

# JKTPO's Participation at MSME Expo & Summit 2022 25 - 27 August 2022

## Post Event Report

Organiser



Invitation to Participate in INDIA's only



**B2G/B2B MEETS - NETWORKING  
NEW OPPORTUNITIES**



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## ❖ About MSME Development Forum (MSME-DF)

An ISO certified non-profit organization, is working with the mission and motivation of Prime Minister Sh. Narendra Modi, for accelerating the growth of Indo Global SME business. Forum is led by its Chairman Mr. Rajnish Goenka, National Convener of BJP Micro & Small Industries Cell-2014 & National Board Member Ministry of MSME, Government of India-2019. with many eminent Parliamentarians, Industry Leaders, former Bureaucrats, Corporates, Professionals & Media heads on it's board. It is working as the catalyst between Government and Industry Stake Holders:

- ▶ To Provide a much needed one stop global platform to connect, network, partner and share information & to find new business opportunities in either country
- ▶ To organize expo's, trade fairs, conferences, seminars, summits, business delegations. in India & Abroad for Business Promotion

## ❖ About 8th India MSME Trade Fair, Expo & Summits - 2022

India International expo/ Trade Fair Post Covid is held in New Delhi for SMEs, Startups, trade, Industry, Service providers, offered a much needed unified global platform for networking, exhibiting their products/ Services to find new business opportunities/ Markets/ Ideas/ Buyers/ Sellers/ Raw materials/ Technologies/ JVs/ Collaborators/ Investments/ Research & Market Survey and shared knowledge about Central/ State Government's new promotional scheme/ policies/ Legislations & to have B2G/ B2B/ B2C Meets.

### Highlights:

- 20000+ Visitors
- 1500+ Focused Buyers
- 300+ Exhibitors
- 75+ PSUs & Banks
- 30+ Govt. Ministries
- 100+ Investors
- 100+ Associations/Chambers
- 20+ Embassies
- 50+ Corporates/MNCs

### Focused Sector

- Defence
- Railways
- Civil Aviation
- Infrastructure & Smart Cities
- Pharma & Healthcare
- IT/ITEs, Telecom & Electronics
- Plastic Industry

- FMCG, Agro & Food Processing
- Handicrafts, Furnishings & Households
- Textile & Leather
- Tourism & Entertainment
- Renewable Energy

## ❖ Agenda of MSME Expo 2022

<b>AGENDA (8th INDIA INTERNATIONAL MSME START-UP EXPO 2022)</b>		
<b>Day 1</b>	<b>DESCRIPTION /SPEAKERS</b>	<b>25.08.2022</b>
<b>9.30AM - 10:30AM</b>	<b>Registration, Tea /Coffee/Snacks &amp; Video Presentation</b>	
<b>SESSION - I</b>	<b>INAUGURAL SESSION 10:30 AM - 12:30PM</b>	<b>Moderator</b>
<b>10.30 AM - 10.40 AM</b>	<b>Presentation about MSME Development Forum MSME DF ANTHEM LIVE by Shambhavi Jamwal</b>	<b>ANCHOR</b>
<b>10.40 AM - 10.50 AM</b>	<b>Address &amp; Presentation by Mr. Vivek Bhardwaj Secretary Industries, Government of Jammu &amp; Kashmir</b>	
<b>10.50 AM - 10.55 AM</b>	<b>Mr. Sharad Kohli Economist &amp; National Board Member,MSME Development Forum</b>	
<b>10.55 AM - 11.00 AM</b>	<b>Mr. Vibhu Nayar ,IAS Executive Director - ITPO &amp; CMD-MMTC</b>	
<b>11.00 AM - 11.10 AM</b>	<b>Welcome of Chief Guest Sh.Manoj Sinha (Hon'ble LG, J&amp;K) Lamp Lighting &amp; Felicitation</b>	
<b>11.10 AM - 11.20 AM</b>	<b>Introduction - Welcome &amp; EXPO Overview Sh. Rajnish Goenka Chairman,MSME Development Forum</b>	
<b>11:20 AM - 11:25 AM</b>	<b>Address by Sh. Din Bandhu Choudhary MD, Dainik Navjyoti</b>	
<b>11:25 AM - 11:40 AM</b>	<b>Address by Chief Secretary, IAS Shri Arun Kumar Mehta Government of Jammu &amp; Kashmir</b>	
<b>11.40 AM - 12.00 PM</b>	<b>Chief Guest Shri Manoj Sinha Hon'ble LG, J&amp;K Launch of J&amp;K ODOP Box</b>	
<b>SESSION - II TO BE CONTINUED..</b>	<b>Akhil Bhartiya Laghu Udyami Sammelan स्वदेशी से आत्मनिर्भर उद्यमी भारत का निर्माण (12:30 PM - 1:30 PM)</b>	

