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आज़ादी का
अमृत महोत्सव

उज्ज्वल राजस्थान...
आत्मनिर्भर भारत की ओर



A Mega Exhibition

27th - 28th - 29th July 2023

Udaipur, Rajasthan



ACHIEVING GOALS REACHING NEW HEIGHTS...

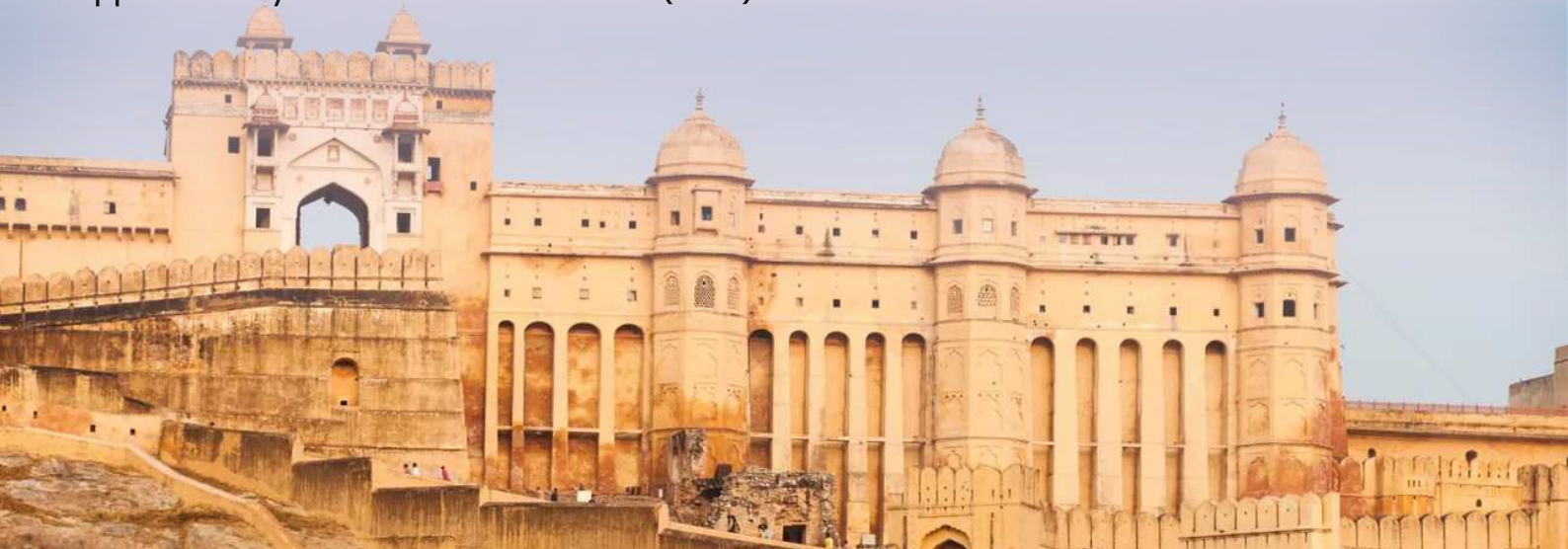
This exhibition is conceptualized to help Government's endeavor to establish an industry friendly environment in the state by playing the role of a facilitator for holistic industrial development. Besides undertaking the responsibility of the overall development, the state has also taken measures to provide transparent, accountable and responsive administration to remove the bottlenecks and delays for prospective entrepreneurs who can benefit from these policies and programs. The exhibition will not only showcase various innovative developments in the fields of Research & Development, Infrastructure, Education, healthcare, Science and Technology, Information Technology etc., but will also help the entrepreneurs of Rajasthan to unveil their new products and services at a national level and explore linkages with buyers from emerging and untapped markets.

This event will also focus on Atmanirbhar Bharat Abhiyan, Self - reliant India. This will also teach us to improve the standard of living and most importantly improve the trade deficit and the exchequer balance of country. Not only should products be 'made in India', but the promotion of those products should take place so as to make those products competitive. The mind set of India should be 'vocal for local'. We should appreciate our local products, if we don't do this then our products will not get the opportunity to do better and will not get encouraged.

