



Report on UP Regional Trade Show, Meerut 2024

Dates:

21st December 2024 - 25th December 2024

Prepared By:

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Executive Summary

Meerut Mahotsav 2024, held from 21st to 25th December 2024, celebrated the cultural, economic, and industrial vibrancy of Meerut. The event successfully brought together stakeholders from various industries, government bodies, and the public to promote sustainable growth, showcase local talent, and enhance trade opportunities.

Key Highlights

1. Workshops and Buyer-Seller Meet:

- 21st December: Workshops on Environmental, Social, and Governance (ESG) frameworks and CMYUVA for youth entrepreneurship and leadership.
- 22nd December: A comprehensive session on the Government e-Marketplace (GeM), emphasizing procurement policies and vendor registration.
- 23rd December: Specialized workshops on the RAMP Scheme, fundraising via the Bombay Stock Exchange (BSE), and loan opportunities from EXIM & SIDBI Banks, along with a Buyer-Seller Meet fostering over 23 attendees including 9 buyer houses.

2. ODOP Trade Show and Made in Meerut Exhibition:

- Traditional art & craft, and local manufactured products enriched the Mahotsav's cultural essence.
- The One District One Product (ODOP) stalls exhibited Meerut's finest handicrafts, textiles, and artisanal goods.

3. Sales Summary:

- Total sales from ODOP stalls over five days amounted around to INR 1.10 Crores, with the highest contributions from handicrafts, food items, and textile and B2B orders are amounted around 16 Crore 94 lakhs.

4. Economic and Social Impact:

- Footfall: Over 1,00,000 plus attendees, including residents, business owners, and international buyers.
- Trade: Several trade agreements initiated during the Buyer-Seller Meet.
- Awareness: Enhanced understanding of sustainability, government schemes, and business growth strategies among participants.

PART 1: Workshops

Day 1: 21st December 2024

Topic 1: Environment, Social & Governance (ESG)

The Environmental, Social, and Governance (ESG) workshop held on **21st December 2024** at Meerut Mahotsav 2024 marked a significant step towards fostering sustainability and ethical practices in the region's industrial and economic activities. The session aimed to educate and empower local businesses, policymakers, and stakeholders about the importance of ESG principles in achieving long-term sustainability and global competitiveness.

Objective

To provide a comprehensive understanding of ESG frameworks and their relevance to industries in Meerut, particularly in the context of:

- **Environmental Responsibility:** Reducing carbon footprints and adopting sustainable practices.
- **Social Equity:** Enhancing community welfare and workplace inclusivity.
- **Governance Excellence:** Promoting ethical decision-making and transparency.

Workshop Agenda

- **Introduction to ESG Principles**
 - Explanation of ESG components and their interdependence.
 - Importance of ESG compliance for global trade and investment opportunities.
- **Industry-Specific Applications**
 - Case studies showcasing successful integration of ESG in small and medium-sized enterprises (SMEs).
 - Tailored strategies for Meerut's key sectors, including sports goods, textiles, and handicrafts.
- **Interactive Sessions**
 - Q&A with experts to address industry-specific challenges.
 - Group discussions on implementing ESG frameworks in local businesses.

Key Speakers and Experts

- **Mr Vishal Chandani** – Expert, UPCON, Implementing Agency of RAMP Schemes in Uttar Pradesh
 - Topic: "Introduction to ESG and Compliance."
- **Mr. Kumar Vikram**- Expert, UPCON, Implementing Agency of RAMP Schemes in Uttar Pradesh
 - Topic: "Aligning Local Industries with ESG Standards."

Key Takeaways

- **Enhanced Awareness:**
 - Over 70+ attendees gained insights into the significance of ESG in enhancing business sustainability and export readiness.
- **Customized Strategies:**
 - Tailored recommendations were provided for industries prevalent in Meerut, such as: Sports Goods Industry, Textile Sector etc.
- **Networking Opportunities:**
 - Participants connected with ESG experts, government representatives, and peers to explore collaboration opportunities.
- **Tools for Implementation:**
 - Introduction to ESG toolkit equipped businesses with practical steps to initiate and maintain ESG practices.

Topic 2: CM YUVA Workshop

The CM YUVA (Young Uttar Pradesh Visionary Assistance) Scheme Awareness Workshop was a key feature of the first day of Meerut Mahotsav 2024. This initiative aimed to familiarize young entrepreneurs and aspiring business leaders with the various opportunities, benefits, and support mechanisms provided under the CM YUVA Scheme. The workshop sought to inspire innovation, promote skill development, and foster entrepreneurial ventures across Uttar Pradesh, with a focus on the Meerut region.

