

## **HON'BLE PRESIDENT OF INDIA TO INAUGURATE IITF 2015**

The annual flagship event of the India Trade Promotion Organisation (ITPO), the 35<sup>th</sup> edition of India International Trade Fair will be inaugurated by the **Hon'ble President of India, Shri Pranab Mukherjee** on November 14, 2015 at Hamsadhwani Theatre, Pragati Maidan, New Delhi. The Hon'ble Union Minister of State (I/C) Commerce & Industry, **Smt. Nirmala Sitharaman** will preside over the inaugural function.



This year, IITF and its '**Make in India**' theme will project its deep commitment to fulfil the vision of the Hon'ble Prime Minister of India. Extending India's global appeal for investment in diverse sectors, 'Smart Cities', Digital India, Model Villages, Clean Ganga Mission and 'Jan Dhan Yojana' will be depicted in the Central and State pavilions, which have also been encouraged to dedicate themselves to 'Swachh Bharat'.

IITF is an ultimate manifestation of India's size, progress and diverse culture and achievements attained in core and sunrise sectors. It is a unique point for coming together of modern technology and traditional skills. It has a tremendous significance for the business community as they have to play a critical role in sustainable, inclusive and job-led growth and development. The Fair provides a reliable and tested platform to SME exporters, entrepreneurs and investors.

This year, Afghanistan is the **Partner Country** and **Bangladesh** is the '**Focus Country**' while the '**Partner States**' are **Goa** and **Jharkhand** and the '**Focus State**' is **Madhya Pradesh**.

Over 7000 firms from India and overseas are participating in the fair. Overseas participation is from **Afghanistan, Arab Republic of Egypt, Bahrain, Bangladesh, Bhutan, China, Cuba, Germany, Guyana, Hong Kong, Indonesia, Iran, Iraq, Kenya, Myanmar, Nepal, Pakistan, Russia, Saudi Arabia, South Africa, South Korea, Sri Lanka, Thailand, Tibet, Turkey, UAE, Uganda and Vietnam**.

IITF is the flagship annual event of the ITPO, a founding member of the Asian Trade Promotion Forum (ATPF) and also a member of India Convention Promotion Bureau (ICPB). Apart from IITF, it holds world class fairs and expositions within the country and overseas, exploring new markets of Africa, ASEAN, Latin America, Mexico, North America, CIS for Indian products and services. ITPO achieved a grade of "Excellence" consecutively in the last three years for its all-round endeavours in raising the bar of number of exhibitors, quality of presentations and its financial health.

**New initiatives:**

- **New/Young/Start-up entrepreneurs** have been earmarked in Hall 26 at 50 per cent discount of the normal tariff.
- **Entry of school children** will also be allowed during the business days as applicable during the public days. More importantly, the rates will be as on public days at Rs.30/- and Rs.50/- for weekends/holidays.
- **Online purchase of tickets** for business days which enables business visitors to buy tickets online for the first five days.
- ITPO will introduce **circular bus services inside Pragati Maidan** with the colour code green, red and violet. This will provide facility to visit pavilions from one corner to another corner in Pragati Maidan with a frequency of 10 minutes. The bus service which is free of cost for the public is primarily for senior citizen and differently-abled persons.
- **VIP/protocol entry through online registration system**, where such visitors can book for protocol services in advance.
- ITPO is introducing free sanitary napkin vending points at women's toilets.
- Publicity through LED screens are being increased from two to six, so that exhibitors can avail this facility to publicise their products and services at very competitive rates.
- ITPO will be dedicating itself to Swachh Bharat Mission, Digital India, etc. Introducing a **separate award category** for the best State Pavilion dedicated to Swachh Bharat initiative within their state pavilion.
- The theme in IITF is '**Make in India**' which is to publicise the infrastructure of every State and the capabilities of Indian exhibitors to attract investments in India through this event.
- Senior citizens and differently-abled will be **allowed free entry** at all the gates on production of their age proof. Pick up and drop facilities will be available at Gate 1.
- ITPO is also planning to provide five **High Mast Towers**, at different locations in the Pragati Maidan Complex for better illumination.
- **Increasing Hop-on Hop-off Bus service** around Pragati Maidan which will even out the crowd at all gates with a frequency of 7-10 minutes. The service is free of cost to commuters. The bus service will be on 2 routes, one plying from Gate 2, Gate 1, ITO, Pragati Maidan Metro, Gates 8,7,5,4 and 3. The second route will be Gate 3,4,5,7,8, Pragati Maidan Metro, Mandi House Metro, India Gate, National Stadium, Gate 3.
- ITPO is installing 50 KVA **solar energy panel** plant on the roof of the Administrative Block (Gate 3, Pragati Maidan).
- This year, the cultural programmes will commence from 14<sup>th</sup> November instead of 19<sup>th</sup> November.
- The Nukkad Natak (Street Plays) will highlight 'Swachh Bharat' campaign at Itihasik Chowk theatre.

IITF 2015 will be supplemented with several conferences, seminars, workshops, State Day Celebrations and cultural programmes. The diversity of Indian ethnic cuisines will also be available at specified outlets. Besides, a large number of groups and individual craftsmen from all corners of the country are participating in the “Saras” projection.

**TIMINGS OF ENTRY AND TICKET SALE**

The fair will open from 9.30 to 7.30 pm and tickets will not be sold in advance. There shall be no advance sale of tickets. The ticket sale counters may be closed earlier if tickets for the day are sold out. Entry will close at 5.00 pm every day.

There will be free entry for senior citizens and differently-abled from November 19 to 27, 2015. Attendant to senior citizens and differently-abled has to purchase ticket as per the rate applicable on the particular day. There will not be free entry for concessional group charges for the students groups.

**First Aid**

The first aid services will be available near Hall 14 & 6, and Dispensary in Hall 19.

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