RAJASTHAN

Rajasthan, a state that is dotted with island places idyllic lakes, temples and fortresses situated on hilltops of the rugged and rocky Aravalli.. It is surrounded on the north and the northeast by Punjab, Haryana, and Uttar Pradesh, on the east and southeast by Uttar Pradesh and Madhya Pradesh, and on the southwest by Gujarat. Rajasthan is principally a Hindi-speaking region in its various dialects. Rajasthan five primary dialects are Marwari, Dhundhari, Mewari, Harauti and Mewati. The state itself has large number of small scale industrial units, which have sprung all over the state. It has a large production of cotton and textile industries have been coming up in several places in Rajasthan. The state has an agricultural economy with nine agro-climatic zones and various types of soil that help during the cultivation of crops. It is among the largest mineral-producing states in India. It also contributes significantly to production of dimensional and decorative stones, such as marble, sandstone, and granite etc.

Rajasthan is a classic blend of beauty and historicity. Historic palaces, especially those in Jaipur and Udaipur, offer opportunities to tourists visiting wildlife sanctuaries and desert locations. Rajasthan is the second largest producer of crude oil in India, recording production of approximately 7.72 million metric tonnes (MMT) of crude oil.



UDAIPUR

Udaipur is a beautiful city situated at the southern region of Rajasthan. It truly is an example of an exquisite city with ample of natural splendor set at every nook and corner. Udaipur is also famous by the term "The city of lakes", its captivating lakes makes an atmosphere around the city sets upon many hues, colours and smiles on many visitors. The presence of greenery creates a sense of charm and harmony. It's famed for its heritage and culture around the globe and acts as a centre for the performing arts, painting and crafts. The famous "white city" of the state, Udaipur has lured people from around the world with its fascinating blend of sights, sounds and experiences. This city, known for its scenic beauty is blessed with lakes being heavenly, exceptionally sets a place in people's heart and is full of peace, calm and tranquility.



GLIMPSES OF PAST EVENTS



ADVANTAGES

The event "उज्ज्वल राजस्थान... आत्मनिर्भर भारत की ओर" will focus with the purpose of improving the livelihood of the people and providing security for leading a better life. The main purpose of the exhibition is to bridge the gap between ministries & their allied organization with the people for their welfare. Also, the event will share a spotlight on:

- ◆ Investment opportunities available in the state
- ◆ Ease of business
- ◆ Stable industrial policy
- ◆ Investment in tourism sector
- ◆ Good infrastructure and support system
- ◆ Encouraging rural and local artisans; exhibiting their products
- ◆ Incentive for IT companies.

Environment, Forest and Climate Change

The world is becoming conscious of the importance of saving the environment for sustenance of life on Earth. This seminar aims to discuss India's success in attaining its SDGs, challenges faced by the MSMEs in aligning with the SDGs, solution they expect from the Ministry as well as promote their products on such a premium scale.



Agriculture

Agriculture has been the primary occupation for Indians since centuries. The Ministry of Agriculture works primarily for the overall growth of the Agri-sector. MSMEs today are actively investing in research and development of newer ways to increase agricultural produce with minimum efforts.

Defence

MSMEs are important partners in Defence projects. They are important partners in industry ecosystem for the production of Defence developed products. Defence through its schemes funds industries, especially Start-ups and MSMEs.



Space

Bridging the gap between Space Research, Science and Technology and is contributing its share to accelerate the steady growth. The seminar & display show has a vision of taking knowledge to the masses. To keep in touch with technology changes, innovations, government policies and other achievements.



Science & Technology, Biotechnology, Research & Development

Technology and its fast expansion as well as its acceptance have become a vital factor, which affects almost all the sectors including agriculture, manufacturing and services. Science-Innovations and technological advancements play a significant role in deciding the way businesses and ventures participate in the nation's economic development. Science & Technology and its rapid growth affect the way of working of the businesses and ventures. It also plays a major role in making (MSMEs) adaptive to the global economy.

To upgrade the technology, we need to have infrastructural support for enabling the enterprises to develop innovative ideas, which are not only useful for MSMEs but also for the complete industrial system. Business Incubators are also needed for assisting entrepreneurs in commercialisation in order to accelerate such technologies from plain ideas to successful enterprises and generate employment opportunities.

