

# Sushri Shobha Karandlaje visited “MSME PAVILION” at the 43rd India International Trade Fair (IITF), 2024

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Minister of State for Micro, Small & Medium Enterprises (MSME), Sushri Shobha Karandlaje visited the “MSME Pavilion” at the 43rd India International Trade Fair (IITF) in New Delhi today. She was accompanied by Senior officials from the Ministry of MSME and the other organizations under the Ministry.

The main theme of the Pavilion is “**Green MSMEs**”, emphasizing the focus of the Ministry on adopting clean/green technologies by MSMEs. Further, the pavilion also highlights the “**PM Vishwakarma Scheme**”, the flagship Scheme of the Ministry for providing end to end support to the artisans & craftspeople, engaged in 18 trades.







The MSME Pavilion has a participation of 200 exhibitors from 29 States/UTs of the Country showcasing products like textiles, handlooms, handicrafts, embroidery, leather footwear, games & toys, bamboo crafts, cane items, gems & jewellery, ceramics & pottery products, mechanical items, etc. The fair offers opportunity for Micro & Small Enterprises (MSEs), especially the ones, owned by women and SC/STs, and to entrepreneurs from Aspirational districts, to promote their products and services to a very large pool of potential customers.

Sushri Shobha Karandlaje interacted with PM Vishwakarma Scheme beneficiaries and appreciated their products. A 'Nukkad Natak' on PM Vishwakarma Scheme was also performed. The Minister stated that it was heartening that 85% participants in the IITF, 2024 are first-timers. She also emphasised that the Ministry of MSME provides support and handholding to MSMEs through its various Schemes and initiatives. She encouraged the exhibitors and stated that the Ministry of MSME is committed to the development of MSME

Sector under the leadership of Prime Minister Narendra Modi.

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