

DAY 4 SHOW DAILY

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September 25 26 27 28 29, 2025
India Expo Centre & Mart, Greater Noida



Grand Awards Session at UPITS 2025 Recognising UP's Everlasting Excellence!



The fourth day at UPITS 2025 has witnessed a prestigious Awards Session. UP has never been short of the talents, skills and expertise, yet an organised structure was always needed, UPITS has brought together stakeholders, market and avenues for the people of UP to gear up for the globalisation with the indigenous excellence.

The ceremony was graced by two senior Cabinet Ministers: Shri Nand Gopal Gupta "Nandi", Hon'ble Cabinet Minister for Industrial Development, Export Promotion NRI & Investment Promotion, Uttar Pradesh, and Shri Rakesh Sachan, Hon'ble Cabinet Minister for MSME, Khadi & Village

Industries, Sericulture Industries, Textiles & Handlooms, Government of Uttar Pradesh. The presence of the ministers underscored the government's recognition of entrepreneurial and industrial excellence. The session celebrated the achievements of businesses, innovators, and exporters who have contributed significantly to Uttar Pradesh's economic growth and investment promotion, wrapping up the scheduled high-level events for the fourth day of the International Trade Show.

The trade show featured a massive display of products and services from a total of **2,158 exhibitors** spread

across **18 halls** of the India Expo Centre & Mart. Out of this impressive cohort; **72 exhibitors and departments** were felicitated across **25 categories** for their excellence. The awards were presented by **Shri Rakesh Sachan**, the Hon'ble Cabinet Minister for MSME, Khadi and Village Industries, Sericulture Industries, Handloom and Textile, Government of Uttar Pradesh and Nand Gopal Gupta 'Nandi', Hon'ble Minister for Industrial Development, Export Promotion, NRI and Investment Promotion, Uttar Pradesh.

Shri Rakesh Sachan commended the participants, emphasising that the awards not only recognised

outstanding stalls but also highlighted the state's expanding reputation as a dynamic hub for innovation, trade, and entrepreneurship.

Shri Nand Gopal Gupta 'Nandi' said, "UPITS 2025 has proved that Uttar Pradesh is not only a destination for trade and investment but also a hub of innovation and entrepreneurship. The exhibitors and departments honoured today are driving the state's industrial and economic growth while strengthening its identity on the global stage. These awards stand as a testament to their hard work, creativity, and commitment to excellence."

Recognition was distributed across various specialised halls, acknowledging a diverse range of sectors and organisations. Major government and development agencies were honoured, including UPSIDA, UP INVEST, GNIDA, YEIDA,

UPEIDA, UP Tourism, and UPNEDA. Industry giants and corporations also featured prominently, with awards going to SWITCH Mobility, VIVO / ITI, Tata Power, NTPC, Power Grid, State Bank of India, Bank of Baroda, Medanta, and Toyota. The ODOP Pavilion and the UP Police also received special recognition, with the police specifically noted for the Real Time Attraction Award.

The ceremony gave extensive recognition to key players in various UP sectors: in Food Processing and Agriculture (Hall 12), Amul, Ananda Dairy, Paras Dairy, and Allansons Pvt. Ltd. were recognised. For traditional handicrafts and manufacturing (Halls 9, 10, and 11), winners included Zighrana (Kannauj), Handicraft Town (Moradabad), World Wide Exports Centre (Sambhal), and Nooralam Handloom Dari (Agra). Meanwhile, the Engineering, Industrial Fabrics, and EV categories (Halls 15, 18A, and 18B) saw firms like AK Industrial

Fabrics (Kanpur), Ralbo Engineering, Tech Mech Handling Equipments, RG, ACE, and SAB Motors receive accolades.

Beyond the exhibitors, several organisations and individuals received special Appreciation Awards for their pivotal support in ensuring the success of UPITS 2025. These awards were presented to the dedicated UPITS Team, the Officers of the MSME Department, the Gautam Buddh Nagar District Administration & Police Administration, and the key Officials from Noida, Greater Noida, and Yamuna Expressway Authorities. The success of the Awards Function underscored the unified commitment of the Government of Uttar Pradesh and IEML to fostering organisational excellence. With an overwhelmingly positive response from both participants and visitors, UPITS 2025 continues to solidify its position as a landmark event in India's trade and investment landscape.





"The 3rd edition of this mega event has truly showcased the sectoral diversity of Uttar Pradesh. With participation from more than 80 countries, it reflects how UP's excellence is reaching the global stage under the visionary guidance of Hon'ble Prime Minister Shri Narendra Modi ji. Uttar Pradesh has become the first state to lead in such a comprehensive manner. I extend my gratitude to all departments of the Government of UP and IEML for their efforts. Our industry stakeholders are directly benefiting from the progressive policies introduced for their growth and development. As Modi ji has envisioned, India is moving towards becoming a nation of prosperity and a global provider of employment."

