



(Supported by Ministry of MSME, Govt. of India)



सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय
MINISTRY OF
MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA



HIGHLIGHTS

India Back to

Gandhi

RURAL BUSINESS SUMMIT
& TRADE FAIR 2019

2nd - 6th OCTOBER 2019

Indira Gandhi National Centre for the Arts
Janpath, New Delhi



Ministry of Drinking Water and Sanitation
Government of India



Skill India
कौशल भारत - कुशल भारत



NERCOMP-NEC, MDONOR
Government of India



Government of Rajasthan



पशुपालन और डेयरी विभाग
DEPARTMENT OF ANIMAL HUSBANDRY AND
DAIRYING
GOVERNMENT OF INDIA



उत्तराखण्ड राज्य



कृषि एवं किसान कल्याण मंत्रालय
भारत सरकार
MINISTRY OF AGRICULTURE AND FARMERS' WELFARE
GOVERNMENT OF INDIA



एन एस आई सी
NSIC
ISO 9001 : 2008



भारत सरकार
अर्थ विभाग
Ministry of Finance



MSME EXPORT PROMOTION COUNCIL

(Supported by Ministry of MSME, Govt. of India)

Foundation for Millennium Sustainable Development Goals



(Supported by Ministry of MSME, Govt. of India)



HIGHLIGHTS

India Back to

Gandhi

**RURAL BUSINESS SUMMIT
& TRADE FAIR 2019**

2nd - 6th OCTOBER 2019

Indira Gandhi National Centre for the Arts, Janpath, New Delhi

MSME EXPORT PROMOTION COUNCIL

MSME House : C - 9/9848, Vasant Kunj, New Delhi - 110070

Landline: 011 - 41767867, Email: info@msmeepc.com, www.msmeepc.com

Foundation for Millennium Sustainable Development Goals

Email: hs@foundationformsdgs.com, connect@foundationformsdgs.com

www.foundationformsdgs.com



(Supported by Ministry of MSME, Govt. of India)



HIGHLIGHTS



India Back to

Gandhi

RURAL BUSINESS SUMMIT & TRADE FAIR 2019

STATE PARTNER



OUTDOOR PUBLICITY PARTNER



GOLD PARTNER



SILVER PARTNERS



CORPORATE PARTNERS



PARTNERS : CENTRAL MINISTRIES & STATES



PARTICIPATING ORGANIZATIONS



MSME EXPORT PROMOTION COUNCIL

(Supported by Ministry of MSME, Govt. of India)

Contents

1. Messages	9
2. Highlights	17
3. List of Advertisements	19
4. Glimpses	25



सत्यमेव जयते

प्रधान मंत्री
Prime Minister

MESSAGE

I am glad to learn that the MSME Export Promotion Council, Ministry of Micro, Small & Medium Enterprises (MSME) is organizing “India back to Gandhi – Rural Business Summit & Trade Fair 2019 – Crafting Livelihood for Rural India” to mark the 150th birth anniversary of Mahatma Gandhi.

Our Government is committed to realizing Mahatma Gandhi’s vision of empowerment of villages and rural areas. Bapu firmly believed that ours is a nation that lives in its villages. Gramoday Se Bharat Uday, Rashtriya Gram Swaraj Abhiyan, Deendayal Antyodaya Yojana – NRLM, PM Awas Yojana-Gramin, Swachh Bharat Mission-Gramin and many other initiatives taken by our Government are aimed at all-round development of villages and empowerment of rural people that is sustainable. From strengthening our Panchayati Raj Institutions to doubling of farmers’ income by 2022, we are striving in our commitment to equip villages with amenities ranging from digital and road connectivity to livelihood in neighborhood.

The Business Summit & Trade Fair will help spur the growth of village-based industries and encourage the people living in our villages to showcase environment-friendly products and promote a more sustainable lifestyle. The involvement of Panchayats is critical to the success of such endeavours.

Let us all collectively work with dedication and commitment to ensure that our villages become equal partners in the march towards progress.

May the “India Back to Gandhi - Rural Business Summit & Trade Fair – 2019 – Crafting Livelihood for Rural India” succeed in its endeavours and be a huge success.