12.00 PM - 12.05 PM	<b>Welcome of Guests</b>	<b>Sh. Sharad Kohli</b> Economist & National Board Member, MSM E Development Forum
12.05 PM - 12.10 PM	<b>Introduction &amp; Felicitation</b>	
12.10 PM - 12.20 PM	<b>Sh. Ravi Bansal</b> President, Chaupal	
12.20 PM - 12.30 PM	<b>Dr. M. Angamuthu, IAS</b> Chairman - APEDA	
12.30 PM - 12.40 PM	<b>Sh. Syed Zafar Islam</b> Member of Pariliament	
12.40 PM - 12.50 PM	<b>Sh. Kashmiri Lal</b> (National Organising Secretary - Swadeshi Jagaran Manch)	
12.50 PM - 1.10 PM	<b>Chief Guest</b> <b>Shri Yogi Adityanath</b> Hon'ble Chief Minister Uttar Pradesh	
1.10 PM - 1.20 PM	<b>Address by Secretary Shri Navneet Sehgal</b> IAS Additional Chief Secretary MSME & Export Commissioner, Government of Uttar Pradesh	
1.20 PM - 1.40PM	<b>Mementoes</b>	
1.40 PM-1.45 PM	<b>Vote of Thanks</b>	<b>Sh. Rajnish Goenka, Chair man MSME Dev Forum</b>
1.45 PM - 2.30 PM	<b>Lunch</b>	
<b>SESSION - III</b>	<b>J&amp;K Investors Summit ( 2:30 PM - 3:30 PM)</b>	
2.30 PM - 2.40 PM	<b>Welcome Address &amp; felicitations</b>	<b>Dr. Devansh Yadav, IAS, Man aging Director, JKTPO Jammu &amp; Kashmir Trade Promotion Organization</b>
2.40 PM - 2.45 PM	<b>J &amp; K Pitch Video</b>	<b>By J&amp;K Team</b>

2.45 PM - 3.00 PM	Investors Presentation and Special Address	Mr. Vivek Bhardwaj, IAS, Administrative Secretary (FC/A CS) Industries & Commerce Department, Government of J&K
3:00 PM - 3:10 PM	MOU Signing	JKTPO & ONDC
3:10 PM - 3:25 PM	Keynote Address	Sh. Manoj Sinha, Hon'ble Lieutenant Governor, Jammu & Kashmir
3:25 PM - 3:30 PM	Closing Remarks	Sh. Rajnish Goenka, Chairman MSME Dev Forum
SESSION - IV	U.P. FOR SELF RELIANT INDIA INVEST U.P. (3:30PM - 4:30PM)	
3.30 PM-3.40 PM	Welcome Address & felicitations	
3.40 PM-3.50 PM	Invest UP Presentation	
3.50 PM-3.55 PM	Joint Secretary MSME, Government of Uttar Pradesh	
3.55 PM-4.05 PM	Secretary Industries Government of Uttar Pradesh	
4.05 PM-4.20 PM	Shri Navneet Sehgal IAS Additional Chief Secretary MSME & Export Commissioner, Government. of Uttar Pradesh	
4.20 PM-4.25 PM	Mementoes	
4.25 PM-4.30 PM	Vote of Thanks	
SESSION - V	AGM (5:00 PM - 6:00 PM)	
5.00 PM - 6.00 PM	MSME Development Forum - AGM For All India Members, Conveynors/Presidents, International Chapter heads	
6.00 PM	Networking Hi-Tea	