Shri Rakesh Sachan, Hon'ble Cabinet Minister for MSME, Khadi & Village Industries, Sericulture Industries, Textiles & Handlooms, Government of Uttar Pradesh



"UPITS 2025 has created a transformative platform where artisans, skilled workers, and industrialists are all benefitting. With the inspirational inauguration by Hon'ble Prime Minister Shri Narendra Modi ji, the show is achieving remarkable success with every passing moment. The vision of Uttar Pradesh becoming a one-trillion-dollar economy feels truly achievable when we witness the scale and impact of this mega event. It is not only a showcase of economic growth and prosperity but also a celebration of our traditional values and heritage. Local and traditional products are gaining recognition, Uttar Pradesh's exports have doubled in recent times. The MSME sector is booming, artisans from the ODOP segment have received global recognition here, beautifully presented at India Exposition Mart Limited as a vibrant bouquet of ODOP excellence."

Shri Nand Gopal Gupta "Nandi", Hon'ble Cabinet Minister for Industrial Development, Export Promotion NRI & Investment Promotion, Uttar Pradesh

Celebrating Vision, Enterprise and Innovation Uttar Pradesh's Journey to a Trillion-Dollar Economy



The past three days of **Uttar Pradesh International Trade Show 2025** have been a grand celebration of knowledge, enterprise, and culture. From the Hon'ble Prime Minister and Chief Minister's inspiring presence on the inaugural day to the dynamic business meetings, sectoral sessions, global partnerships, ODOP showcases, and vibrant cultural evenings, every moment has echoed Uttar Pradesh's emergence as India's growth engine. Day 2 carried forward this momentum with international collaborations, most notably the **Russia-India Business Meet**, while the exhibition halls buzzed with B2B and B2C exchanges, cultural showcases, and the richness of India's food and craft traditions. Day 3 deepened this journey with

policy-driven dialogues on finance, food processing, exports, ODOP, fisheries, and e-commerce, capped with the dazzling **Khadi Fashion Show** and the energy of the **CM Yuva Sangam**, empowering the state's youth. The fourth day of UPITS 2025 witnessed a landmark turnout of **a total of 1,34,938 visitors, including 36,307 B2B visitors and 98,631 B2C visitors**, which led to the record-breaking footfall of **4,00,467 visitors** till the Fourth day.

Skill Development and Khadi Took Center Stage as Ministers Mark Event Highlights

The Uttar Pradesh International Trade Show (UPITS 2025) continued its strong momentum today at the India Expo

Centre & Mart, dedicating its fourth day to crucial discussions on employment generation, skill development, and the burgeoning role of indigenous textiles. The day was punctuated by the presence of key state ministers and culminated in a major Awards Session recognizing excellence across various sectors.

The knowledge sessions reinforced the core theme of UPITS: transforming the state into a global hub for investment and a future-ready ecosystem for its youth.

UPITS 2025 is not only showcasing Uttar Pradesh's economic, cultural, and industrial strengths but has also built bridges across communities, countries, and industries.

Khadi for Nation - Khadi for Fashion, A Celebration of Heritage, Innovation, and Global Outlook



The fourth day of UPITS 2025 unfolded with an inspiring focus on India's timeless fabric—Khadi—reimagined for the modern world. The session titled “*Khadi for Nation – Khadi for Fashion*” brought together policymakers, thought leaders, and industry experts to champion Khadi's role as both a symbol of India's self-reliance and as a contemporary, sustainable textile for the future.

The highlight of the day was the keynote address by **Shri Rakesh Sachan**, Hon'ble Cabinet Minister for MSME, Khadi & Village Industries, Sericulture Industries, Textiles &

Handlooms, Government of Uttar Pradesh, who emphasized Khadi's vast potential in connecting heritage with modern consumer markets. He underlined the government's commitment to strengthening artisan livelihoods and empowering MSMEs through flagship initiatives like One District One Product (ODOP), ensuring Khadi's reach extends from local clusters to international platforms.

The session also featured enriching contributions from key industry voices, **Ms. Dolly Bhasin**, Director, IM Khadi Foundation, **Ms. Sudha**

Dhingra, Director, Centre of Excellence for Khadi (COEK), NIFT, **Ms. Parmar**, Director General, NITRA, **Mr. Siddhartha Yadav**, Joint CEO, UPKVIB, and **Mr. Rajeev Tyagi**, Deputy CEO, Khadi Village Industry. Together, they showcased how Khadi is being repositioned not only as a fabric of freedom and national identity, but also as a symbol of sustainable fashion, innovation, and global appeal.