(Narendra Modi)

New Delhi

भाद्रपद 28, शक संवत् 1941

19th September, 2019

Dr. D.S. Rawat

Working Chairman

MSME Export Promotion Council

MSME House, C-9/9848

Vasant Kunj

New Delhi – 110070

डि. प्रशांत कुमार रेड्डी, भा.प्रशा.से.
D. Prasanth Kumar Reddy, IAS



भारत के उप-राष्ट्रपति के निजी सचिव
PRIVATE SECRETARY
TO THE VICE-PRESIDENT OF INDIA
नई दिल्ली/NEW DELHI - 110011
TEL.: 23016344 / 23016422 FAX : 23018124



MESSAGE

The Hon'ble Vice President of India is happy to know that the MSME Export Promotion Council is organizing 'Rural Business Summit & Trade Fair 2019' from October 2 – 6, 2019 at Indira Gandhi National Centre for the Arts, Janpath, New Delhi.

The Hon'ble Vice President extends his greetings and congratulations to the organizers and the participants and wishes the event all success.


(D. Prasanth Kumar Reddy)

New Delhi
16th September, 2019.

नरेन्द्र सिंह तोमर
NARENDRA SINGH TOMAR



कृषि एवं किसान कल्याण,
ग्रामीण विकास तथा पंचायती राज मंत्री
भारत सरकार
कृषि भवन, नई दिल्ली
MINISTER OF AGRICULTURE & FARMER WELFARE,
RURAL DEVELOPMENT AND PANCHAYATI RAJ
GOVERNMENT OF INDIA
KRISHI BHAWAN, NEW DELHI



MESSAGE

I am happy to know that MSME Export Promotion Council alongwith Confederation of the Organic Industry of India, Foundation for Millenium Sustainable Development Goals, The Jute Foundation and WBF International Centre Services is going to organize **Rural Business Summit & Trade Fair** during 2nd – 6th October, 2019 at Indira Gandhi National Centre for the Arts, New Delhi to commemorate the completion of 150th Birth Anniversary of The Father of the Nation Mahatma Gandhi.

I have been told that the Rural Business Summit will focus on various topics of discussion, relevant for the rural artisans. As per the Council, Business Delegations from several countries and nearly 250-300 exhibits from rural artisans from various States of India are expected to participate in the Summit. The Exhibition will showcase the best products of Rural India and the other activities besides B2B Meetings, Cultural Programmes and Food Festival etc.

I have also been told that the Rural Artisans, doing exemplary work in their respective fields, shall be awarded during the Summit.

I congratulate the MSME Export Promotion Council and all other participants for organising the event and wish the Rural Business Summit & Trade Fare 2019 all success.


(Narendra Singh Tomar)



MESSAGE

MSME sector is the backbone of our economy and is considered the engine of economic growth. The sector is playing pivotal role through its contribution in manufacturing, exports, employment generation at low capital cost.

It is in this context that the MSME Export Promotion Council had decided to organize a five –day mega event on **“India Bank to Gandhi: Rural Business Trade Fair from 2-6 October 2019”** at the most prestigious venue near India Gate “Indira Gandhi National Centre for the Arts”, Janpath.

More than 235 units from 22 States and 10 Central Ministries had participated in the Trade Fair, apart from many prominent organizations. The response was exceedingly overwhelming and counter-sale was unprecedented. The exhibitors were highly satisfied and each one of them are eager to participate in the forthcoming similar events.

The credit goes to all the participants and specially to the Ministry of MSME and Partner State Uttar Pradesh.

The MSME secretariat had done their best to extend and facilitate all yet the best could be improved further. We assure that our efforts will continue to play a role of **‘facilitator’** to the MSME sector.

A handwritten signature in black ink, appearing to read 'Dr. D S Rawat', with a horizontal line extending to the right.

Dr. D S Rawat
Chairman
MSME EPC



HIGHLIGHTS

India Back to

Gandhi

**RURAL BUSINESS SUMMIT
& TRADE FAIR 2019**

Date : 2-6 October 2019

Venue : India Gandhi National Centre For the Arts, Janpath, New Delhi-110001

Exhibitors : 235

Footfall : Over 30,000 people

To commemorate the completion of 150th Birth Anniversary of the Father of the Nation Mahatma Gandhi, the MSME Export Promotion Council (Supported by the Ministry of MSME, Government of India) had organized a mega Rural Business Summit & Trade Fair 2019 from 2-6 October 2019. This mega event was supported by various Central Ministries such as MSME, Drinking water & Sanitation, Ayush, Animal Husbandry and Dairying, Skill Development & Entrepreneurship, Agriculture & farmers Welfare, Social Justice and Empowerment etc.

