

Shri Jitan Ram Manjhi inaugurates “MSME PAVILION” at the 43rd India International Trade Fair (IITF), 2024

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Posted On: 16 NOV 2024 2:31PM by PIB Delhi

Union Minister for Micro, Small & Medium Enterprises (MSME), Shri Jitan Ram Manjhi, inaugurated the “MSME Pavilion” in Hall No. 6 at the 43rd India International Trade Fair (IITF) in New Delhi today. He was accompanied by Dr. Rajneesh, AS & DC (MSME) and other senior officials from the Ministry of MSME.

The main theme of the Pavilion is “**Green MSMEs**”, emphasizing the focus of the Ministry in adopting clean/green technologies by MSMEs for transforming their business operations. 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. This Scheme was launched by the Prime Minister of India, Shri Narendra Modi on 17th September, 2023.





The MSME Pavilion at 43rd edition of IITF-2024 has a participation of 200 exhibitors representing 29 States/UTs of the Country. A wide range of products, which includes textiles, handlooms, handicrafts, embroidery, leather footwear, games & toys, bamboo crafts, cane items, gems & jewellery, ceramics & pottery products, mechanical items, etc. are being displayed. The fair offers opportunity for Micro & Small Enterprises (MSEs), especially the ones, owned by women and SC/STs, and the entrepreneurs from Aspirational districts, to promote their products and services to a very large pool of potential customers.

In line with the Ministry's commitment for inclusive growth, out of 200 stalls, 71% stalls are allocated to women entrepreneurs, and 45% allotted to SC/ST entrepreneurs free of cost. Additionally, 35% stalls are allocated to entrepreneurs from Aspirational districts and more than 85% participants are first-timers.

Shri Jitan Ram Manjhi interacted with various exhibitors in the pavilion and encouraged them for their participation in the fair. A 'Nukkad Natak' was also performed to create awareness about PM Vishwakarma Scheme.

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(Release ID: 2073846)