विषय:- कर्म विज्ञान संगठन एवं इंडेस फेयर -2019, 2 से 6 अक्टूबर, 2019 में भागीदारी/स्टॉल लगाने के संबंध में।

कृपया पत्र कर्म विज्ञान संगठन एवं इंडेस फेयर -2019 का संचालन में जो कि जी.डी. एस. रावत, कार्यकारी अध्यक्ष, एमएसएसई एससीपी प्रोमोशन कॉशल, वेंसतकुज, नई दिल्ली से प्राप्त हुआ है जो कि उपरोक्त विषय से संबंधित है।

उपरोक्त विषय के संबंध में आप से अनुरोध किया जाता है कि उल्लेख्य की जाती है कि उक्त प्रदर्शनी जो कि दिनांक 2 - 6 अक्टूबर, 2019 तक इंडिया गंगी राजधानी का विभाग, जनधन, नई दिल्ली में आयोजित की जा रही है इसमें, अपनी सहभागिता सुनिश्चित कराने और विद्यालय निदेशकों को सुनिश्चित करने का काम करें।

संदेश: आवश्यक

(डा. रानी शर्मा)
संयुक्त निदेशक (कृषि सुविधा)
[हैड़ी] 011-25846812
e-मेल: ranvir.singh@yahoo.com

विशेषता

1. उप महानिदेशक (कृषि विभाग), प.स. जू. अनु-रीतियों, कृषि अनुबंधन भवन, पूर्णा, गई दिल्ली
2. संयुक्त कर्मचार (मुखली/हिलेट्स) कृषि.एस.पी. क्र. विद. कृषि भवन नई दिल्ली
3. संयुक्त कर्मचार (कॉहिटिंग) कृषि.एस.पी. क्र.क्रिएट. कृषि भवन नई दिल्ली -224A
4. संयुक्त कर्मचार (एन.एन.एन.एन. पी/सीटेक) कृषि.एस.पी. क्र. क्रिएट. कृषि भवन नई दिल्ली -239
5. संयुक्त कर्मचार (बागायती) कृषि.एस.पी. क्र. क्रिएट. कृषि भवन नई दिल्ली
6. संयुक्त कर्मचार (एन.एन.एन.पी) कृषि.एस.पी. क्र. क्रिएट. कृषि भवन नई दिल्ली -135
7. संयुक्त कर्मचार (आईएन.एन.एन.पी) कृषि.एस.पी. क्र. क्रिएट. कृषि भवन नई दिल्ली -246B
8. संयुक्त कर्मचार (सहकारियों) कृषि.एस.पी. क्र.क्रिएट. कृषि भवन नई दिल्ली -244
9. संयुक्त कर्मचार (मार्केटिंग) कृषि.एस.पी. क्र. क्रिएट. कृषि भवन नई दिल्ली -237
10. संयुक्त कर्मचार (आईएन.एन.एन.पी) कृषि.एस.पी. क्र. क्रिएट. कृषि भवन नई दिल्ली -240A
11. संयुक्त कर्मचार (आईएन.एन.एन.पी) कृषि.एस.पी. क्र. क्रिएट. कृषि भवन नई दिल्ली -299D
12. संयुक्त कर्मचार (एन.एन.एन.एन.पी) प्रधानमंत्री एन.एन.एन. विभाग कृषि भवन नई दिल्ली -246- नई दिल्ली
13. प्रथम निदेशक, एन.एन. बी. सेक्टर-18, फोटो 85, गुजरात-122015 (हार्वर्ड)
14. अनुबंध, ग्राम-विलाय, एन.एन. 12001, 1001 मंजिला, अनार-चार्टी ट्रेड टावर, नेहरु प्लेस नई दिल्ली-110019
15. प्रथम निदेशक, गैस्ट्रो, नेहरु प्लेस, सिरोहोट एन्डरल, रिंग रोड, आरम्भ चौक, नई दिल्ली-110014
16. निदेशक, कैप्टनांद और कोचो विकास निदेशक, केसर महल, कोचो 682011
17. श्री-एन.एन. बी. एन.ए.सी.बी. बीज भवन, पूर्णा, नई दिल्ली-110012
18. महानिदेशक, मेनज. राजेन्द्र गांधी, हैदराबाद-500030

प्रमुख: के लिए संदेश भेजने का अनुमति, यस्ता की एंड बितरी, यूज़र सूची को प्रोग्राम तैयार करने की कोई आवश्यकता नहीं है।
"India Back to Gandhi"
RURAL BUSINESS SUMMIT & TRADE FAIR 2019
Crafting livelihood for Rural India
2nd-6th October, 2019
Indira Gandhi National Centre for the Arts, Janpath, New Delhi

Dear Shri Agarwal ji,

MSME Export Promotion Council (MSME EPC) is established with the close guidance and support from Ministry of MSME, Government of India, with the specific objective of equipping Micro, Small and Medium Enterprises to become competitive and assist in their export efforts to ‘Go Global’. The Father of the Nation Mahatma Gandhi said, “I would say that if the village perish too, India will be no more India. Her own mission in the World will get lost. The revival of the village is possible only when it is no more exploited.”

