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INDIA TRADE PROMOTION ORGANISATION
Pragati Maidan, New Delhi

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ITPO Donates Rs 50 lakhs for PM's Relief Fund

The Executive Director of India Trade Promotion Organisation (ITPO), Shri Malay Shrivastava presented a cheque of Rs. 50.00 lakhs to the Prime Minister's Relief Fund which was received by the Commerce Secretary, Shri S. R. Rao today. The State of Uttarakhand that witnessed unprecedented loss of life and property is the beneficiary. The employees of ITPO contributed at least a day's salary, which was also supplemented by the Board of ITPO with a Rs.44.00 lakhs grant.



((L-R) Shri Malay Shrivastava, Executive Director, ITPO presents cheques worth Rs.50 Lakhs to Shri S. R. Rao, Commerce Secretary, Govt. of India for Prime Minister's Relief Fund for Uttarakhand on 04 Sep 2013)

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In the wake of this tragedy, Government of India pressed into action massive rescue and relief operations for mitigating the adverse circumstances faced by the residents of the State as well as the stranded pilgrims on visit from various parts of the country.

The Prime Minister's Relief Fund is a major source of funding for deploying men, materials and machines in the rescue and relief operations, while offering food and shelter to the affected people. In this hour of national emergency, it was decided by ITPO to make a contribution to the PM's Relief Fund to the tune of Rs.50.00 lakhs.

The ITPO, as part of fulfilling its responsibility as a corporate body, is also encouraging new and small entrepreneurs with special rates and Smaller booths in its flagship event, the India International Trade Fair (IITF) 2013. In this context, the organization is consulting the National Research Development Corporation (NRDC) and National Institute of Design (NID) to identify new and small enterprises that are India Design Mark holders for participation. As the IITF attracts buyers and visitors from all over the country as well as from abroad, this is a perfect platform for small units and young entrepreneurs with limited resources to showcase their talent. A special hall (Hall No.7H) is designated for showcasing such young talent.

Earlier the organization has also donated four ambulances to the Delhi Government, and wheelchairs and Braille slates etc., to the needy as part of fulfilling its corporate social responsibility.