With robust discussions on design, market adaptation, and global competitiveness, Day 4 became a landmark in celebrating Khadi's revival as both a cultural treasure and a futuristic textile for the world.

Bridging the Gap: Focus on Industry-Academia Linkages



A significant panel discussion hosted by Gautam Buddha University (GBU) shed light on one of the most pressing needs of the modern economy: **“Industry-Academia Tie-up for Skill Development.”**

The discussion presided over by **Prof. Rana Pratap Singh**, Hon’ble Vice Chancellor, GBU, brought together a distinguished set of voices from both academia and industry to deliberate on forging stronger partnerships that prepare India’s youth for a rapidly evolving global workforce. **The esteemed panel included, Dr. Mayank Dwivedi**, Director General – HR, DRDO, Ministry of Defence, Government of India,

Mr. Vijay Jha, COO, Drone Van Pvt. Ltd., Greater Noida, **Mr. Andrey Chistokhvalov**, Director, Russian Education Agency, **Prof. S. Dhanalakshmi**, School of Biotechnology, GBU, **Dr. W. Selvamurthy**, President, Amity Science, Technology & Innovation Foundation, Amity University, Noida, **Prof. Rajeev Varshney**, Dean Academics, GBU, Mr. Santosh Rai, Head – HR, L&T PES (Defence), Mumbai, & **Dr. Ashish Gupta**, Associate Professor, Shiv Nadar University, Greater Noida.

In a vigorous exchange of perspectives, the panel underscored the urgent necessity of aligning educational curricula with

market needs, integrating skill-based training, and expanding opportunities for internships, vocational modules, and joint research projects. Emphasis was placed on how such collaborations not only enhance employability but also fuel innovation and competitiveness across industries.

The session strongly echoed the Government of Uttar Pradesh’s priority on vocational education and skill development, reinforcing how academia and industry together can shape a talent pool that is agile, future-ready, and capable of driving India’s industrial growth.

EPFO Unveils Key Employment Scheme

In the afternoon, hosted a vital **Presentation by the Employees' Provident Fund Organisation (EPFO) led by Dinesh Kumar Mishra**, Enforcement officer EPFO (MOLE). The presentation detailed the newly introduced central initiative, the **Pradhan Mantri Viksit Bharat Rozgar Yojana (PM VBRY)**.

The EPFO officials elucidated the scheme’s two-pronged approach: providing direct incentives to first-time employees entering the formal workforce and offering substantial hiring subsidies to employers, with a special focus on the manufacturing sector. The presentation detailed eligibility criteria, the financial literacy component, and how the initiative is set to formalize job creation and extend social security coverage to millions of youths across the state and the nation.

Voices of Success, Stories of Uttar Pradesh's Rise.



KARAN SHRIJAYPRAKASH KAUSHIK, DAVAINDIA GENERIC PHARMACY: Our recent participation at the mega UPITS show under the CM Yuva Udyami Yojana has been an incredible experience. At our stall, we showcased our wide range of products including generic medicines, drugs, cosmetics, OTC products, supplements, and Ayurvedic offerings. The response we received was overwhelming. This initiative helped us gather valuable data and identify a strong customer base. I sincerely appreciate the Uttar Pradesh government and the event team for providing such a powerful platform. I truly hope such programs like UPITS continue, so that entrepreneurs and businesses like ours always receive the encouragement and support needed to scale new heights.



ARCHANA TYAGI, UE TECHNOLOGIES PVT LTD: At the UP International Trade Show (UPITS), our company showcased its innovative coil winding machines, which are manufactured in Ghaziabad and exported to overseas markets. I deeply appreciate the UP-government's efforts through UPITS. By supporting local enterprises with such initiatives, they are not only motivating entrepreneurs but also strengthening Uttar Pradesh's position as a manufacturing and export hub. What stood out to me was the encouragement and assistance provided at every step, from stall management to networking with buyers, which made our participation highly rewarding.



Vinita Verma, Aksharadeep Fragrance: I represent Aksharadeep Fragrance from Lucknow. Our work is centered around using temple flowers to create incense sticks, giving them a new life and purpose. Participating at UPITS 2025 mega event under the CM Yuva Udyami Yojana has been a wonderful experience for me. I received many inquiries, connected with buyers, and achieved strong sales during the exhibition. The positive response has encouraged me to grow this initiative further and reach more people with our eco-friendly products. I am truly grateful to the Uttar Pradesh government for providing us with this platform.