While, the Uttar Pradesh Government was the “State Partner”, other notable States who participated include Telengana, J&K, Rajasthan, North Eastern Region: ASSAM, Tripura, Meghalaya, Sikkim, Arunachal Pradesh, Nagaland, Mizoram and Manipur, Tamil Nadu, Maharashtra, Gujarat, West Bengal, Chhattisgarh, Uttarakhand etc. Over 235 stalls were exhibited and during the 5-day event more than 30,000 visitors had visited the Trade Fair. **It is a matter of great satisfaction that the exhibitors went back with huge satisfaction by registering good counter-sale and booking orders for future, establishing contacts with buying agents for foreign companies.**

The noted exhibitors were representing ODOP (UP), Rajasthan, J&K, NABARD, NSIC, NERCORMP, Khadi & Village Industries, Coir Board, Andhra Bank, Garvi Gurjari, Amul, Tihar Jail, LIC, MANAGE, NAFED, SMC Global, NIXI etc.

The Summit was addressed by various prominent dignitaries from Embassies, Ministries, State Governments and Parliamentarians; **Shri Arjun Ram Meghwal**, Hon’ble Minister of State (HI&PA), **Shri Harinarayan Rajbhar**, Former MP & Minister (UP), Dr. Lorho S. Pfoze, Member of Parliament, **Shri Bhubaneswar Kalita**, Former Minister, and Chairman of the North East MPs Forum, **Shri Ram Mohan Mishra**, Additional Secretary & DC, MSME & Chairman NSIC, **Shri Udayee Ram**, Additional Director, Meerut Mandal, **Ms. Juliana Somba-Banda**, First Secretary (Trade), Malawi, **Mr. Ismail Alatise**, Deputy



(Supported by Ministry of MSME, Govt. of India)

Head of Embassy, Nigeria, **Ernest RWAMUCYO**, High Commission, Republic of Rawanda, **HE Ms. Fatoumata Balde**, Ambassador, Republic of Guinea, **H.E Grace Akello**, High Commissioner, Republic of Uganda, **Mr. Andrei MISYURA**, Trade/Investment Secretary, Embassy of the Republic of Belarus etc.

Speakers expressed the view that despite being the face of Indian Freedom movement, Gandhi Ji is a figure revered by the whole world. He is so respected that his birth anniversary is celebrated every year as the International Day of Non-Violence by the United Nations. Not only in India even globally his way of life and life lessons are something that everyone can benefit from. This year's Day puts the focus on sustainability and environment.

Appreciating the initiative taken by the MSME Export Promotion Council, Particularly for connecting Rural India, the Summit focused that everyone wants to live in better world and, therefore, each one of us should work / contribute towards changing the world to make it a better place for our children.

Gandhi Ji always said there can be no change in the world if we are not ready to change ourselves. He firmly believed that the change starts at home and for a world less corrupt, more affable for the future generations; we need to embrace total integrity in ourselves. No change is too small and by and by we can change the world taking small step at a time.

It was further stated that while Bapu insisted on education, he also said that teaching children only for the sake of literacy is worthless if it does not focus on a all-round education. He emphasized on the development of children in body, mind and spirit and not just education as a tool to earn money. He believed well rounded people can contribute to the development of a better society and stronger Nation. He believed in accepting our flaws and turning them into strengths. He believed in the power of forgiveness and acceptance.

Children across all regions, borders, cultures should be able to benefit from this wealth of knowledge.

The Trade Fair received overwhelming response as there are many artisans who live in India's little towns and villages and churn out masterpieces with their hands but fail to find the visibility they deserve. This couple with the lack of monetary returns, forces them to leave behind their ancestral legacy and head to other cities and towns for better employment prospects. These crafts people or artisans are the backbone of the nonfarm rural economy. Around 41.89 million rural populations are employed in non agricultural activity. Despite some instances of well known design houses using handmade products and successful crafts based business such as Fab India and Anokhi, the majority of craft production remains unorganized and informal with its full market potential untapped, especially by the artisan who more often than not struggles for sustenance.

