



Shri Yogi Adityanath
Hon'ble Chief Minister of Uttar Pradesh



Shri Sidharth Nath Singh
Hon'ble Cabinet Minister,
MSME & Export Promotion, Govt. of UP

1st START AND STAND UP-UTTAR PRADESH:

AGRO-RURAL ENTREPRENEURSHIP SUMMIT & TRADE FAIR

“Unleashing Opportunities for Youth, Women & Artisan”

07th – 10th May 2021, Varanasi, Uttar Pradesh



MSME EXPORT PROMOTION COUNCIL

1st START AND STAND UP-UTTAR PRADESH: AGRO-RURAL ENTREPRENEURSHIP SUMMIT & TRADE FAIR

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**Exhibition will be Organised as per the norms announced by the
Department of Commerce, Govt. of India.***

Rural population in India, accounts to 68% (90.22 Crores), total youth population is 28% (35.6 Crores) ranging between the ages of 10-24 years. India is emerging as future young nation in the globe. Besides, the country is adding 2 million young people to the ranks of unemployed every year. This is likely to entail tremendous cost, including social unrest and dislocation. Therefore, the Union as well as State Governments are according highest priority in creating conducive environment through policy changes to unleash the unlimited opportunities in rural areas for youth, women, artisans and agropreneurs.

Agriculture is the most important sector of Indian Economy. Indian agriculture sector accounts for 18 per cent of India's gross domestic product (GDP) and provides employment to over 50% of the country's workforce. However, increasing literacy rate in rural areas (71%) is ray of hope for bringing changes in all the areas.

The fast expanding urbanization and migration of population has made agriculture less lucrative for youths to depend on agriculture alone. Therefore, the need is to attract and retain youths by creating Agro-Rural Entrepreneurship opportunities and connect them with the global world. To see this happen, there is great need of constant overview on policies, research and development and upgrading the knowledge through training programs for youth and women to help them utilize resources in cost effective and appropriate form. Needless to mention, agriculture and rural development are expected to contribute to the Prime Minister's vision of doubling farmers' income. Promotion of entrepreneurship among farmers across the country is the need of the hour. Therefore, the MSME EPC along with the Confederation of Organic Industry of India (COII) & The Foundation for Millennium Sustainable Development Goals is holding a 4-day Agro-Rural Entrepreneurship Summit & Trade Fair to help the government in developing a conducive environment for Agro-Rural entrepreneurship.



EVENT SCHEDULE

	Day 1 - Summit	From Day 1 to Day 4 - Trade Fair
Event Name	1st START AND STAND UP- UTTAR PRADESH: AGRO-RURAL ENTREPRENEURSHIP SUMMIT & TRADE FAIR	1st START AND STAND UP- UTTAR PRADESH: AGRO-RURAL ENTREPRENEURSHIP TRADE FAIR
Theme	“Unleashing Opportunities for Youth, Women & Artisan”	“Unleashing Opportunities for Youth, Women & Artisan”
Date	07th May 2021, Varanasi, Uttar Pradesh	07th – 10th May 2021, Varanasi, Uttar Pradesh
Time	10.00 AM – 3.00 PM	11.30 AM - 7.30 PM
Venue	Deen Dayal Hastkala Sankul, Varanasi, Uttar Pradesh	

KEY HIGHLIGHTS:

- Hon'ble Chief Minister, UP, Shri Yogi Adityanath has been requested to be Chief Guest.
- Event to be participated by Hon'ble Ministers from the Centre and State Govts.
- Participation of senior officials from various Ministries / Departments.
- More than 200 Agro-Rural Entrepreneurs to exhibit their products.
- The key activities shall be Interactive Conference on how to start and grow Rural & Agro business, B2B & B2C Meetings.
- While, the Council has earmarked 50 stalls for SC/ST Entrepreneurs from all over the country to exhibit their products, 20 stalls have also been earmarked for physically disabled SHGs and other entrepreneurs.
- Opportunity for Agro-Rural Entrepreneurs to collaborate with the suppliers, distributors, wholesalers, exporters and consumers etc.

