

CURTAIN RAISER

Dated: 9.11.2016

HON'BLE PRESIDENT OF INDIA TO INAUGURATE IITF 2016

Highlighting outstanding performance of the Indian exporting community, the annual flagship event of India Trade Promotion Organisation (ITPO), the 36th India International Trade Fair (November 14-27, 2016) will be inaugurated by the **Hon'ble President of India, Shri Pranab Mukherjee** on November 14, 2016 at Hamsadhvani Theatre, Pragati Maidan, New Delhi. **The Hon'ble Minister of State (Independent Charge) Commerce & Industry, Government of India, Smt. Nirmala Sitharaman** will preside over the inaugural function.

This year, as many as 7000 participants are taking part in the fair in an exhibition area of more than 1 lakh Sqm. The '**Partner Country**' is the '**South Korea**' and the '**Focus Country**' is '**Belarus**'. The '**Partner States**' are '**Madhya Pradesh**' and '**Jharkhand**' while, '**Haryana**' is participating as the '**Focus State**'. Over 280 companies from 24 countries are taking part in the fair. These include: **Australia, Afghanistan, Belarus, Bahrain, Bangladesh, Bhutan, China, Germany, Hong Kong, Iran, Kuwait, Kyrgyzstan, Myanmar, Netherlands, Sri Lanka, South Africa, South Korea, Tibet, Turkey, Thailand, UAE and UK.**

The **domestic participation profile** covers 27 States and 04 Union Territories, Central Government Ministries/Departments, Public Sector Undertakings, Export Promotion Councils, Commodity Board, Financial Institutions, Corporate and non-government organisations etc. CAPART pavilion of the Ministry of Rural Development, Government of India is participating with around **800 rural artisans and craft persons**, while **100 artisans** are participating through National Minorities Development & Finance & Corporation.

This year, IITF and its '**Digital India**' theme will project its deep commitment to fulfil the vision of the Hon'ble Prime Minister of India. The theme assumes special significance for highlighting country's persistent efforts to alleviate poverty through meaningful convergence of digital technologies and e-governance.

Extending India's global appeal for investment in diverse sectors, the fair also manifests a multi-pronged strategy for economic growth which is driven by '**Make in India**' initiative and reforms to transform trade and industry into an engine of socio-economic development. The fair also provides a glimpse with updated information on various **missions, schemes and initiatives**, launched by the Government, Swachh Bharat Campaign, Clean Ganga Mission, Jan Dhan Yojana, Skill India, Adhaar, Solar Mission, Farmer Crop Insurance, Atal Mission for Rejuvenation and Urban Transformation (AMRUT), Start Up & Stand Up Campaign, Smart Cities, Model Villages, etc. These programmes will be demonstrated prominently in the display profile of the pavilions of the States and Union Territories as well as standalone pavilions.

Apart from featuring the state-of-the-art technologies, products, services and innovations, the fair showcases immense variety and kaleidoscopic repertoire of India's handicrafts and handlooms with their multifarious hues, designs, motifs and techniques with diversity in both medium and method. The fair provides a reliable and tested platform to SMEs exporters, entrepreneurs and investors.

User Friendly Initiatives :

(A) New initiatives:

This year, extensive efforts have been made by ITPO to improve overall portfolio of the event:

1. Introduction of transparent online booking of the stalls
2. Online purchase of tickets for all IITF days
3. Wi-Fi facility at hall nos. 7-11, 12-12A, 14, 15 & 18 of Pragati Maidan and at 10 prime locations
4. Installation of seven telecom towers for better network connectivity inside the complex
5. Dedicated channelled Entry from Pragati Maidan Metro Station to Gate No. 8 for ease of crowd management
6. A new free bus service between Mandi House Metro Station to Pragati Maidan is introduced to cater to the needs of visitors travelling through Metro.
7. Wild life tourism display with the selfie points by Maharashtra Government.
8. This year 'Digital India' is the theme of IITF. All States and Government Sectors will be arranging theme display (The dedicated theme pavilion being set up by Department of Electronics and Information Technology (DEITY) at Hall No.1. DEITY will be organizing five seminars during the currency of business days at IITF.
9. BSF will be organizing band for inauguration with border guards & women warriors, thrilling mobile display called "Jaaban", etc.
10. National Minorities Development Finance Corporation will organize the participation of 100 artisans in IITF.
11. An exclusive Cosmetics pavilion being set up in the lake area to represent sectoral display.
12. CSIR is showcasing India's achievements in Research & Development sector.

