



# प्रगतिशील छत्तीसगढ़

• उन्नति की ओर एक पहल •

विकास और समृद्धि की ओर केंद्र और राज्य सरकार की योजनाएं

26<sup>th</sup>

27<sup>th</sup>

28<sup>th</sup>

February 2025

Venue. Janjgir-Champa  
(Chhattisgarh)



# Achieving Goals

## Reaching New Heights.....

This exhibition is conceptualized to help Government's endeavor to establish an industry friendly environment in the state by playing the role of a facilitator for holistic industrial development. Besides undertaking the responsibility of the overall development, the state has also taken measures to provide transparent, accountable and responsive administration to remove the bottlenecks and delays for prospective entrepreneurs who can benefit from these policies and programs. The exhibition will not only showcase various innovative developments in the fields of Research & Development, Infrastructure, Education, Healthcare, Science and Technology, Information Technology etc., but will also help the entrepreneurs of Chhattisgarh to unveil their new product and services at a national level and explore linkages with buyers from emerging and untapped markets. It will also provide information about the various schemes of Center & State Government for investment in infrastructure development projects of the state and result in setting-up new ventures with enormous employment potential.



### Chhattisgarh

Nestled in the heart of India, Chhattisgarh is a vibrant state known for its rich cultural heritage, diverse landscapes, and natural beauty. From dense forests, waterfalls, and picturesque hills to its thriving tribal traditions and ancient temples, Chhattisgarh offers a unique blend of nature, history, and adventure. The state is home to stunning wildlife sanctuaries, like the Kanger Valley National Park, and offers unforgettable experiences for those seeking exploration, serenity, and a taste of authentic tribal culture. The state's agriculture is a key driver of its economy, with rice, maize, and pulses being the major crops, alongside the cultivation of diverse fruits and vegetables. Chhattisgarh is also witnessing rapid growth in infrastructure, with improved road networks, industrial development, and expanding urban centers, making it a state that is not only steeped in history but also looking towards a prosperous future. Chhattisgarh is a state where the past meets the present in perfect harmony.

### Janjgir-Champa

Janjgir-Champa is situated in the center of Chhattisgarh and so it is considered as Heart of Chhattisgarh. The district beautifully blends rich heritage, agricultural prosperity, and scenic landscapes. With its ancient temples, historical monuments, and vibrant cultural traditions, Janjgir-Champa offers a deep connection to India's past. The famed Kuleshwar Temple and other sacred sites highlight its spiritual significance, making it a must-visit for history and culture enthusiasts. Agriculturally, Janjgir-Champa is known as the "Rice Bowl of Chhattisgarh", where lush, fertile lands produce some of the finest rice in the country. The district's agriculture plays a pivotal role in the local economy, offering a glimpse into the region's agricultural heartland. Nature lovers will find solace in the district's serene lakes, rich forests, and peaceful surroundings. The nearby wildlife sanctuaries offer a chance to connect with nature and spot rare species in their natural habitat. With steadily improving infrastructure, Janjgir-Champa is becoming an accessible and attractive destination for travelers and investors alike.

# Advantage

**Rich resource pool-** The state has a significant cost advantage over metros. The state houses some of the rich natural resources such as aluminium, iron and steel, tin, coal, dolomite, diamond, cement, and limestone are core sector of the state.

**Infrastructure Support-** At present the state possess 19 industrial parks and is planning to set up up to 300 industrial parks in rural areas soon. Chhattisgarh's industrial infrastructure has been strengthened through the construction of state-of-the-art facilities, allowing several industries to grow.

**Agricultural Uprising-** Population and income growth creates new opportunities for farmers and businesses to expand and innovate, encouraging the sector to adopt new technologies and practices and explore new markets both domestically and internationally.

## Glimpses of Past Events



## About The Event

The event “**प्रगतिशील छत्तीसगढ़**” – **उन्नति की ओर एक पहल**” will focus with the purpose of improving the livelihood of the people and providing security for leading a better life. The main purpose of the exhibition is to bridge the gap between ministries & their allied organization with the people for their welfare. Also, the event will share a spotlight on:

- ❖ Investment opportunities available in the state
- ❖ Ease of business
- ❖ Stable industrial policy
- ❖ Investment in tourism sector
- ❖ Good infrastructure and support system
- ❖ Encouraging rural and local artisans; exhibiting their products
- ❖ Incentive for IT companies.

## ❖ **Publicity & Promotions**

“प्रगतिशील छत्तीसगढ़- उन्नति की ओर एक पहल ”

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.

**Above activities are supported with our  
specialized PR drive & Press releases.**

## **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

## **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 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**



**Friendz Exhibitions & Promotion Pvt. Ltd.**  
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