieving a trillion-dollar economy through robust financial systems, strategic investments, and public-private partnerships. He highlighted the importance of financial inclusion and sustainable fiscal policies in driving growth.

**Smt. Ministhy S, Secretary, Finance & DG, Institutional Finance, UP** discussed institutional finance, focusing on **credit accessibility** for MSMEs and the role of the **SLBC** in financial inclusion. She advocated for **innovative financing models** to support business expansion.

The session concluded with a shared commitment to building a strong financial ecosystem for economic growth.

Another session on '**Insurance Awareness and the Importance of Insurance for the People of Uttar Pradesh**' by IRDAI provided valuable insights into the critical role insurance plays in securing financial stability and safeguarding livelihoods. Experts emphasized the need for widespread awareness, particularly in rural areas, where many remain unaware of the benefits and accessibility of insurance products. The discussion highlighted how insurance can act as a safety net, protecting families and businesses from unforeseen events, and explored various government schemes aimed at increasing coverage.



**Shri Suresh Kumar Khanna, Hon'ble Minister of Finance and Parliamentary Affairs, Government of Uttar Pradesh:** *Such a great trade show has been organised by our Hon'ble Chief Minister Shri Yogi Adityanath to encourage our MSMEs, trades and entrepreneurs which is poised to give a boost to our economy. The biggest thing is that our traders have found a global market here and a platform to showcase their products and skills. Until they were deprived of such markets and exposure*



**Shri Nand Gopal Gupta 'Nandi', Cabinet Minister for Industrial Development, Export Promotion, NRI, Investment Promotion, Government of Uttar Pradesh:** *One can clearly see that UPITS 2024 has surpassed expectations, with more participants, more visitors, and an overall vibrant atmosphere. This edition has truly excelled. The presence of numerous foreign buyers has provided a golden opportunity for the talented artisans and entrepreneurs of Uttar Pradesh, who otherwise may not have had the platform to showcase their products and services internationally. I extend my congratulations to the entire team behind UPITS and the Government of Uttar Pradesh for successfully executing the vision of Hon'ble Prime Minister Shri Narendra Modi, which has been embraced as a mission by Hon'ble Chief Minister Shri Yogi Adityanath.*

# Amazing Financing, Banking & Insurance Opportunities @ UPITS 2024



**Bhavna Choudhary, Unit Manager at ICICI Prudential Life Insurance, Noida Sector 18 Branch:** I learned about the UP International Trade Show from my company, and we have been seeking such opportunities for the past few years. We aim to present our products and company to a diverse audience, and this event has been a great platform for connecting with various companies.



**Shailja Tiwari, Deputy Manager, Bank of India:** The UP International Trade Show is a really good platform for both businesses and customers, as you can find everyone under one roof. We are from the banking sector, and there are people from various other industries as well. This creates a lot of business opportunities. I am expecting many good visitors and hope for significant conversions from this event. Let's see how it goes!



**Himanshu, Manager, Indian Bank:** I am currently posted as a manager here at the expo. This year's exhibition has been very fruitful for us as a public sector bank. We expect a lot of customers, especially those interested in MSME loans and deposits. Overall, our experience has been good so far, and with two days remaining in the exhibition, we anticipate gaining even more customers, which will help increase our business.



**Mr. Robin Sharma, Exporting Board, Bank of India:** This is our second year participating in the UP International Trade Show, where we have set up a stall focusing on tapping into the MSME sector. We are engaging with various small and medium-sized companies, including those in the agriculture segment, which is an upcoming division for us. We also have a few stalls dedicated to handicrafts, a labour-intensive industry with a significant number of exhibitors. Overall, it's been a good experience



**Soniya Mrig, Chief Manager, PNB:** There are actually many exporters and walk-in customers here, and we are generating leads for home loans, car loans, and our MSME proposal loans. We are primarily here to promote our bank products. A lot of people are visiting us, and we are sharing our contact information, which will definitely help us generate leads and grow our business



**Akhilesh Yadav, Bajaj General Insurance Company:** We are here to create awareness about insurance among the people of Uttar Pradesh. This platform provides a great opportunity to educate and guide new entrepreneurs in the MSME sector on how they can avail group insurance for their employees. We are collaborating with Noble Coach, IIT, and the Government of Uttar Pradesh in an initiative to educate people about the importance of insurance for their lives and their dependents.

# Automobile & EV industry gets a huge push from UPITS 2024



**Isha Pandey, Business Development Associate at Tata Power:** The UP International Trade Show was an outstanding platform for us. We experienced impressive engagement, particularly around small-scale projects like rooftop solar installations and EV charging module manufacturing. We received numerous inquiries, demonstrating a strong interest in our rooftop solutions and EV charging infrastructure. This level of interaction allowed us to connect with many potential customers, significantly expanding our outreach. Overall, the event exceeded our expectations and provided excellent opportunities for networking and business development. We are genuinely happy with the outcomes and look forward to leveraging these connections in the future.



**Sumendra Singh, IX Energy, Noida:** We are a Noida-based company specializing in retrofitting solutions for electrical hybrid kits, aiming to develop eco-friendly vehicles. Our focus is on converting traditional vehicles into electric ones, which is beneficial for those who want to avoid high fuel costs, currently around ₹14 per kilometre. This initiative is not only cost-effective but also environmentally friendly. At the expo, we are promoting our solutions, and the response has been encouraging, with many vehicle owners expressing interest as they are frustrated with rising diesel prices and government tax increases. We're excited to help them make the switch.

**Salvind Sharam, Ankur Suzuki, Ghaziabad:** I'm having a wonderful experience at the expo. Our location near Ghaziabad has brought in many customers who are interested in our products. We've been actively promoting our offerings, and I'm looking forward to seeing more impactful results in the future. I would love to participate in expos more often at the Expo Mart.



**Yaman Bhala, LOHIA KIA, Delhi:** I am having a great experience at the expo; the atmosphere is excellent. The UP International Trade Show has attracted many buyers, and all the customers are interested in our automated cars. The setup for this event, both inside and outside, is really impressive.



# Cultural Performance & Laser show



The day concluded with a stunning laser show, followed by a musical performance by Indian Idol stars, Pawan Deep and Arunita, offering a delightful end to the day's events. UPITS 2024 continues to serve as a remarkable platform for traders and businesses, with Uttar Pradesh emerging as a major player in India's trade and export ecosystem.