

## SEGMENTS

Agriculture & Agro Based Industries

IT & Communications

Science and Technology

Research Development

Power

Energy

Infrastructure

MSME

Handloom and Handicrafts

Geology



### Visitor's Profile

- ❖ Government Officials/Decision Makers
- ❖ Representative of Vocational Institutions
- ❖ Representatives of Various Profession
- ❖ Institutions and Colleges
- ❖ Scientists and Academicians
- ❖ Education Consultants
- ❖ Representative of School
- ❖ E-infrastructure/Equipment Purchasers
- ❖ Consultants and Advisors
- ❖ Venture Capitalists
- ❖ Financial and Investment Promotion Institution
- ❖ Students, Parents and Teachers
- ❖ Representatives of NGOs

## ORGANISER

Friendz Exhibitions & Promotion Pvt. Ltd. (FEP) is formed by a group of young, dynamic and professional event organisers who have an extremely successful track-record of organising international exhibitions and global business summits which have proved 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 seas 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.
- ◆ 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.**

**FEP** Friendz Exhibitions & Promotions Pvt. Ltd.

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Broadening  
Perspective  
of Growth



**“Atmanirbhar Bharat 2021”  
(B2B Conference cum Exhibition)**

**DATE:- 11<sup>th</sup> & 12<sup>th</sup> January 2021**

**Venue: Inder Residency, Udaipur(Rajasthan)**

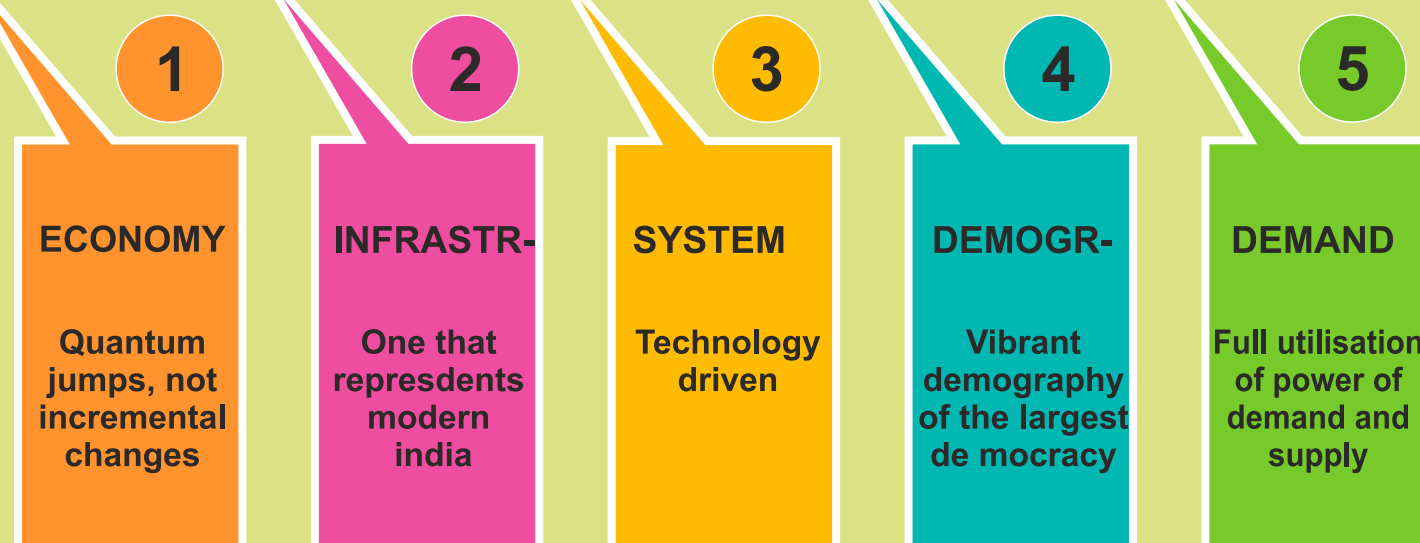


## About:

One thing this pandemic has taught us is to be self-reliant and to pay more focus on local manufacturers and service providers. It doesn't mean self-contained or being closed to the world; it is about being self-sustaining and self-generating. Atmanirbhar Bharat Abhiyan is the vision of the Prime Minister of India, Shri Narendra Modi Ji, to make India "A bigger and more important part of the global economy". There are five pillars of Atmanirbhar Bharat, stated as Economy, Infrastructure, Technology-driven systems, vibrant demography, and demand. This will strengthen the economy, improve the standard of living, and most importantly, improve the trade deficit and the exchange rate balance of the country.

The conference will not only showcase various innovative developments in the fields of Infrastructure, Education, Healthcare, Science and Technology, Information Technology, etc., but will help entrepreneurs to unveil their new products and services at a national level and explore linkages with buyers from emerging and untapped markets.

### 5 Pillars of Self-Reliant India



The aim of this conference is to boost the confidence and bring optimism among the corporates and decision makers.

### Vocal for local

Not only should products be 'made in India', but the promotion of those products should take place so as to make those products competitive. During the Independence Day speech in 2020, Prime Minister Modi said that "The mindset of free India should be 'vocal for local'. We should appreciate our local products, if we don't do this then our products will not get the opportunity to do better and will not get encouraged. The phrase vocal-for-local "meant that products be made competitive vis-a-vis global brands" and that "it didn't mean that one must only buy products that have a logo 'made in India' on it." An extension of this slogan is 'local for global', that local products in India should have global appeal and reach.

The scheme's major focus was on the MSME sector and its development as there are about 67 million MSMEs operating in the non-agricultural sector in India, and it provides sustenance to a large proportion of the population. The government will offer monetary benefits as collateral-free or unsecured loans to MSMEs. The government has given a new definition for the MSMEs where it has done away with the distinction between manufacturing and service MSMEs and also increased the limit for investment in these units. The change in definition will allow these units to expand and at the same time avail the benefits of MSME classification. It has also disallowed tenders from foreign companies mainly to protect these small units from unfair competition. The boost to the MSME sector will consequently benefit a lot more industries, especially the automobile sector as most of the auto companies are MSMEs. It will help resume businesses, strengthen the supply chain, and will also help reduce dependence on other countries. Our visionary Prime Minister believes that not only should products be 'made in India', but the promotion of those products should take place so as to make those products competitive. The mindset of free India should be 'vocal for local'. Lauding those associated with India's "vibrant" handloom and handicraft sector will strengthen efforts for a self-reliant India.

### **Benefits of Atmanirbhar Bharat**

- Substantial growth in the e-Commerce industry
- Boost in the supply chain logistics industry
- Lots of employment opportunities soon in the country
- Reduction in scarcity for medical supplies and food grains