



सशक्त राजस्थान

16th

17th

18th

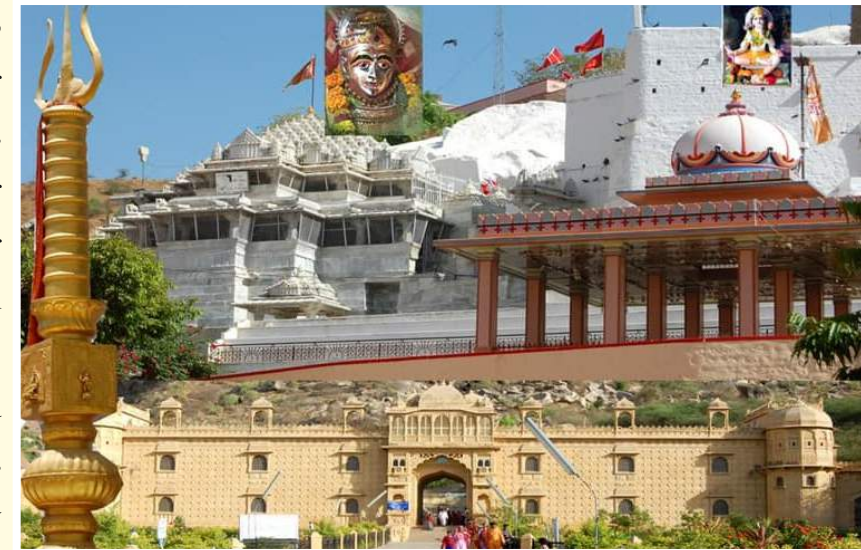
October 2024

Abu Road, Dist.Sirohi (Rajasthan)



“सशक्त राजस्थान” is a large-scale exhibition aimed at supporting the government's efforts to foster an industry-friendly environment within the state. It serves as a catalyst for comprehensive industrial growth. The exhibition not only highlights innovative advancements in research and development, infrastructure, education, healthcare, geology, mining, consumer awareness, commerce, trade, finance, science, and technology, but also provides a platform for Rajasthan entrepreneurs to showcase their products and services nationally and establish connections with buyers from untapped markets.

The event will encompass diverse dimensions, including business, social, cultural, and educational aspects. Additionally, the event serves as a platform for the public to gain insights into central and state government programs and policies. It also offers a distinctive opportunity to foster joint ventures, technology transfer, and subcontracting partnerships.



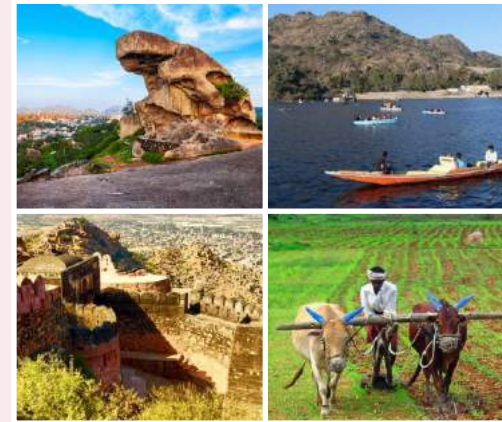
RAJASTHAN

Rajasthan, often referred to as the “Land of Kings,” is a vibrant state in northwestern India. Rajasthan is principally a Hindi-speaking region in its various dialects. Rajasthani five primary dialects are Marwari, Dhundhari, Mewari, Harauti and Mewati. Its economy thrives on natural resources, with agriculture, mining, industry, and tourism as key revenue pillars. Despite the arid environment, Rajasthan boasts a glorious historical past, magnificent forts, and a rich cultural heritage. In agriculture, the state contributes significantly, ranks fourth in food grain production and second in oilseeds production in India, while its mineral-rich landscape yields gold, silver, sandstone, limestone, and more. Rajasthan stands sixth among Indian states in rankings based on ease of doing business and reforms implementation as per a study by the World Bank and KPMG. The main industries of Rajasthan include textile, rugs, woolen goods, vegetable oil and dyes. Heavy industries consist of copper and zinc smelting and the manufacture of railway rolling stock. The state is the second largest mineral producing state in India and houses about 90% of the total mineral reserves of the country. Tourists flock to explore its captivating heritage, colorful festivals, and architectural marvels like Mehrangarh Fort and Amer Fort.