In this direction, to commemorate completion of 150th Birth Anniversary of Mahatma Gandhi and carry forward his ideology and vision “The future of India lies in its villages”, the MSME Export Promotion Council along with the Ministry of MSME, Government of India and Foundation for Millennium Sustainable Development Goal (MSDGs), is organizing a RURAL BUSINESS SUMMIT & TRADE FAIR in New Delhi, focusing on “Crafting a livelihood for Rural India”.

EVENT SCHEDULE IS AS FOLLOWS:

<table>
<thead>
<tr>
<th>RURAL BUSINESS SUMMIT 2019</th>
<th>RURAL BUSINESS TRADE FAIR 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date</td>
<td>2nd October, 2019 (1 Day)</td>
</tr>
<tr>
<td>Venue</td>
<td>Indira Gandhi National Centre for the Arts, 11, Man Singh Rd, Near Andhra Bhavan, Rajpath Area, Janpath, New Delhi</td>
</tr>
</tbody>
</table>

KEY HIGHLIGHTS:
- Event to be inaugurated by Hon’ble MSME Minister and Hon’ble Minister of Commerce and Industry, Government of India.
- Participation of various Ministries/Departments.
- High Commissioners / Ambassadors, Commercial Counsellors of various Diplomatic Missions shall be present in large numbers.
- More than 200 Exhibits from rural artisans, craftsmen, MSMEs, rural based units/products.
- The key activities shall be Rural Conference, B2B Meetings, Cultural Programmes, Food Festival, amongst others.
- Country Partners already confirmed by Russia, Ghana, Malawi, Morocco, Nigeria, Rwanda. Business Delegations also expected from several countries.
- While, the Council has earmarked 50 stalls for SC/ST artisan to exhibit their products, 50 stalls have also been earmarked for Women and physically disabled entrepreneurs.
- Opportunity for Rural Artisans to connect with the metro population, considering October being a festive month with upcoming festivals like Dussehra and Diwali. It will also open business avenues by collaborating with the suppliers, distributors, wholesalers and exporters.

Considering the importance of the event, we request and propose the Ministry of Agriculture & Farmers Welfare, Government of India to consider taking 20 Built-up stalls to the tune of INR 50,000/- per stall, so that the agri-entrepreneurs could be advised by your Ministry to display their products. In lieu of this, we shall be happy to display your Ministry’s logo on all publicity materials, advertisement, hoardings, backdrop, etc.

May we request you for an early confirmation so that the logo of your Ministry could be printed on the brochure and all publicity materials.

We shall look forward to your kind acceptance of our proposal and joining us for this initiative of empowering the Rural India. Your support shall go a long way in this direction. Also, we seek your convenient time to meet you to explain personally the objectives of this 5-day event.

Thanking you,

Yours sincerely,

Dr. D S Rawat  
Working Chairman

Shri Sanjay Agarwal  
Secretary  
Ministry of Agriculture & Farmers Welfare  
Government of India  
Krishi Bhawan, Room No. 120,  
First floor, Dr. Rajendra Prasad road,  
New Delhi 110001
India Back to Gandhi

RURAL BUSINESS SUMMIT & TRADE FAIR 2019
Crafting Livelihood for Rural India

2nd-6th October, 2019
New Delhi

Supported by

MSME EXPORT PROMOTION COUNCIL
(Supported by Ministry of MSME, Govt. of India)
"I would say that if the village perishes India will perish too. India will be no more India. Her own mission in the world will get lost. The revival of the village is possible only when it is no more exploited."

M. K. Gandhi

When we talk about Rural economy, the role of Mahatma Gandhi is indispensable. His concept of rural development revolves around creating model villages for transforming 'swaraj' into 'su-raj'. He believed that "The future of India lies in its villages". Moreover, he strongly advocated that rural India should develop for wholesome development of the country because India lives in its villages.