## ❖ JKTPO's Objectives

The objective of JKTPO to participate in MSME Expo 2022 was to promote J&K as investment destination and also to facilitate J&K's Entrepreneurs for the following opportunities:

- Showcase J&K's potential
- Develop new business contacts
- Business development by showcasing products & services during exhibition
- One to one/ Group meetings with the decision makers
- Showcase latest development of products and services
- Understand the future requirements
- Effective discussions to forge business relationship
- Wide Market outreach
- Networking
- Business Development & Bulk Buying
- National & International Exposure
- Buyer-Seller Meets
- B2B Meets
- B2G Meets
- Business Relationships
- Vendor Developments
- Backward & Forward Linkages
- MoU Signing

## ❖ JKTPO participation at MSME Expo 2022

JKTPO participated as "**State Partner**" during MSME Expo 2022, **Exclusive Session on Investment Opportunities at J&K** was organized to showcase the investment potential & conducive industrial policies.

At the MSME Expo, standalone **J&K Pavilion** with more than **40 exhibitors** showcased their products & services, exhibitors from across the sectors like Handloom & Handicraft, Agriculture & food processing, Textile, Dairy, Floriculture Chemical, Engineering, Education to name a few.

MoU with ONDC have been signed expand the partnership and accelerate eCommerce landscape in the state.

B2G Meetings also organized to synergies the trade & create forward linkages.

## ❖ Inauguration of MSME Expo 2022

Hon'ble Lt Governor UT of Jammu and Kashmir, Shri Manoj Sinha inaugurated the 8<sup>th</sup> India MSME Expo & Summit 2022



## ❖ Launch of J&K ODOP Box

Hon'ble Lt Governor UT of Jammu and Kashmir, Shri Manoj Sinha unveiled the J&K ODOP Box during the 8<sup>th</sup> India MSME Expo 2022. J&K ODOP Box represent specialities of representing districts.





## ❖ MoU Signing - ONDC and JKTP0

ONDC and Jammu and Kashmir Trade Promotion Organization (JKTP0) signed a Memorandum of Understanding (MOU) on 25th August at 8th MSME India International MSME Expo & Summit 2022 at Pragati Maidan, Delhi to further expand the partnership and accelerate eCommerce landscape in the state. This a non-binding agreement signed for 3 years.



## ❖ B2G Meetings

**B2B Meet with Blue Rickshaw:** In order to create forward market linkages for Artisans and MSMEs to export Jammu and Kashmir craft through e-commerce, JKTP0 had a B2G meeting with E-Commerce Company- Blue Rickshaw to discuss synergies and explore convergence possibilities.

Further to take this initiative forward Blue Rickshaw has express interest to sign an MoU with JKTP0 with realistic goals to achieve the target of onboarding the sellers and their sales. For this, Blue Rickshaw will share with JKTP0 the list of documents required for onboarding and has asked JKTP0 to provide the database of high-quality sellers (artisans, weavers, MSMEs who handcraft the product) with them so that Blue Rickshaw team can connect and contact them for onboarding

**B2B Meet with Etsy:** In order to create forward market linkages for Artisans and MSMEs to export Jammu and Kashmir craft through e-commerce, JKTP0 had a B2G

meeting with E-Commerce Company- Etsy to discuss synergies and explore convergence possibilities.

To take this initiative forward Etsy has express interest to sign an MoU with JKTPO with realistic goals to achieve the target of onboarding the sellers and their sales. For this, Etsy will share with JKTPO the list of documents required for onboarding and has asked JKTPO to provide the database of high-quality sellers (artisans, weavers, MSMEs who handcraft the product) with them so that Etsy team can connect and contact them for onboarding.