Messages

Anandiben Patel
Governor, Uttar Pradesh



सत्यमेव जयते

Raj Bhavan
Lucknow - 226 027

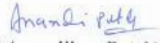
22 February, 2021

Message

I am indeed happy to learn that MSME Export Promotion Council along with the Confederation of Organic Industry of India and the Foundation for Millennium Sustainable Development Goals is organizing a 4-day 1st Start and Stand UP – Uttar Pradesh, Agro–Rural Entrepreneurship Summit and Trade Fair: 'Unleashing Opportunities for Youth, Women and Artisan' from 7th to 10th May 2021.

I hope that this four-day Agro–Rural Entrepreneurship Summit and Trade Fair will focus on various topics related to the upliftment of youth, women, artisan and rural India and would be successful in achieving its objectives.

I extend my best wishes on the occasion.


(Anandiben Patel)

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Yogi Adityanath



CHIEF MINISTER
UTTAR PRADESH

No. G-347/CM-2/1928
Lok Bhawan,
Lucknow - 226001


Date : 13 FEB 2020

Message

I am happy to know that the MSME Export Promotion Council, Foundation for Millennium Sustainable Development Goal and Confederation of Organic Industry of India are organising a National Summit & Trade Fair on 'Agro-Rural Entrepreneurship : Unleashing Opportunities for Youth, Women and Artisans' from 13th to 16th February, 2020 in Lucknow.

Trade and export promotion events give an impetus to economic activities of our country. Agriculture is the most important sector of our economy. Government of India as well as the Government of Uttar Pradesh have accorded highest priority to the agriculture and rural development. In this perspective, this event assumes much significance. I hope that this event would be successful in achieving its objectives.

My best wishes for the entire endeavour.


(Yogi Adityanath)

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डॉ० दिनेश शर्मा



उप मुख्यमंत्री
उत्तर प्रदेश

99-100, विद्यान भवन,
लखनऊ

दिनांक :

Message

I am happy to note that MSME Export Promotion Council jointly with the Confederation of Organic Industry of India and Foundation for Millennium Sustainable Development Goals is organizing a four-day Trade Fair and Summit on "Agro-Rural Entrepreneurship- Unleashing the Opportunities for Youth, Women and Artisans" on 7-8-9-10 May 2020, at Varanasi.

I understand that this four-day International Summit and Trade Fair will focus on various topics related to the upliftment of Rural India, encourage B2B meetings and the road ahead. Also, it will witness business delegations from several countries and large number of exhibitors from all over India. I must say this is being held at the most opportune as the state is aspiring to be \$ 1 Trillion economy in five years.

I congratulate the MSME Export Promotion Council for organizing this International Summit and Trade Fair. Also, my good wishes to all the participants and the Agro-Rural Entrepreneurship for the success.


(Dinesh Sharma)

Dr. D S Rawat
Chairman
MSME EXPORT PROMOTION COUNCIL (MSME EPC)
MSME HOUSE C-9/9848,
Vasant Kunj, New Delhi-110070

Messages

नितिन गडकरी
NITIN GADKARI



मंत्री
सड़क परिवहन एवं राजमार्ग और
सूक्ष्म, लघु और मध्यम उद्यम
भारत सरकार
Minister
Road, Transport & Highways and
Micro, Small & Medium Enterprises
Government of India

Message

I am happy to note that MSME Export Promotion Council jointly with the Confederation of the Organic Industry of India and Foundation for Millennium Sustainable Development Goals is organizing a Four-day Trade Fair and Summit on "Agro-Rural Entrepreneurship - Unleashing the Opportunities for Youth, Women and Artisans" from 13-16 February 2020, at Lucknow.

I have been told that this four-day National Summit and Trade Fair will witness business delegations from several countries and nearly more than 250 exhibitors from all over India and abroad are expected. This exhibition will showcase the best products of Rural India and other activities beside B2B Meetings, Cultural Programmes etc.

I congratulate the MSME Export Promotion Council for organizing this event and extend my best wishes for the success of the Trade Fair Summit.

(NITIN GADKARI)

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रेल और वाणिज्य एवं उद्योग मंत्री,
भारत सरकार
MINISTER OF
RAILWAYS AND COMMERCE & INDUSTRY,
GOVERNMENT OF INDIA



Message

Agriculture and MSMEs are major contributors to the Indian economy while also providing critical employment to a large section of society. Under the visionary leadership of Hon'ble Prime Minister Shri Narendra Modi Ji, Government has introduced several initiatives to transform these sectors and increase their contribution. Programmes such as *Mudra Yojana, PM KISAN, Standup India, Jan Dhan, Fasal Bima Yojana* amongst many others not only accelerate the growth of these industries but also provide much required assistance and exposure to farmers and micro, small, medium entrepreneurs.