To conclude, inventions take place when people think differently from the rest of others. To be an effective innovation, it needs to be simple and uncomplicated as well as focused on a particular operation. Any technology or invention must be simple enough to make the people understand about its functioning. All such innovative ideas and urge to turn them to reality leads an outstanding mind to success. This seminar on MSME also extends its support for all such innovators and enterprises to come forward and start believing in their big dreams of inventing something new and useful.



IT & Communication

The impact of globalization has compelled MSME sector to adopt Information and Communication Technology practices to survive and compete with large scale companies. The potential benefits of information and communication technologies (ICTs) to micro, small- and medium-sized enterprises (MSMEs) are well known. ICTs enhance MSME efficiency, reduce costs, and broaden market reach, both locally and globally. Since the MSME sector plays a major role in national economies, these benefits to individual MSMEs collectively translate into positive results in the form of job creation, revenue generation and overall country competitiveness. Governments, therefore, have an interest in the promotion of access to, and use of, ICTs by MSMEs. This study is an attempt to describe about the benefits of ICT in MSME sector and also describe that how the Ministry of MSME promotes the ICT in MSME sector through their schemes as a policy.



Skill Training & Skill Development:

A job portal called "MSME SAMPARK" has been launched by the Hon'ble President of India. This portal is a digital platform wherein and recruiters can register themselves for mutually beneficial interaction.

The Ministry has been organizing a number of skill development programmes/ courses for the existing & potential entrepreneurs, in order to build their capacity. These training courses are as per demands of industry, a pathway to fill up the gap of requirement of skilled workforce in the MSME sector in consonance with the changing landscape of the MSME Ecosystem and its present challenges in India. Skill training programmes are conducted by a network of institutions under the Ministry i.e. Khadi & Village Industry Commission (KVIC), Coir Board, National Small Industries Corporation Ltd. (NSIC), National Institutes for MSME (NI-MSME) and MSME - Technology Centres (TCs).

Progress of Skill Development Programmes Organizations under the ministry are providing skill training to the youths for wage employment and self-employment. They also provide skill up-gradation trainings to existing entrepreneurs and working force to enhance their performances. These training are provided under various schemes such as MSME-TCs, Assistance to Training Institutions (ATI), National SC/ST Hub, Capacity Building, Coir Vikas Yojna- Skill Upgradation & Mahila Coir Yojna, etc. Furthermore, customized demand-driven training courses as per industry requirements are also conducted by organizations under the Ministry.



Commerce

MSMEs not only play crucial role in providing large employment opportunities at comparatively lower capital cost than large industries but also help in industrialization of rural & backward areas, thereby, reducing regional imbalances, assuring more equitable distribution of national income and wealth. MSMEs are complementary to large industries as ancillary units and this sector contributes enormously to the socio-economic development of the country. MSME sector is considered the backbone of the Indian economy and contributes nearly accounts for 27% of the country's GDP. It primarily works for the development of people from backward and rural areas.

Khadi and Village Industries (KVI) are two national heritages of India. One of the most significant aspects of KVI in Indian economy is that it creates employment at a very low per capita investment.

Coir Industry is an agro-based traditional industry, which originated in the state of Kerala and proliferated to the other coconut producing states like Tamil Nadu, Karnataka, Andhra Pradesh, Orissa, West Bengal, Maharashtra, Assam, Tripura, etc. It is an export oriented industry and having greater potential to enhance exports by value addition through technological interventions and diversified products like Coir Geotextiles etc. The acceptability of Coir products has increased rapidly due to its 'environment friendly' image.



Waterways

The micro, small and medium enterprises (MSME) sector contributes 75 per cent to the state's export basket. Growing number of expressway projects, coupled with 4-6-lane state and national highways, provides faster connectivity between destinations. The integration of the waterway with the road and expressway network will provide a seamless transportation channel for the state's export cargo.



Water Resources

The broader vision of the Vertical is to ensure equitable access to water and land resources while focusing on the sustainable development of the nation. It formulates policy directions and advisories to harness the potential of advanced and ready-to-use technologies and promotes research and development to achieve excellence in water and land resources management.