Objective

To educate participants about the CM YUVA Scheme and equip them with the tools, resources, and knowledge to:

- Start new entrepreneurial ventures.
- Access funding and mentorship opportunities.
- Leverage government schemes to enhance business scalability and sustainability.

Workshop Agenda

1. **Opening Address:**
 - Welcome note by Deputy Commissioner Industries, Meerut
 - Overview of the CM YUVA Scheme's vision and goals
2. **Keynote Presentations:**
 - About CM YUVA Mission
 - How to Access Funding Under CM YUVA"
3. **Panel Discussion:**
 - "Ideas to Enterprises: Success Stories and Challenges."
 - Different business models and their knowledge banks
4. **Interactive Sessions:**
 - Live Q&A with industry experts.
 - Breakout groups to discuss business ideas and strategies.

Key Speakers and Experts

1. **Mr. Jai Prakash** – Representative of Samadhan Samiti – Knowledge Partner to CM YUVA Mission of Government of Uttar Pradesh

Key Takeaways

- **Enhanced Awareness:**
 - Over 100+ participants gained in-depth knowledge about the scheme's features, including:
 - Interest free loans for Young Entrepreneur under CM YUVA Mission
 - Skill development workshops & Mentorship Programs

- **Networking Opportunities:**
 - Participants connected with government officials, financial institutions, and knowledge partner of the scheme to facilitate support under the scheme.
- **Actionable Insights:**
 - Step-by-step guidance on applying for the scheme
 - Tips for creating business plans and pitching ideas

Day 2: 22nd December 2024**Topic: Government e-Marketplace (GeM) Workshop**

The Government e-Marketplace (GeM) workshop, conducted on **22nd December 2024** during Meerut Mahotsav, aimed to promote awareness and facilitate onboarding of local businesses onto the GeM platform. The session was tailored to empower Micro, Small, and Medium Enterprises (MSMEs), startups, and government officials by highlighting the advantages of digital procurement and offering guidance on effective participation in GeM tenders.

Objective

To educate and enable businesses in Meerut to:

- Leverage the GeM platform for government procurement opportunities.
- Simplify the registration and bidding process.
- Enhance transparency, efficiency, and competitiveness in public procurement.

Workshop Agenda**1. Welcome Address:**

- Opening remarks by Deputy Commissioner Industries, Meerut.
- Overview of the significance of GeM in enhancing MSME growth.

2. Keynote Presentations:

- “Understanding the GeM Platform”
- “Seller registration process and government procurement policies”

3. Live Demonstration:

- Step-by-step walkthrough of the registration process.
- Navigation of GeM functionalities such as bidding, cataloguing, and performance tracking.

4. Q&A Session:

- Addressing queries related to GeM policies, technical issues, and sector-specific concerns.

5. Resource Distribution:

- Information of regular GeM training videos and quick start guides for participants.

Key Speakers and Experts

1. **Mr. Anand Singh** – regional Coordinator, GeM Office, Delhi

Key Takeaways**1. Simplified Processes:**

- Attendees learned how to register their businesses, create product catalogues, and participate in bidding processes.

2. Transparency and Efficiency:

- The session highlighted how GeM ensures transparency in procurement, reduces transaction costs, and improves ease of doing business.

3. Vendor Success Stories:

- Real-life examples of businesses thriving through GeM provided inspiration and practical insights.

4. Awareness of Policies:

- Participants gained clarity on mandatory GeM registration for government suppliers and procurement policies for reserved categories.

Day 3: 23rd December 2024**Topics: RAMP Scheme/ESG/Fundraising through BSE, Loan Schemes by EXIM & SIDBI Bank**

The combined workshop on the RAMP (Raising and Accelerating MSME Performance) Scheme, Environmental, Social, and Governance (ESG) principles, fundraising through the Bombay Stock Exchange (BSE), and loan schemes offered by EXIM and SIDBI Bank was a highlight of Meerut Mahotsav 2024. Held on **23rd December 2024**, this session aimed to provide local businesses and entrepreneurs with insights into government and financial institution-backed opportunities for scaling operations, adhering to global sustainability standards, and accessing innovative financing mechanisms.

