



**BAPPA SRI NARAIN VOCATIONAL POST
GRADUATE COLLEGE (KKV)**

STATION ROAD, CHARBAGH, LUCKNOW, UTTAR PRADESH-226001

DEPARTMENT OF COMMERCE

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BSNVPG COLLEGE

Report on Students' Visit to the 'International Trade Fair'

Date: 15 Oct. 2025

Venue: University of Lucknow

A group of students from Department of Commerce visited the International Trade Fair on Swadeshi Products organized at Lucknow University on 15 October 2025. A team consisting of our faculty members Dr. Preeti Pant, Dr. Sadhana Singh, Dr. Mohan Singh & Dr. Anurag supervised the visit & guided the students.

The visit aimed to promote awareness & appreciation of indigenous goods & to encourage students to understand the importance of self-reliance under the “Vocal for Local” initiative. The fair showcased a wide range of Swadeshi products, including handicrafts, handlooms, organic foods, herbal cosmetics, traditional garments, & eco-friendly household items. Various small-scale industries & entrepreneurs from different states of India participated, displaying the rich diversity of Indian craftsmanship & innovation.

Students enthusiastically interacted with the exhibitors & gained valuable insights into the production processes, marketing strategies, & challenges faced by local producers in promoting Swadeshi goods. The visit helped them understand how supporting domestic industries contributes to economic growth & national development.



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The event was not only educational but also inspiring, motivating students to support & promote locally made products in their daily lives. Overall, the visit proved to be a great learning experience, reinforcing the spirit of patriotism & self-reliance among the students.

Dr. Durga Dutt Mishra

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