Power & Energy

The purpose of various schemes is to make the industry competitive and renewable, energy generation supply self-sustainable/ profitable. There would be a need for system integration broadly covering, inter-alia, the following areas:

- i) Alternate Fuels (hydrogen, bio & synthetic);
- ii) Green Initiative for Future Transport (GIFT)
- iii) Green Initiative for Power Generation (GIPS);
- iv) Development of various new and renewable energy systems including high efficiency solar cells and solar cells;
- v) Stand alone products to provide cost-effective energy for cooking, lighting, motive power, drinking water and drying;
- vi) Distributed new and renewable energy systems to provide cost competitive energy supply options for cooking, lighting and motive power to offset load on the grid;

India, with its large population and rapidly growing economy, needs access to clean, cheap and reliable sources of energy, the clean power generated by these solar projects.



Petroleum & Gas

Oil and Gas being the important import for our economy, many initiatives have been taken by the Ministry for increasing production and exploitation of all domestic petroleum resources to address the priorities like Energy Access, Energy Efficiency, Energy Sustainability and Energy Security.



Banking Sector

The Micro Small and Medium enterprises (MSMEs) have been accepted as the engine of economic growth and play an important role in the equitable economic development of country.

Owing to the massive reach and networks, banks can guide MSMEs through right collaboration, business protection and knowledge sharing. In India, around 63 million Micro, Small and Medium Enterprises (MSMEs) employ more than 100 million people.

The MSMEs have the potential to push India towards the ambitious goal of a \$5trillion economy, and it becomes crucial to support them with all the means.

In a post-Covid-19 world, there are various impediments to the sector's growth, such as lack of formal finance, modern technology, unavailability of skilled workforce, and limited access to global markets. And they can only be overcome with the concerted efforts of government as well as financial institutions.

Government relief packages and schemes such as Credit Guarantee Trust Fund and Loan in 59 Minutes are crucial for overcoming the challenges currently faced by the sector. But banks have also been playing a pivotal role in extending financial assistance through various customised lending schemes, using advanced technologies for a seamless experience.



Healthcare Sector

MSMEs in India started with the establishment and growth of India's coir and khadi industry along with various other industry types, common in rural India. A high number of micro and small enterprises belong to the agricultural industry, whereas medium-sized enterprises are primarily in the automotive, textile, chemical and pharmaceutical industries.

Digital tools are transforming the healthcare market, significantly improving healthcare outcomes, and making healthcare accessible to all. Healthcare providers have embraced modern technologies and are shifting towards customer-centric models. Similarly, employers are demanding the most convenient healthcare solutions take care of their employees.

Today, health applications provide patients the convenience of booking diagnostic tests, ordering medicines online, consulting doctors online, access mental wellness sessions, etc. And employers these days, when selecting health care plan for employees, look for these benefits and offer the same as a part of their employee wellness benefits package.



Tourism

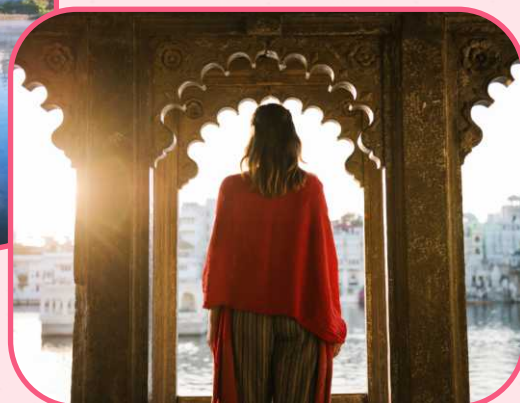
Tourism as one of the major sectors contributing to the overall economy of the country. Emphasizing the fact that the country has immense attractions for both domestic and foreign tourists. The sector holds huge opportunities for jobs and entrepreneurship for youth in particular and stated that promotion of tourism will be taken up on mission mode, with active participation of states, convergence of government programmes and public-private partnerships.

It is no secret that tourism is vital to India's economic growth and development, more so as the country has enormous possibilities in this sector and has something to offer to everyone. India's travel market was estimated at \$75 billion in FY20 and the total contribution of travel and tourism to the country's GDP was about 5.8 per cent. The tourism ministry has been proactively supporting the industry in rebuilding India's tourism sector to make it more inclusive, resilient and sustainable post-covid.

The travel, tourism and hospitality industry can benefit from the new definition of MSME's. The efforts of MSME in recognising the service sector which will help to benefit the travel, tourism and hospitality businesses in the country to receive the additional collateral-free liquidity support announced by the government.