Mount Abu, nestled in the Aravalli Range of Rajasthan, is a popular hill station known for its scenic beauty and spiritual significance. It's located in the Sirohi district, along the Gujarat border, and is Rajasthan's only hill station. Mount Abu is known as "an oasis in the desert" because of its rivers, lakes, waterfalls, and evergreen forests. It's also a popular religious site for Jains and is home to many Hindu and Jain temples, including the Dilwara Temples, a white marble complex. Mount Abu is also historically and mythologically significant, as it's the spiritual home of the Gurjars and Rajputs, and is believed to be the retreat of Sage Vashishtha. While tourism remains the backbone of its economy, other sectors also contribute. The state government is constantly promoting agro based industries, horticulture and service industry to boost economic growth.

Key Opportunities areas :-

- Agriculture & Food Processing Sector
- Banking & Finance
- Science & Technology
- Inbound Tourism
- Geology & Mining
- Environment & Water Resources
- Health Care
- IT & Communications
- Transport & Infrastructure
- Consumer Services & Awareness



This event will place a special emphasis on artisans/craftspeople, enabling them to sell and promote their products.

Advantages

- **Direct Engagement:** Exhibitors can directly interact with local masses including farmers, students, young entrepreneurs and industrialists. This interaction allows them to explain government schemes, initiatives and programs answer questions and build relationship.
- **Community Outreach:** The exhibition allows departments/organizations/institutes to engage with the community, fostering trust and understanding.

- **Collaboration Opportunities:** Exhibitors can network with other government bodies, traders, exporters and industry associations fostering collaboration and synergy.
- **Showcasing Innovations and Achievements:** Exhibition will provide a platform to government departments/ organisation to showcase innovative solutions, technologies, services, successful initiatives and projects, inspiring confidence. This can generate attention and interest among visitors.
- **Media Exposure:** Inaugural sessions and media presence at exhibitions provide exposure for government initiatives and schemes. Coverage in local media can amplify awareness.

GLIMPSES



ORGANISER

Friendz Exhibitions & Promotion Pvt. Ltd. (FEP) is formed by a group of young, dynamic and professional event organizers with successful track-record of organizing international exhibitions and global business summits which provided highly beneficial for the exhibition and the visitors alike in the spheres of business- generation, new customer contact and export tie-ups with overseas companies.

- ◆ FEP event ensure the return of investment by mobilizing the buyers of products in the show.
- ◆ There is always an in-built publicity for the exhibitors in press and electronic media ensuring a penetrative coverage.
- ◆ FEP has a huge network of over the top experts in various fields who are always present at the conferences for interaction and disseminations of the topics of your choice.
- ◆ FEP has the expertise of managing the launch of your product during the exhibition by providing a hype in media and organizing fashion show and other events to create a permanent brand of the products.
- ◆ Lastly, after the show is over the FEP secretariat will be in touch with you to understand your needs for future shows and make it more business- specific.

So, be there and display your strengths and

capabilities to a gathering of visitors/buyers who are arriving with a lot of exhibits

Publicity & Promotions

“सशक्त राजस्थान” uses an extensive promotional strategy to attract an exodus of visitors. An excellent media mix is used to reach out to the right target audience.

Outdoor Publicity

Mobile van, over road sign, Hoardings and Kiosks
Scooter stepney covers, banners & Road Shows.

Electronic Media

Television coverage, Radio Announcements, Cable Adv.

Print Media

Trade journals & Newspapers Ads.

Other Mediums

Catalogues, Direct Mailers, Brochures and Flyers
E-Mail, messages, Web Pages, Telemarketing.



Visitor's Profile

- ❖ Government officials & decision makers
- ❖ Members from various education boards, institution and industries
- ❖ Representative of state councils
- ❖ Representative of various Institution
- ❖ Representative of various professional Institutions and Colleges
- ❖ Scientists and Academicians
- ❖ Education Consultants
- ❖ Representative of School
- ❖ Psychologists and psychoanalysis
- ❖ E-infrastructure/Equipment purchasers
- ❖ Consultants and Advisors
- ❖ Venture capitalists
- ❖ career consultants
- ❖ Representative of Overseas Institutions
- ❖ Financial and Investment Promotion Institution
- ❖ Students, Parents and Teachers
- ❖ Farmers and Agriculture Institutes
- ❖ Representative of books & publishing houses



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