To commemorate the occasion of completion of 150th Birth Anniversary of Mahatma Gandhi, our Father of the Nation, and taking forward his ideology and vision of Rural Development, MSME Export Promotion Council (supported by Ministry of MSME, Govt. of India), is organizing RURAL BUSINESS SUMMIT & TRADE FAIR 2019, a Mega Trade Fair and Summit, from 2nd-6th October, 2019, in New Delhi. A platform for the beneficiaries of SHGs, Rural artisans and craftsmen.
Rural Trade Fair in heart of Delhi

Exhibition & Sale of Rural Arts & Craft

RURAL BUSINESS SUMMIT & TRADE FAIR 2019

2nd-6th October, 2019
New Delhi

KEY ATTRACTIONS

- Food Festival
- Cultural Programmes
- 250 Stalls By Rural Artisans Across India
- Workshop & Buyers & Sellers Meet

WHO CAN EXHIBIT

- Agriculture, Horticulture, Organic Farming
- Agri Machinery & Equipment
- Animal Husbandry, Dairy, Poultry
- All Food Products, Spices, processed food products
- Fresh Fruits & Dried Fruits
- Herbal Products
- Leather Products
- Handloom, Textiles, Fabrics & Apparels
- Wood, Bamboo, Jute, Rattan articles
- Furniture-Modern & Traditional and heritage products
- Metallic articles, Brass and wrought iron products.
- Handmade Jewellery & Tribal ornaments
- Handicrafts, Decorative items, Interior Design, Carpets and Decor
- Terracotta Items & Earthen utensils
- Handmade and Embroided Paintings, Toys
- Khadi Items (Dari, Garments, Khadi Bags, Material, Shawls)
- Energy Efficient Products
- Rural Innovators
- Medical & Hospital Equipment
- Security, Fire Safety Defense
- NGOs, Self Help Groups
- Banks, NBFCs & Rural Financing Agencies
- Rural Agriculture Development Department, Panchayati Raj & Skill Development Centers
- Cottage and Small-Scale Industry Board, Soil Art Board

STALL PRICING

<table>
<thead>
<tr>
<th>Booth size (One side Open)</th>
<th>9 sqm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booth Price</td>
<td>Rs. 50,000 + 18% GST</td>
</tr>
</tbody>
</table>

Additional Pricing:

- In case of Corner Stall and stalls at prominent reserved locations

- Floor space 3 x 3 sqm
- Octanorm frame, with Company Fascia and branding
- One table, One electric dropout, Two chairs, 1 spot light
- Inside stall Carpeting
- Packed lunch for 2 people per stall for all Exhibition days
## SPONSORSHIP OPPORTUNITIES

### SPONSORSHIP CATEGORIES & BENEFITS

<table>
<thead>
<tr>
<th>Number of Sponsors</th>
<th>One (Exclusive)</th>
<th>Two</th>
<th>Three</th>
<th>One (Exclusive)</th>
<th>One (Exclusive)</th>
<th>Multiple</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Event &amp; Post-Event Promotions</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>* Logo on all event mailers, Collaterals</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>* Wings of the Backdrop (Category wise)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>* Separate panel “Thanking all the sponsors” at the summit &amp; Exhibition venue</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>* Opportunity to screen corporate film during the Summit</td>
<td>3 Min</td>
<td>1 Min</td>
<td>30 sec</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>* CEO video message on the initiative during the Summit</td>
<td>90 sec</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>* Logo branding in Event Promotion Advertisements in National Newspapers</td>
<td>Logo + Message</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
</tr>
</tbody>
</table>

### Stall Space allocation

<table>
<thead>
<tr>
<th></th>
<th>27 sqms at prime location</th>
<th>18 sqms at prime location</th>
<th>9 sqms at prominent location</th>
<th>9 sqms at prominent location</th>
<th>6 sqms</th>
</tr>
</thead>
</table>

### Speaking Opportunity in the inaugural Session

| | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

### Number of Passes

| 10 | 5 | 2 | 5 | 5 | 2 | 1 |

### Thankyou Lunch Sponsor

| ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

### Branding of logo on Delegate Kit Bag

| ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

### Acknowledgment in the conference booklet

| ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

### Advertisement in conference booklet /or Publication (Color)

| Double page + bookmark at Prominent space | Full page at Prominent space | Full Page | Full page at Prominent space | Full page at Prominent space | Full Page | Half Page |

### Acknowledgement in the Special Publication to be released

Prices are exclusive of 18% GST

## CONTACT DETAILS (FOR SPONSORSHIP & STALL BOOKING)

Deepti Pant  
Mob. : 9717838540  
Email : ed@msmeepc.com

Anju Mehar  
Mob. : 9717020360  
Email : info@msmeepc.com

Rohan Mankotia  
Mob. : 9999936948  
Email : msmeepc@gmail.com

**MSME EXPORT PROMOTION COUNCIL**  
(Supported by Ministry of MSME, Govt. of India)  
Add. : C-9/9848, Vasant Kunj, New Delhi 110 070  
Ph: 011-41767867  
Website : www.msmeepc.com