(B) Ongoing initiatives

1. Lounge for Sr. Citizens at Gate No. 1 and Media Centre
2. Wheel chairs for differently-abled at gates
3. Free Shuttle services on routes inside Pragati Maidan reserved for Women with Children , Sr. Citizens, Differently-abled
4. Pre-Paid taxi services from Gate 2 and Gate 8
5. School Children are allowed entry on all days including Business days on normal ticket through schools with ID Proof
6. 'Mobile App' on Android and iOS platforms
7. Round-Robin Bus Services on 3 routes
8. New/Young/Start-up entrepreneurs are being given exhibition space at 50 per cent discount of the normal tariff.

General Information

Days & Timings :

Business and Trade Visitors:	14 – 18 November, 2016 9.30 am to 7.30 pm
General public:	19 – 26 November, 2016 9.30 am to 7.30 pm
Last day for general public:	27 November, 2016 9.30 am to 6.00 pm

Ticketing:

- **Business Visitors Registration** Counters will be set up at Gate Nos.1, 2, 7 and 10 during the business days (Nov. 14-18, 2016, ticket: Rs.500/-) of the fair. **International Business Lounge (IBL)** will be functioning at Gate 1, Pragati Maidan (Bhairon Road) to facilitate the visit of overseas trade delegations and visitors.
- Seasonal Ticket (November 14-27, 2016): Rs.1800/-.
- While the fair will be open to all the visitors (**Ticket for Working Day:** Adult Rs.60/ & Child Rs.40/-), **Saturday/Sunday/Holiday** from November 19 to 27, 2016 (Ticket for Adult Rs.120/- & Child Rs.60/-).
- School children are allowed on business days with the advance purchase of tickets applicable for general days.
- The ticket may also be booked through ITPO's Website. The ticket sale counters may be closed earlier if tickets for the day are sold out.
- **Tickets will be available** at ITPO Counters (Gate 1 & 2) and Delhi Metro Rail Stations. Timings for **ticket sale 9.30 am to 5.00 pm**

Announcement of Missing Persons

- Fee for **announcement of missing persons** within Pragati Maidan: Rs.30/-. For such announcements, visitors should contact Central Facilitation Centre at Hall 1. ITPO is introducing free sanitary napkin vending points at women's toilets.

ENTRY

- There will be **free entry for senior citizens** (60 years & above) and differently-abled persons on presentation of valid age/physical handicapped document with photo thereon from all gates from November 19 to 27, 2016. Attendant to senior citizens and differently-abled has to purchase ticket as per the rate applicable on the particular day.
- **Media entry I-Cards** will be issued by the PR Unit, ITPO to the media persons who will be authorised by their respective media house for the coverage of the fair from November 14 to 27, 2016.
- Press entry cards on the basis of prior intimation OB vans will be allowed from Gate 1 only.
- Parking of cars at Gate No.1 Parking will be only for the Exhibitors, Service providers and other agencies with parking labels.

PARKING

- **No halting and parking** is permitted outside any gate and inside Pragati Maidan for the visitors.
- **Paid parking** will be available at Delhi Zoo, Bhairon Road, Purana Qila Road, Pragati Maidan Metro Station/India Gate and other paid parking lots near Pragati Maidan.
- Visitors and exhibitors are advised to park their vehicles at Metro Stations nearest to their house.
- **Press Parking** at NSCI (Purana Qila Road)
- **Government Departments Exhibitors, Pavilion Directors & Resident Commissioners** with parking label only inside Gate 4 & 6
- **ITPO officials** inside parking Gate 3 & 4.
- The **first aid services** will be available near Hall 14 & 6, and **Dispensary** in Hall 19. Besides, the nearby Government Hospitals have been requested to keep their **emergency medical services** on alert during the fair.
- Provision of **circular bus services inside Pragati Maidan** primarily for convenience of senior **citizens and differently-abled persons**.

IITF2016 is a collective effort of the 'Team ITPO' and its associates including different service agencies. It involves coordination with security agencies, various municipal wings, transport authorities, State Governments, customs, excise, media houses and a plethora of organisations for smooth conduct of the event.

IITF is an annual magnum opus of the ITPO, a founding member of the **Asian Trade Promotion Forum(ATPF)** also a member of **India Convention Promotion Bureau (ICPB)** and significantly, it has been given responsibility to play a role as '**Focal Point**' for the **BRICS Trade Promotion Group** based on the **BRICS Contact Group on Economic and Trade Issues(CGETI)**. Apart from IITF, it holds world class fairs and expositions in the country and overseas, exploring new markets of Africa, ASEAN, Latin America, North America and CIS countries for Indian products and services.