Harnessing the potential of this sector requires different types of investments and promotional support to preserve and promote traditional crafts, strengthen the sector and improve the incomes of artisans.

Each exhibitor was contacted by the Union Minister of State for Heavy Industry and Parliamentary Affairs Shri Arjun Ram Meghwal about the response they received during the 5-day event.



Realising Gandhiji's vision

BS Marketing Initiative

On Gandhiji's footsteps towards sustainable future: MSDGs

No matter how fast paced and technologically advanced our lives have become since Mahatma Gandhi's times, the essence of Gandhiji's teachings are as relevant today as they were then, because the basic human nature itself has not changed.

Despite being the face of Indian freedom movement, Gandhiji is a figure revered by the whole world. He is so respected that his birth anniversary, 2nd October, is celebrated every year as the International Day of Non-Violence by the United Nations. Lovingly addressed as "Bapu" by all Indians, his teachings are timeless and relevant even in today's time. For Indians he is the "Father of Our Nation". Not only in India even globally his way of life and life lessons are something that everyone can benefit from. This year's Day puts the focus on sustainability and the environment.

and that victory comes from moral courage not imposed submission. He said in all the activities, the youth must be involved as an agent of social-political change in society. **Be the change you want to see in the world**

Everyone wants to live in a better world. We all hope and pray that the world would change and become a better place for our children, but not many of us want to be an instrument to that change. Gandhiji always said there can be no change in the world if we are not ready to change ourselves. He firmly believed that the change starts at home and for a world less corrupt, more affable for the future generations; we need to embrace total integrity in ourselves. No change is too small and by and by we can change the world, taking one small step at a time.

Going further on his teachings he also propagated Cleanliness is Next to Godliness. Gandhiji was an ardent believer in this philosophy. He vigorously supported cleanliness of both the body and soul. He believed that having a clean body is as important as having a clean mind. Bapu said "When there is both inner and outer cleanliness, it approaches godliness".

Keeping not only our own

houses clean but also working towards keeping our streets and cities clean is the path to attaining godliness.

Education which does not mould character is absolutely worthless
While Bapu insisted on education he also said that teaching children only for the sake of literacy is worthless if it does not focus on an all-round education. He emphasized on the development of children in body, mind and spirit and not just education as a tool to earn money. He believed well rounded people can contribute to the development of a better society and stronger nation.

Children who are educated only for the sake of literacy and earning a living cannot contribute much in a nation's development. Gandhiji believed in the power of character not appearances. He believed in accepting our flaws and turning them into strengths. He believed in the power of forgiveness and acceptance.

The teachings of Mahatma Gandhi will always be enlightening for our children and all the generations to come. Children across all religions, borders, cultures should be able to benefit from this wealth of knowledge.

Understanding the imperative



Dr. D. S. Rawat
Vice Chairman, Foundation for MSDGs

It all begins with education, cleanliness, water and environment. It's time to act and react to save, spread and steer them. Let's join hands with 1,50,000 children from across different parts of the nation to celebrate Bapu's vision of India. 🇮🇳

need of the hour to sensitize the future citizens – the children of the Nation, Institute of Applied Systems & Rural Development has been organizing awareness programs in various schools on impact of Climate Change & their role to mitigate it since 2010.

To commemorate the 150th birth anniversary of Mahatma Gandhi, the MSME Export Promotion Council, Institute of Applied Systems & Rural Development and the Foundation for Millennium Sustainable Development Goals are pleased to join the nation by involving 1,50,000 school children to help build a new India by participating in the following campaigns.

- National Campaign on Eradication of Manual Scavenging • Campaign for Swachh Bharat • Water Conservation and Restoration of Water Resources & Rural Development
- Tree Plantation by Involving Corporate India • Campaign Against Drug Addiction

MSDGS gives wings to Gandhiji's dreams and is all set to organise Rural Business Summit & Trade Fair between 2nd and 6th October, 2019 at Indira Gandhi National Centre for the Arts (IGNCA), New Delhi. This will give boost to livelihood opportunities for rural India. The event will focus on opportunities in rural market, strengthening existing rural schemes, future of rural marketing, enhancing business landscape, advances in advertising and sales promotion and role of start-ups. Free Stalls are available for SC/ST, Small/Medium Enterprises under special marketing assistance scheme (SMAS) of National SC/ST Hub of Ministry of MSME (GoI). Come, experience a mega Summit and Fair with great delicacies and cultural programs. For details, get in touch at:



(Supported by Ministry of MSME, Govt. of India)

60 Metro Stations and 2 International Airports



Times of India, Wednesday, 2nd October 2019, New Delhi

PROMOTING RURAL ENTREPRENEURSHIP

sustainable lifestyle.* Heavy footfall of domestic and international buyers from Russia, Malawi, Guinea, Rwanda, and Nigeria amongst others is expected.

