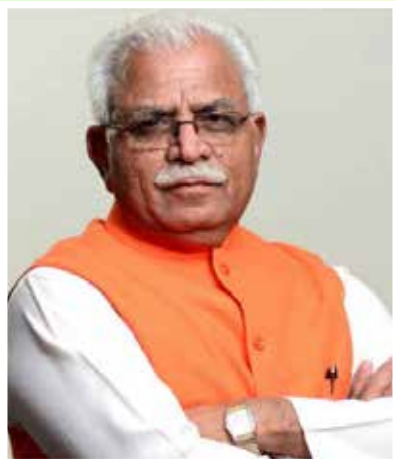




(Supported by Ministry of MSME, Govt. of India)



“Haryana is emerging as the new, modern hub for start-ups. We have established a supportive regulatory framework and a robust governance structure to enable the growth of a Start Up eco-system in the State.”

**Shri Manohar Lal Khattar**  
Hon'ble Chief Minister of Haryana



**Shri Dushyant Chautala**  
Deputy Chief Minister of Haryana

# **Adding momentum to pace of development** **National Summit & Trade Fair** **Start-Up Agro-Rural Entrepreneurship**

**“Unleashing Opportunities for Youth, Women and Artisans”**

**14th to 17th January, 2021, Gurugram**

## **Supported by**



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Russia, Israel, Nigeria and Somalia

## **Organised By**

**MSME Export Promotion Council**

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**&**  
**Confederation of Organic Industry of India (COII)**



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**MSME EXPORT PROMOTION COUNCIL**

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

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# **National Summit & Trade Fair**

## **Start-Up Agro-Rural Entrepreneurship**

### **“Unleashing Opportunities for Youth, Women and Artisans”**

**14th to 17th January, 2021, Gurugram**

Haryana is one of the most mineral – rich states in India and is one of the favoured investment destination for domestic and international investors. The economy of the State is one of the fastest growing economy in India. The State has an agriculture based economy which is in transition towards an industry and service –based economy. The GDP by sector remains agriculture 28%, industry 28% and services 44%.

Haryana is amongst the top ten States accounting for the highest number of MSME enterprises. The State offers a wide range of fiscal and policy incentives for businesses. The State also has sector-specific and policies for businesses. The State also has sector-specific and policies for IT, and Micro Small and Medium Enterprises. The State has huge potential in tourism and eco-tourism, agri and food processing, horticulture, organic farming, Ayush and Health Wellness, Tribal Women and men livelihood development Centres.

Resultant of the various policies of the State Government, Haryana is ready to be counted as an equal in Start –Up Specially in Agri and rural sectors, though the efforts so far have been restricted to conventionally bigger cities. Needless to mention that youths from the State are educated and are keen to take initiative for starting their own ventures and they need the opportunity and handholding.

The MSME Export Promotion Council, supported by the Government of India, along with the Confederation of the Organic Industry of India is organising a 4-day Summit & Trade Fair on Start-Up Agro-Rural Entrepreneurship: Unleashing opportunities for Youth, Women & Artisans in 14th to 17th January, 2021.

The objective is to provide a platform to amalgamate ideas with creativity, brainstorm, dream differently, develop action plans, groom up the Start and Stand Up enterprises and lead projects that have potential to become popular brands from Haryana. We believe this will promote youthful entrepreneurship for a wider publicity of Entrepreneurial ventures through the Start Up and Stand Up eco-system, recognize the Start Up entrepreneur for their pioneering leadership in the key sector, areas of enterprise development, promote the local and regional Start Up throughout the country and abroad and popularize the products and services developed in the state.

The Summit will also further connect the Start Up entrepreneurs from the state with various stakeholders including investors, resource based organizations, banks, financial institutions etc. The Summit will also help facilitating a meeting ground for the creative minds to come together and infuse ideas with Start-Up innovations, knowledge networking, generating venture capital, forming market linkages and business development.

**MSME Export Promotion Council**

Supported by Ministry of MSME, Govt. of India

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## BENEFICIARIES AND PARTICIPATING SECTORS

- Agriculture
- Horticulture
- Organic Farming
- Agri Machinery & Equipment
- Animal Husbandry
- Dairy
- Poultry
- All Food Products
- Spices
- Processed Food Products
- Fresh Fruits & Dried Fruits
- Tribal Art & Paintings
- Herbal & Ayurveda Products
- Leather Products
- Handloom
- Textiles
- Fabrics & Apparels
- Wood
- Bamboo
- Jute
- Rattan articles
- Khajoor Silp
- 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 Renewable Power
- Rural Roads
- National Highways
- Industrial Clusters

## SPONSORSHIP OPPORTUNITIES

SPONSORSHIP CATEGORIES & BENEFITS	EVENT PRESENTING PARTNER	GOLD SPONSOR	SILVER SPONSOR	CULTURAL PROGRAMME SPONSOR (Exclusive)
		Rs. 25 Lakhs	Rs. 15 Lakhs	Rs. 10 Lakhs
<b>Prices are exclusive of 18% GST</b>				

## EXHIBITION

1. Stall 3x3 Sq.mtr.@Rs 60,000 plus 18 percent GST.
2. Logo of the organisation shall be prominently acknowledged and displayed on all mailers, Wings of the backdrop, panels, advertisements newspapers, one-page advertisement in the background paper and proceedings, etc.
3. Every day two bottles of water and packaged lunch for two persons at every stall shall be served on 26-27-28-29.
4. Companies shall be allowed to distribute/display their promotional materials.

# GLIMPSES OF THE EXHIBITION



## CONTACT DETAILS (FOR SPONSORSHIP & STALL BOOKING ETC)

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