Ease of doing business for MSMEs:

With both government and industry acknowledging the importance and contribution of small businesses to tourism, in 2023 we foresee widespread tech adoption, and the launch of MSME-friendly policies and schemes which will strengthen the sector.



Alternative Medicines: AYURVEDA, UNANI & HOMEOPATHY

Ayurveda, Unani and homoeopathy are forms of medication.

Homoeopathy provides better remedies and is used worldwide. On the contrary, Ayurveda offers complete wellness of the body, both physically and mentally. Unani medicine, also called Unani tibb, Arabian medicine, or Islamic medicine, a traditional system of healing and health maintenance observed in South Asia.

AYUSH and Micro Small and Medium Enterprises (MSME) Department have charted out numerous schemes for Ayurvedic entrepreneurs to mark in the growth of ayurvedic ventures in the state.

The Ayurveda, Yoga and Naturopathy, Unani, Siddha & Homeopathy (AYUSH) industry represents the traditional form of Indian medicine, and has been part of India's socio- cultural heritage. The industry, that has approximate annual turnover of Rs.12000 Crore is essentially dominated by micro, small and medium enterprises (MSMEs) which account for more than 80% of the enterprises that are located in identifiable geographical clusters.

To fill in the critical gaps in the sector especially related to standardization, quality assurance and control, productivity, marketing, infrastructure and capacity building through a cluster based approach. Preferably for classical ASU and Homoeopathic drugs, the scheme are available to units operating in the following sectors; located in existing clusters i.e. a group of AYUSH enterprises located in close proximity:

- Ayurveda
- Siddha
- Unani
- Homeopathy
- Yoga and naturopathy



Handloom

A legacy as old as time, a history deeply rooted in its intricate craftsmanship. According to the Fourth All India Handloom Census, the total number of households in India engaged in handloom activities (weaving and allied activities) is 31.45 lakhs. Moreover, estimates suggest that the handloom sector employs more than 43 lakh people, directly or indirectly, contributing to more than 15% fabric production in the country. The Indian government has been actively pushing for a boost to this industry. Travelling through India can be eye-opening, with a treasure of textile legacies in each state in the country, and a variety of techniques — each one wholly unique in what it offers a wearer. Also, even with all their regionally distinctive traits, cross pollination of traditions has made each one more dynamic and lovely. Heritage handloom passed down through generations don't become rare. Every young person deserves a piece of this shared cultural history, and it is our endeavour to bring this to your homes.



Heritage

Udaipur, formerly the capital of Mewar kingdom, is rich in Historical and Archaeological source material which is scattered all over the State throwing a flood of light on its ancient history and culture. Ministry of Art, Literature, Culture and Archaeology, Government of Rajasthan is working Whole-heartedly to conserve, promote and develop the State's Art, Culture, Literature, Monuments and Heritage sites. Government is taking needful steps for the protection, development and promotion of both tangible and intangible heritage and culture and also manages several knowledge resource centers. The Ministry takes care of all the protected monuments of the State through Archaeology and Museum Department and also promotes the museum movement in the country and majority of the important museums of the State are under its administrative control. The Ministry extends financial support to individuals, groups of individuals and cultural organisations engaged in performing visual and literary arts. Similarly the Ministry, under its various Linguistic and Cultural Academies, is engaged in recognising excellence in the field of Art, Literature and Culture by way of awards.



ORGANISER

Visual Myths, a Delhi based company registered with Niti Ayog (DARPAN) & MSME. We are associated closely with various government authorities where we have consistently delivered successful value-added services through events like- Seminars, Conferences, Exhibition and creative effect solutions for digital developments. We work with a vision to create value at all levels that help build a technological infrastructure to combat global competition through business ethics and fair dealing .We work in a conducive culture that delivers the highest standards in the industry- something that the MSME sector is also based on.

VISITOR'S PROFILE

- ▶ Government Officials/Decision Makers
- ▶ Representative of Vocational Institutions
- ▶ Representatives of Various Profession
- ▶ Institutions and Colleges
- ▶ Scientists and Academicians
- ▶ Education Consultants
- ▶ Representative of School
- ▶ E-infrastructure/Equipment Purchasers
- ▶ Consultants and Advisors
- ▶ Venture Capitalists
- ▶ Financials and Investment Promotion Institution
- ▶ Students, Parents and Teachers
- ▶ Representatives of NGOs

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