HALL WISE PRODUCT PROFILE: IITF 2016

<u>HALL / HANGER NO.</u>	<u>PRODUCTS</u>
Hall No. 1 (Foyer)	Theme – Digital India (Full area)
Hall No. 1 (Front)	Textiles/Home & kitchen appliances.
Hall No. 1 (Rear)	Shoes, leather goods, travel accessories, stationery, paintings, crystal glassware, crockery, corporate gifts etc.
Hall No. 2	Chhattisgarh
Hall No. 4	National Building Construction Corporation Ltd.(NBCC)
Hall No. 5	Housing & Urban Development Corporation (HUDCO)
Hall No.6	Bangladesh Tripura Chandigarh Puduchery Ministry of Railways Ministry of Earth Sciences Punjab National Bank Allahabad Bank Bank of India Canara Bank Central Bank of India North Eastern Handicrafts & HandloomsDevelopment Corpn. Ltd.
Hall No.6 (Mezzanine Floor)	Uttarakhand
Hall No. 7	Ministry of Micro, Small & Medium Enterprises (MSME) – (Hall no.7FGH)

	<p>Council for the Advancement of Peoples Action and Rural Technology (CAPART) – (Hall no.7ABC and open area outside 7ABC)</p> <p>Ministry of Social Justice (Hall no.7D and open area outside 7D)</p> <p>Ministry of Water Resources – (Hall no.7E)</p>
Hall No. 8	Multi Products
Hall No. 9	<p>Department of Science & Technology</p> <p>National Highway Authority of India</p>
Hall No.10 } Hall No.11A }	<p>Consumer Electronics/White goods/ Computers</p> <p>Peripherals/ Mobile Phones/ Electronic devices</p>
Hall No. 11B	Ministry of Power
Hall No. 12	<p>Life Insurance Corporation of India (LIC)</p> <p>Department of Post</p> <p>Petroleum Conservation & Research Association (PCRA)</p> <p>Income Tax</p> <p>Narcotics Control Bureau</p> <p>National Disaster Management Authority (NDMA)</p> <p>Employees State Insurance Corporation (ESIC)</p> <p>Unique Identification Authority of India (UIDAI)</p> <p>Goa</p>
Hall No. 12A	Council of Scientific & Industrial Research (CSIR)
Hall No. 14	<p>National Minorities Development & Finance Corporation (NMD&FC)</p> <p>Export Promotion Council for Handicrafts (EPCH)</p> <p>Carpet Export Promotion Council (CEPC)</p> <p>National Textile Corporation (NTC)</p> <p>National Centre for Design & Product Development (NCDPD)</p>
Hall No. 15	Khadi & Village Industries Commission (KVIC) - (inside & outside area)
Phoolwari	Border Security Force (BSF)

	Central Reserve Police Force (CRPF)
Hall no. 18 (Lower + Upper)	Foreign participants Food Tea Board/ Coffee Board/ Spices Board/Coconut Development Board Reserve Bank of India (RBI) Customs, Central Excise and Service Tax Securities & Board of India (SEBI) Ministry of Steel Ministry of Tourism
Hanger 20 near Banks / UP Pavilion	NCDP (National Centre for Design & Products Development)
Hanger 21 Opp. Himachal	Jharkhand
Hanger 22 Near Nehru Pavilion	Multi Products/ Home Décor/ Handicrafts/Furniture/Coir & Jute Products
Hanger 23 at Defence Pavilion site	China
Hanger 24 at Defence Pavilion site.	Haryana
Hanger 26 near Gate 2	Ministry of Skill Development & Entrepreneurship
Hanger 27 at Lake area	Cosmetics Health care Products & Jewellery Coir Board Andaman & Nicobar

-*Hangars will be AC but the charges will be as per Non-AC Hall for bare space/shell scheme.

Cultural Programme

6.00 PM
SHAKUNTALAM THEATRE
CLASSICAL DANCE, INSTRUMENTAL AND VOCAL MUSIC

Date	Name of the Artistes	Performance
19.11.2016	<u>Vanashree Rao</u>	Kuchipudi Dance
20.11.2016	Ravi Kumar Chauhan	Kathak Dance
21.11.2016	Deepmala Mohan	Classical Vocal Music
22.11.2016	Raj Kumar Majumdar	Santoor Recital
23.11.2016	Ananya Mukherjee Kolkatta	Odissi Dance
24.11.2016	Trikala Gurukulam	Mohiniattam Dance
25.11.2016	<u>Amjad Ali</u>	Classical Vocal Music
26.11.2016	Devayani	Bharatnatyam Dance
27.11.2016	Harish Chandra Pati	Pakhawaj Recital

