



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.

PDF Reference URL: <https://www.drishtiias.com/printpdf/wed-in-india>

