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



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**

Co-Organiser



MSME EXPORT PROMOTION COUNCIL

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"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 a mega **RURAL BUSINESS SUMMIT & TRADE FAIR 2019 from 2nd- 6th October, 2019, in New Delhi**. A platform for the beneficiaries of SHGs, Rural artisans and craftsmen. Agri-Based and Ayush, SMCG Sector.

Business Standard NEW DELHI | WEDNESDAY, 14 AUGUST 2019

BS Marketing Initiative

Realising Gandhi's vision

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.

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.

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

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
- 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:

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.

Gandhi honored humanitarian obligation to all living things. He reminded us that "Earth provides enough to satisfy everyone's needs, but not everyone's greed. We know that a culture of non-violence begins with respect for others, but it does not end there. To nurture peace, we must respect nature.

Mahatma Gandhi not only led the freedom movement in India, but worked throughout his life for social change and the development of society. At the heart of Mahatma Gandhi's philosophy of nonviolence, was his belief that strength comes from righteousness, not force; power comes from truth, not might;

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.

Gandhi 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



Exhibition & Sale

ENTRY FREE

RURAL BUSINESS SUMMIT & TRADE FAIR 2019

KEY ATTRACTIONS

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

**2nd- 6th October, 2019
New Delhi**

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 • 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 Embroidered 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

STALL PRICING

Book Your Stall Now

| | |
|---------------------------------------|---|
| Booth size (One side Open) | 9 sqm |
| Booth Price | Rs. 50,000 + 18% GST |
| Additional Pricing | In case of Corner Stall and stalls at prominent reserved locations |
| Standard exhibition booth inclusions: | <ul style="list-style-type: none"> • 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 |



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A Farmers' Cooperative



ANDHRA BANK



पूर्वोत्तर हस्तशिल्प एवं हथकरघा विकास निगम लिमिटेड
(भारत सरकार का एक उद्यम)
North Eastern Handicrafts & Handlooms Development Corporation Limited.
(A Government of India Enterprise)



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