6.00 PM
FALAKNUMA THEATRE
FOLK DANCE/SONG, SUFI SONGS, QAWWALIS, GEET & GHAZALS,
BRAJRAASLEELA

Date	Name of the Artistes	Performance
19.11.2016	Shahid Niyazi Rampur (U.P.)	Qawwali
20.11.2016	Sakha Creations	Bhajan/Sufi Song
21.11.2016	Ruchi Anurag Tailong	Folk Dance / Song
22.11.2016	Najmi Khan	Geet Ghazal
23.11.2016	Mohammad Zafar	Qawwali
24.11.2016	Pratibha Sharma	Brajraasleela
25.11.2016	Surinder Sagar	Bhajan / Sufi
26.11.2016	Padma Gidwani Lucknow	Geet Ghazal
27.11.2016	Abdul Hamid Sabri	Qawwali

4.30 PM
ITIHASIK CHOWK
(STREET PLAY)

Date	Name of Artistes
14.11.2016	Shivangi
15.11.2016	Society For Rural Development & Social Empowerment
16.11.2016	Nistha Sanskritik Manch
17.11.2016	Himalaya Arts
18.11.2016	Action Drama Creations
19.11.2016	Rangkarmi Natya Manch
20.11.2016	Dr. S.N. Subbarao Foundation
21.11.2016	Jaagar Natya Manch
22.11.2016	Ram Shyam Art Welfare
23.11.2016	Nitin Kumar
24.11.2016	Jadu Kala Trust
25.11.2016	Living Theatre
26.11.2016	Saaranga Arts
27.11.2016	Deep Group

FOOD COURT
(PUPPET / MAGIC SHOW)
4.30 PM

Date	Name of Artistes	Performance
14.11.2016	Pappu Bhatt	Puppet show
15.11.2016	Rahul Kharbanda	Magic Show
16.11.2016	Jagdish	Puppet Show
17.11.2016	Santosh	Puppet Show
18.11.2016	Jatinder Singh Babbar	Magic Show
19.11.2016	Ramesh	Puppet show
20.11.2016	Deepu	Puppet Show
21.11.2016	Santra	Puppet Show
22.11.2016	Amar Singh	Magic Show
23.11.2016	Kesar Bhatt	Puppet Show
24.11.2016	Sunita	Puppet Show
25.11.2016	Raju	Puppet Show
26.11.2016	Rajesh	Puppet Show
27.11.2016	Anjaan & Group	Magic Show

3.30 & 5.30 PM
LAL CHOWK THEATRE
STATE DAY CELEBRATIONS

DATE	DAY	SLOT	Name of State
16.11.2016	Wednesday	3.30 PM	
		5.30 PM	Uttar Pradesh
17.11.2016	Thursday	3.30 PM	
		5.30 PM	Uttrakhand
18.11.2016	Friday	3.30 PM	Tamil Nadu
		5.30 PM	Madhya Pradesh
19.11.2016	Saturday	3.30 PM	Manipur
		5.30 PM	Kerala
20.11.2016	Sunday	3.30 PM	Chhattisgarh
		5.30 PM	Haryana
21.11.2016	Monday	3.30 PM	
		5.30 PM	Telangana
22.11.2016	Tuesday	3.30 PM	
		5.30 PM	Assam
23.11.2016	Wednesday	3.30 PM	
		5.30 PM	Karnataka
24.11.2016	Thursday	3.30 PM	Meghalaya
		5.30 PM	Himachal Pradesh
25.11.2016	Friday	3.30 PM	Puducherry
		5.30 PM	Andhra Pradesh
26.11.2016	Saturday	3.30 PM	Jammu & Kashmir
		5.30 PM	Maharashtra

6.00 PM
HAMSADHWANI THEATRE
STATE DAY CELEBRATIONS
VARIETY CULTURAL PROGRAMMES

DATE	DAY	TIME	Name of State / Foreign Country
16.11.2016	Wednesday	6.00 PM	Punjab
17.11.2016	Thursday	6.00 PM	Delhi
18.11.2016	Friday	6.00 PM	Korea
19.11.2016	Saturday	6.00 PM	Korea
20.11.2016	Sunday	6.00 PM	Rajasthan
21.11.2016	Monday	6.00 PM	Bihar
22.11.2016	Tuesday	6.00 PM	Khadi Paridhan Utsav by KVIC
23.11.2016	Wednesday	6.00 PM	Odisha
24.11.2016	Thursday	6.00 PM	Jharkhand
25.11.2016	Friday	6.00 PM	Theatre play on the life of 'Swami Vivekanand'
26.11.2016	Saturday	6.00 PM	West Bengal
27.11.2016	Sunday	6.00 PM	Hasya Kavi Sammelan by Delhi Exporters Association in collaboration with ITPO