**B2G Meeting with IKEA:** Meeting with IKEA representative in order to understand the requirements & procedures to get associated with them. Appended are the pointers on the discussion with IKEA:

- Steady Supply of Materials
- Organized setup - Aggregation, cooperative setup
- Legal + Social Compliances from sellers
- IKEA wants a long-term engagement
- IKEA wants 300 people in one place instead of 20 to ensure Steady Supply
- Also need to think on how we can diversify supply risk; Product Diversification is key. Eg. Carpet to Cushion, Cushion covers, Crewel Products
- Commercial viability is to be figured

IKEA has agreed to visit Srinagar to understand the product quality & sellers potential.

## ❖ Outcome

Appended are the details of the enquiries received by each exhibitor during MSME Expo 2022

S.No	Name of Enterprise	Inquiries Generated
1	Handloom & Handicraft Department	50
2	CSIR-IIIM Jammu	5
3	Mirza Fabric Pvt. Ltd.	10
4	MG Design School	5
5	Nayik Sports	25
6	Satay Healthy	50
7	Food Farm House	100
8	Natural Essential Oil	NA
9	REPL Ltd.	10
10	Noor Brand Saffron	25
11	Abdul Waheed Wani	NA
12	Lazzat Foods	80

13	Adfar Agro Food And Spices	100
14	J.N Oil Chemicals	20
15	Valleyexotics Pvt. Ltd.	15
16	Batra Group	25
17	Ahad Sons Foods	30
18	Feroz Sons Exports Pvt. Ltd.	NA
19	Kanwal Foods & Spices Pvt. Ltd.	100
20	Mannat Products	20
21	J&K Industries & Commerce Department	NA
22	J&K Handloom & Handicrafts Corporation	50
23	VKC Nuts	60
24	Agrotech Enterprises	NA
25	Sarveshwar Foods Ltd./ Nimbark Organics	70
26	Cimrat India Pvt. Ltd.	30
27	ESPA Learn Pvt. Ltd.	10
28	Pampore Saffron Farmers Producer Company Ltd. (FPO)	200
29	Paradise Wood House	NA
30	AA Enterprises	15
31	Pattoo and Sons	35
32	Shilpkari Bazaar	50
33	Mushtaq Textiles	10
34	Jandyal Sales	20
35	Rahi Shawl Industries	50
36	Hyacinth Agro Products Pvt. Ltd.	200
37	Shirin Aromatics	15
38	Nayyar Steel Industries	10
39	Masha By Malika	25
40	Saffron Mart	30
41	Rama Milk Food	50

The J&K Pavilion & stalls were visited by various dignitaries, who interacted with all the exhibitors from J&K and appreciated & encouraged them for their work.

The exhibitors had detailed interactions with various leading buyers of the country and abroad which opened their vision and they understood the norms and ways to raise investment for their companies/products for attainment of the big orders

The exhibitors had received very good response & expected to do good business by following up the enquiries generated during the exhibition.

❖ Glimpses







## ❖ Media Coverages

### Online Media Coverages Link:

[Lt Governor inaugurates 8th India International MSME Start-up Expo & Summit 2022 at New Delhi | Rising Kashmir](#)

[Sinha inaugurates 8th MSME Expo Summit-2022 - Northlines \(thenorthlines.com\)](#)

[Lt Guv Manoj Sinha inaugurates 8th International MSME Expo, Trade Fair & Summit - Cross Town News, a Leading Newspaper of J&K](#)

[ONDC inks MoU with J&K's trade promotion body to boost e-commerce adoption in UT | The Financial Express](#)

[J&K officials during the 8th India MSME Startup Expo at Pragati Maidan New Delhi. - Jammu Kashmir Latest News | Tourism | Breaking News J&K \(dailyexcelsior.com\)](#)

[J&K Tourism Deptt participates in 8th India International MSME Startup Expo & Summit 2022 | State Times](#)

[\(3\) Office of LG J&K on Twitter: "Inaugurated 8th International MSME Expo, Trade Fair & Summit 2022 at New Delhi. In the last 8 years, MSME sector has undergone very rapid change. New strength, resilience & global competitiveness of MSMEs will make India a preferred destination for manufacturing for the world. <https://t.co/HdLUEweYwq>" / Twitter](#)