

GI, ODOP and MSME Handicrafts find pride of place at UPITS

India Expo Centre & Mart, Greater Noida; 25th - 29th September 2024



Hon'ble Chief Minister of UP, Yogi Adityanath, being welcomed by Shri Rakesh Sachan, Cabinet Minister for MSME, Khadi & Village Industries, Sericulture, Handloom & Textile, Govt. of UP; Dr. Rakesh Kumar, Chief Mentor, EPCH in a role of Director General and Chairman, IEML and also seen in the inauguration ceremony with Shri Jagdeep Dhankar, Hon'ble Vice President of India who inaugurated the show; Shri Nand Gopal Gupta 'Nandi', Minister for Industrial development, Export Promotion, NRI, Investment Promotion, Govt. of UP; and Shri Jitan Ram Manjhi, Union Minister of MSME

EPCH actively participated in the 2nd edition of the UP International Trade Show (UPITS), was held from 25th to 29th September 2024 at the India Expo Centre & Mart (IEML), Greater Noida. The show was inaugurated by Shri Jagdeep Dhankar, Hon'ble Vice President of India, in the presence of Shri Yogi Adityanath, Hon'ble Chief Minister of Uttar Pradesh; Shri Jitan Ram Manjhi, Hon'ble Minister of MSME, Govt. of India; Shri Nand Gopal Gupta, Hon'ble Minister of Industrial Development, Govt. of UP; Shri Rakesh Sachan, Hon'ble Minister of MSME and Textiles, Govt. of UP; and Chief Mentor, EPCH in a role of Director General and Chairman, IEML, along with other dignitaries.

EPCH showcased a diverse array of Indian handicrafts and toys through the participation of 19 member exporters



Handicraft stalls at UPITS

and 20 skilled artisans. This initiative was supported by the Office of the DC (Handicrafts), Ministry of Textiles, Govt. of India. Additionally, EPCH disseminated information about its flagship events, the IHGF Delhi Fair (Autumn) 2024 and the IHGF Delhi Fair (Spring) 2025, which serve as crucial platforms for handicrafts exporters, especially from Uttar Pradesh, to expand their reach globally. During the event, EPCH also raised awareness among buyers and key decision-makers about several of its core services: Design Registration, which helps exporters protect their intellectual property by registering their unique designs; VRIKSH Certification, promoting the use of sustainable and legally sourced timber products to meet the needs of eco-conscious buyers; CHEMS (Centre for Handicrafts Export Management Studies), offering specialized training programs to boost the export capabilities of entrepreneurs and students.

UPITS placed a strong emphasis on Micro, Small, and Medium Enterprises (MSMEs), Geographical Indication (GI) products, One District, One Product (ODOP), and new enterprises. The show played a significant role in enhancing the economic development of UP and further solidified the state's reputation as a prominent destination for global business and trade. ■