Representing BOR Best of Rest: The Hon'ble Chief Minister Yogi Adityanath ji personally visited our stall and appreciated our efforts. His recognition has inspired us to expand our mission further and create even greater impact. I am one of the many entrepreneurs empowered by the CM Yuva Udyami Yojana. Thanks to this visionary scheme, my company has received complimentary stalls across the state to showcase our products and services. This initiative has given us tremendous visibility and opened doors to new opportunities. With our motto "Safety, Care, and Comfort", we are committed to creating avenues for women empowerment and employment.

Soulful Sunday: Dazzles of Cultural Grandeur at UPITS 2025



The fourth day of the Uttar Pradesh International Trade Show (UPITS) 2025 concluded on a high note yesterday, transforming the India Expo Centre into a vibrant arena of culture and tradition. As trade discussions and B2B sessions wound down, the evening of Sunday, September 28th, lit up with a breathtaking showcase of Uttar Pradesh's artistic heritage, culminating in a powerful performance by renowned vocalist Pratibha Singh Baghel.

The evening's cultural program, held at the main stage, commenced with a dynamic series of regional performances, demonstrating the geographical diversity of the state. Early performances featured the energetic and devotional Mayur

Nritya (Peacock Dance) of the Braj region, characterized by its colourful costumes and rapid footwork, immediately captivating the international audience. This was followed by a moving Bundelkhandi Folk Dance, which showcased themes of valour and community celebration, receiving a thunderous applause.

The audience, composed of international delegates, domestic buyers, and general visitors, was then treated to a refined segment of Light Classical Music and Thumri, setting a tranquil mood before the star attraction.

Pratibha Singh Baghel Casts a Spell, the much-anticipated performance by acclaimed singer Pratibha Singh Baghel. Taking the stage to an enthusiastic

crowd, Ms. Baghel delivered a mesmerizing repertoire of Sufi and light classical pieces. Her powerful yet emotive voice held the audience spellbound as she traversed melodies that evoked the spiritual and romantic essence of Awadhi and Purvanchali music traditions. The depth and clarity of her performance underscored the state's rich contribution to India's musical landscape.

A Confluence of Trade and Tradition, the cultural programs are a key pillar of UPITS, designed to showcase not just the state's economic strength through its **One District One Product (ODOP)** schemes, but also its unique and diverse cultural identity.

Testimonials



Ms. Deepika, Uttar Pradesh Tourism, Govt. Officials: UPITS 2025 has been a wonderful platform for Uttar Pradesh Tourism to connect with visitors and travel enthusiasts. I had the opportunity to interact with many who were eager to explore the cultural richness, heritage sites, and diverse tourism circuits of our state. The appreciation we received for our initiatives and offerings was truly encouraging. UPITS has once again proven to be an excellent stage to showcase Uttar Pradesh as a vibrant and welcoming destination for travellers from across the world.



Manisha Agarwal, La Build tech Pvt. Ltd.: We take pride in delivering innovative and sustainable projects that contribute to the growth of infrastructure and real estate in India. Our portfolio spans diverse developments that reflect quality, trust, and forward-looking design. Participating in UPITS 2025 has been a truly rewarding experience. It has given us the opportunity to showcase our work, connect with a wide network of buyers and partners, and gain valuable visibility in both domestic and international markets. We sincerely appreciate the Government of Uttar Pradesh and the organisers for curating such a dynamic platform that empowers businesses and highlights the state's immense potential.



Ngotho Gathu, Overseas Buyers, Kenya: This being my first time at UPITS, I am truly impressed by the scale, organisation, and opportunities it offers. UPITS 2025 is one of the best events I have witnessed this year. Having attended many trade shows before for sourcing, I can confidently say that the quality and diversity here stand out. I have found many good suppliers, and the experience has been both productive and inspiring.



Abhishek Sharma, Steelbull, Seller: Our export-oriented telecom enclosures have received tremendous response at UPITS 2025. The show has brought us hefty sales, significant business deals, and serious buyers from across the globe. UPITS has truly proven to be a grand show—a marketplace full of appreciating opportunities that empower businesses like ours to expand and connect internationally.



Sudhir Tyagi, Creative Healthtech Pvt Ltd, Exhibitor: We are proud to showcase our advanced range of medical equipment, designed with precision and built to meet global standards. As an export-ready company, UPITS 2025 has given us the perfect stage to connect with serious buyers from across the world. The response has been overwhelming, and we truly appreciate the organisers and the Government of Uttar Pradesh for creating such a dynamic platform that empowers businesses like ours to grow and expand internationally.

UP INTERNATIONAL TRADE SHOW

3rd Edition

September **25** **26** **27** **28** **29**, 2025
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