In this context, MSME Export Promotion Council (MSME EPC) has been taking commendable steps towards providing much required knowledge support and platform on best business practices to agro based, rural small and medium scale entrepreneurs. It gives me immense pleasure to learn that the MSME Export Promotion Council jointly with the Foundation for Millennium Sustainable Development Goals (MSDGs) and Confederation of Organic Industry of India (COII) is organising a National Summit & Trade Fair on "Agro-Rural Entrepreneurship: Unleashing opportunities for youth, women and artisans" from 13-16 February, 2020 in Lucknow.

I wish all the success to the organisers and to aspiring entrepreneurs and farmers for their future endeavours. I am also confident that this Summit & Trade Fair will benefit our farmers and entrepreneurs.

Piyush Goyal

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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 BHAVAN, NEW DELHI



MESSAGE

I am happy to note that MSME Export Promotion Council jointly with the Confederation of Organic Industry of India and Foundation for Millennium Sustainable Development Goals is organizing a four-day Trade Fair and Summit on "Agro-Rural Entrepreneurship-Unleashing the Opportunities for Youth, Women and Artisans" from 7-10 May 2020, at Varanasi.

I understand, this event will focus on various topics related to the upliftment of Rural India, encouraging B2B meetings and the road ahead. The summit is likely to witness business delegations from several countries and large number of exhibitors from all over India. The event is being held at the most opportune time as the state is aspiring to be \$ 1 Trillion economy in five years.

I congratulate the MSME Export Promotion Council for organizing the International Summit and Trade Fair. Also, I convey my good wishes for the success of the four-day Trade Fair and the summit

(Narendra Singh Tomar)

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राजनाथ सिंह
RAJNATH SINGH



रक्षा मंत्री
भारत
DEFENCE MINISTER
INDIA



MESSAGE

I am happy to note that the MSME Export Promotion Council, in collaboration with Confederation of Organic Industry of India and Foundation for Millennium Sustainable Development Goals, is organizing a four day Trade Fair and Summit on 'Agro-Rural Entrepreneurship-Unleashing the Opportunities for Youth, Women and Artisans' on 20th-23rd Feb, 2020 at Varanasi, Uttar Pradesh.

It has been informed that the event focuses on the upliftment of Rural India and will witness the participation of exhibitors from all over the country and abroad. This event is being held at the most opportune time as the Government, under the leadership of Hon'ble Prime Minister Shri Narendra Modi, is according top priority to the Agri and Rural sector.

I congratulate the MSME Export Promotion Council for organizing this National Summit and Trade Fair. My best wishes to all the participants and the Agro-Rural entrepreneurship for the success of the event.

'Jai Hind'

Date: २९th Jan, 2020
Place: New Delhi

(Rajnath Singh)

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Topics For Discussion

1. Rural economy and potential for ruralpreneurs: commercialization of agriculture.
2. Governmental policies to promote and create ruralpreneurs: rural society under the impact of urbanism.
3. Presentations/ addresses by different Ministries and Departments: policy makers/ institutional participation.
4. Interactive session with bankers/ financial institutions.
5. Each session will be having Q&A Sessions.

Who Should Participate

Rural India: agribusiness enterprises, youths, artisans, SHGs, agriculture, sericulture, handloom and handicraft unit, potential entrepreneurs and existing rural entrepreneurs, marketing agencies, banks/financial institutions, VCs, agri equipment manufacturers, procuring agencies, e-businesses, etc.



BOOK YOUR STALL(S)

1. Nature of Expo: B2B & B2C
2. Size of the Stall 3x3 Sqmtr @ Rs. 55,000/- plus 18% GST

SPONSORSHIP CATEGORIES & BENEFITS

State Partner	Rs. 30 Lacs + 18% GST
Platinum & Presenting Partner	Rs. 15 Lacs + 18% GST
Gold Partner	Rs. 10 Lacs + 18% GST
Silver Partner	Rs. 5 Lacs + 18% GST
Bronze Sponsor	Rs. 3 Lacs + 18% GST

CONTACT DETAILS (FOR SPONSORSHIP & STALL BOOKING)

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CO - PARTNERS



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