Speaking about the fair, Dr. JS Rawat, Chairman, EPCEP, said, "With rural India opening up to realize its potential, especially in the e-commerce space, it is time to seek new markets while at the same time getting buyers from all over the world to it."



FAIR INSPIRED BY GANDHI'S VISION

Commemorating the birth anniversary of Mahatma Gandhi, the fair focuses primarily on providing opportunities in the markets and strengthening existing schemes



publish the roadmap for rural marketing along with enhancing the existing business landscape.

Besides, it will also look at ways and means to benefit the rural areas with their own products, especially in the field of digital media along with sales promotion. The role of start-ups and how to benefit from their efforts is another key area.

Prime Minister Narendra Modi while lauding the fair commented, "The Business Summit and Trade Fair will help spur the growth of village-based industries and encourage the people living in our villages to showcase environment-friendly products and promote a more

RURAL BUSINESS SUMMIT
Crafting Livelihood for Rural India
2nd October 2019, 10:00 AM
Supported by

CONSUMER CONNECT INITIATIVE
Pradesh, government and Agri & Farmers' Welfare along with NSIC. Resp.editiontimesgroup.com

Micro, Small, Medium Enterprises under special marketing assistance scheme (SMAS) of National Institute of Entrepreneurship and Rural Innovation (NIERI) supported the fair. The fair will be held at the same time as the 150th anniversary of Mahatma Gandhi.

Micro, Small, Medium Enterprises under special marketing assistance scheme (SMAS) of National Institute of Entrepreneurship and Rural Innovation (NIERI) supported the fair. The fair will be held at the same time as the 150th anniversary of Mahatma Gandhi.



India Back to Gandhi TRADE FAIR

2 3 4 5 6 October, 2019
Indira Gandhi National Centre for the Arts, New Delhi

Exhibition-cum-Sale
Handicrafts • Handlooms • Herbal Products
Saris • Suits • Kurtis • Furniture
Home Furnishings • Tribal Arts • Gift Items



ENTRY FREE

FOOD FESTIVAL
CULTURAL PROGRAMMES

MSME Export Promotion Council
(Supported by Ministry of MSME, Government of India)
Email: mmeepc@gmail.com | www.msmeepc.com
Supported by: FMSDGs

Over 250 Craftspersons from Across India



(Supported by Ministry of MSME, Govt. of India)

Hindustan Times, Saturday, 5th October 2019, New Delhi

India Back to Gandhi TRADE FAIR

2 3 4 5 6 October, 2019
Indira Gandhi National Centre for the Arts, Janpath, New Delhi

Exhibition-cum-Sale
Handicrafts • Handlooms • Herbal Products
Saris • Suits • Kurtis • Furniture
Home Furnishings • Tribal Arts • Gift Items

LAST 2 DAYS **ENTRY FREE**

Over 250 Craftspersons from Across India

MSME Export Promotion Council
(Supported by Ministry of MSME, Government of India)
Email: msme@epcpc.com | www.msmeepc.com
Supported by FICCI

FOOD FESTIVAL
CULTURAL PROGRAMMES

GLIMPSES OF THE EXHIBITION

(Supported by Ministry of MSME, Govt. of India)



























NOTES



(Supported by Ministry of MSME, Govt. of India)



(Supported by Ministry of MSME, Govt. of India)

MSME EXPORT PROMOTION COUNCIL

MSME House : C – 9/9848, Vasant Kunj,
New Delhi – 110070, Landline: 011 – 41767867,
Email: info@msmeepc.com
www.msmeepc.com



Foundation for Millennium Sustainable Development Goals

Foundation for Millennium Sustainable Development Goals

Foundation House : C – 9/9848, Vasant Kunj,
New Delhi – 110070, Landline: 011 – 41767867,
Email: connect@foundationformsdgs.com
www.foundationformsdgs.com