

# India International Mega Trade Fair

EPCH participates with artisans & entrepreneurs at the B2B cum B2C show hosted and co-organised by IEML



*IIMTF was inaugurated by Hon'ble Union Minister of State for Finance & Corporate Affairs, Mr. Arjun Ram Meghwal in the presence of Mr. Rakesh Kumar, Chairman, IEML and Executive Director, EPCH; Mr. O P Prahladka, Chairman, EPCH; Mr. Prakash Shah, Chairman, GS Marketing Associates; and representatives from the handicraft exports fraternity as well as GS Marketing Associates*



*The Hon'ble Minister took a round of the fair and interacted with the participants*







India International Mega Trade Fair (IIMTF), organised from 4-15 August 2017 by GS Marketing Associates and IEML, at the plush India Expo Centre, Greater Noida, offered 12 days of mega shopping extravaganza to denizens of New Delhi NCR. On display were a wide range of product lines like technology & lifestyle, electricals, electronics, food products, jute, clothes, kitchenware, home furnishing, etc. from over 500 Indian and overseas manufacturers including those from Bangladesh, Pakistan, Afghanistan, Turkey and Thailand.

Initiated years ago in Kolkata, IIMTF, through the years, is said to have attracted enormous footfalls, business deals and growth in the value of matured business for its participants, true to the motto of GS: "Our Business is to Grow Your Business". With a speciality of dedicated pavilions for different industries it has featured companies from NSIC, MSME, SMEs, KVIC, handicrafts, handlooms, artificial jewellery, ayurveda, many State Government Departments / Ministries, PSUs, food processing, textiles, clothing, machinery, tourism, etc.; and traders and companies besides other segments like real estate, building materials, home appliances, electronics, electrical equipment, furniture, interiors, lifestyle, etc. The objective is to generate more business opportunities for SMEs, artisans & entrepreneurs. This was the first time that this show was organised in North India. It featured over 2 lakh products to choose from and was open to public. Discounts, deals and the Lucky Draw attracted many customers.







*Representation of Jodhpur Mega Cluster at IIMTF*

## EPCH's Participation with artisans, SMEs and entrepreneurs from craft clusters

EPCH set up a display area with more than 200 plus product varieties from all craft clusters. A total of 30 artisans and self-help groups from Jodhpur Mega Cluster under CHCDS Scheme of O/o Development Commissioner (Handicrafts) participated. The artisans have shared feedback about positive experiences of a unique business environment. They had displayed woodcrafts, art metalware, applique, hand embroidery, patchwork, hand block printing, bone & horn as well as leather crafts.

A special showcase of crafts from North East States was set up with 17 artisans/entrepreneurs from Assam, Arunachal Pradesh, Manipur, Meghalaya, Nagaland and Mizoram under the Marketing Support Scheme (MSS) of O/o Development Commissioner (Handicrafts). These artisans exhibited cane & bamboo crafts, artistic textiles crafts, dry flowers, tribal jewellery & accessories, eco-friendly bags, black pottery, etc. For some artisans, this was a first time participation and they were happy with the marketing platform and exposure.



There was a sizeable participation from the SC community and from tribal areas of Chhattisgarh, Jharkhand, Odisha and north India. They displayed a product range encompassing, fashion jewellery & accessories, wooden crafts, silver jewellery, brass products and artwares, decorative Godna painting, etc. 20 artisans from the SC community and 15 from tribal craft areas participated under MSS Scheme of O/o Development Commissioner (Handicrafts). There was a participation of 40 artisans from Lucknow, Bhuj, Bareilly, and Jammu & Kashmir, through the Handicrafts Mega Cluster Mission (HMCM). They displayed a wide range in hand embroidery textile products, woolen shawls and sweaters, paintings, Chikankari, etc. Besides, Uttarakhand Handloom and Handicraft Development Council

*Exhibitors representing tribal areas of Chhattisgarh, Jharkhand, Odisha and North India*







Artisans, SMEs and entrepreneurs from NER at IIMTF



Mr. A K Mohanty, Assistant Director, O/o DC (Handicrafts)



Display of products from EPCH's Integrated Design and Technical Development Project in Almora and Firozabad

(UHHDC) and Ministry of Micro, Small and Medium Enterprises (MSME) brought in artisans from Uttarakhand. Few member exporters also participated under the EPCH umbrella.

EPCH had also set up a promotional booth to disseminate information about its upcoming IHGF Delhi Fair - Autumn 2017, with focus on domestic volume sourcing. The Council also set up a booth for market testing of products developed successfully, during its Integrated Design and Technical Development Project in Almora and Firozabad. ■

India's No.1 Innovative Softwares specially designed for Exporters

<h3 style="margin: 0;">Turbo-EMS<sup>®</sup></h3> <p style="margin: 0;">Export Management System</p> <ul style="list-style-type: none"> <li>● Product Costing &amp; Sampling</li> <li>● Pre &amp; Post Shipment Documentation</li> <li>● Buyer &amp; Vendor Order Processing &amp; Tracking</li> <li>● Inventory, Track Purchase &amp; Sales History</li> <li>● Item, Buyer &amp; Vendor Dashboard</li> <li>● Production Planning Control</li> </ul>	<h3 style="margin: 0;">Turbo-PMS<sup>®</sup></h3> <p style="margin: 0;">Photo Catalog System</p> <ul style="list-style-type: none"> <li>● Photo Offer Sheets &amp; Slide Shows</li> <li>● Barcode Label Generation &amp; Scanning</li> <li>● Product Costing &amp; Sampling</li> <li>● CRM - Customer Relationship Management</li> <li>● Generate Proforma Invoice in Fair Ground &amp; Showroom</li> <li>● Showroom Sample Inventory</li> </ul>	<h3 style="margin: 0;">eTurbo-ERP<sup>™</sup></h3> <p style="margin: 0;">Cloud based ERP for MSME</p> <div style="background-color: red; color: white; padding: 2px; transform: rotate(-15deg); display: inline-block;">COMING SOON</div> <ul style="list-style-type: none"> <li>● Quality Control &amp; Inspections</li> <li>● Manage Multi location Operations</li> <li>● SMS &amp; eMail Alerts &amp; Reminders</li> <li>● BI-MIS Dashboard</li> <li>● Integration with Tally</li> <li>● and much more.....</li> </ul>
--	--	---

- Managing Cyber Cafe at IHGF since 1999
- Web Portals for
- Digitally Signature Certificates & OTP token based integrated solutions
- Tried, Tested & Trusted by over 1000 users in India & Abroad

Prepare Quote by scanning Item Barcode thru Cordless Scanner

## Shiva Infotech

Partners in Progress since 1990  
(An ISO:9001 : 2008 Certified Company)

Please contact **Vivek Khosla** for more information & demonstration...

604, 6th Floor, DDA Building No. 2, Above McDonald's, District Centre, Janak Puri, New Delhi - 110058, INDIA

Phone : 011-2555-4488, 2552-4488, 971701-4488      Email : sales@shivainfotech.com      Web : www.shivainfotech.com