



Wed in India

Recently, the Indian Prime Minister, addressing the **Uttarakhand Global Investors Summit**, emphasised Uttarakhand's untapped potential, recognizing the **'House of Himalaya' brand and advocating for the 'Wed in India' movement**, like the [Make in India](https://www.drishtiias.com/printpdf/make-in-india) movement.

- Affluent individuals were urged to **reconsider foreign destination weddings**, encouraging weddings in **India**.
- **House of Himalaya brand** is an attempt to **establish the local products of the state in foreign markets** which will strengthen the 'vocal for local' campaign.

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