Objective

To equip MSMEs and entrepreneurs with knowledge about:

- Leveraging the RAMP Scheme for operational excellence.
- Integrating ESG principles into their business models.
- Exploring fundraising opportunities via BSE platforms.
- Utilizing tailored loan schemes offered by EXIM and SIDBI Bank.

Workshop Agenda**1. Welcome Address & Inaugural Session:**

- Overview of the workshop objectives by Deputy Commissioner, District Industries Centre, Meerut.
- Welcome Address by Commissioner, Meerut Division, Meerut

2. Session 1: RAMP Scheme Overview

- Speaker: Mr Kunal Paul, KPMG.
- Key Points Covered:
 - Benefits of the RAMP Scheme for MSMEs.
 - Steps to apply and eligibility criteria.
 - Case studies of MSMEs benefiting from the scheme.

3. Session 2: ESG Integration for Competitive Advantage

- Speaker: Mr Vishal Chandani, UPCON.
- Key Points Covered:
 - Importance of ESG compliance in global trade.
 - Steps for incorporating ESG frameworks in MSME operations.
 - Available government incentives for ESG initiatives.

4. Session 3: Fundraising through BSE's SME Platform

- Speaker: Mr. Sumit Saxena, Senior Advisor, BSE SME Platform.
- Key Points Covered:
 - Introduction to BSE's SME listing opportunities.
 - Process for preparing and submitting a business plan for listing.

- Advantages of equity-based fundraising for MSMEs.
- 5. **Session 4: Loan Schemes by EXIM and SIDBI Bank**
 - Speakers:
 - **Mr. Ashish Soni**, Regional Manager, EXIM Bank.
 - **Mr. Rajeev Kumar**, GM, SIDBI Bank.
 - Key Points Covered:
 - EXIM Bank's offerings for export-oriented businesses.
 - SIDBI's focus on innovation-driven enterprises.
 - Simplified loan application processes and eligibility criteria.
- 6. **Q&A and Networking Session:**
 - Open forum for participants to interact with speakers and officials.

Key Speakers and Experts

1. **Mr. Kunal Paul** - Program Manager, KPMG
 - Topic: "Unlocking Potential with the RAMP Scheme."
2. **Mr Vishal Chandani** - UPCON
 - Topic: "Building Resilient Businesses with ESG."
3. **Mr. Sumit Saxena** - Senior Advisor, BSE SME Platform
 - Topic: "Demystifying Fundraising for Small Businesses."
4. **Mr. Ashish Soni** - Regional Manager, EXIM Bank
 - Topic: "Export Financing Made Accessible."
5. **Mr. Rajeev Kumar** - GM, SIDBI Bank
 - Topic: "Driving Growth with SIDBI's Tailored Loan Solutions."

Key Takeaways

1. **RAMP Scheme:**
 - MSMEs learned how to leverage the scheme's provisions for capacity building, technology upgrades, and process optimization.
2. **ESG Frameworks:**
 - Businesses were encouraged to adopt ESG principles to enhance their global competitiveness and access new markets.
3. **BSE SME Listing:**
 - Participants gained a clear understanding of the fundraising process and its advantages over traditional financing options.
4. **Loan Opportunities:**
 - Export-focused enterprises were introduced to EXIM Bank's offerings, while SIDBI's loans for innovation-driven MSMEs attracted significant interest.



PART 2: Buyer-Seller Meet

Day 3: 23rd December 2024

On December 23, 2024, Meerut Mahotsav hosted a significant Buyer-Seller Meet at Bhamashah Park, formerly known as Victoria Park, in Meerut. This event was inaugurated by Smt. Selva Kumari J., the Divisional Commissioner of Meerut, who emphasized the importance of such gatherings in promoting local industries and fostering economic growth.

The Buyer-Seller Meet was organized by the Department of Micro, Small, and Medium Enterprises (MSME), Government of Uttar Pradesh, as part of the One District One Product (ODOP) initiative. This initiative aims to promote traditional industries and crafts unique to each district in Uttar Pradesh.

23 attendees including nine prominent buying houses from five sectors (Textile, Handicrafts, Apparels, Home Décor & Sport Goods) participated in the event, engaging with local artisans and producers to explore business opportunities and establish partnerships. This interaction provided a platform for local businesses to showcase their products and expand their market reach.

The Buyer-Seller Meet on December 23 was a pivotal event in the Meerut Mahotsav, highlighting the region's commitment to economic development and the promotion of local crafts and industries.



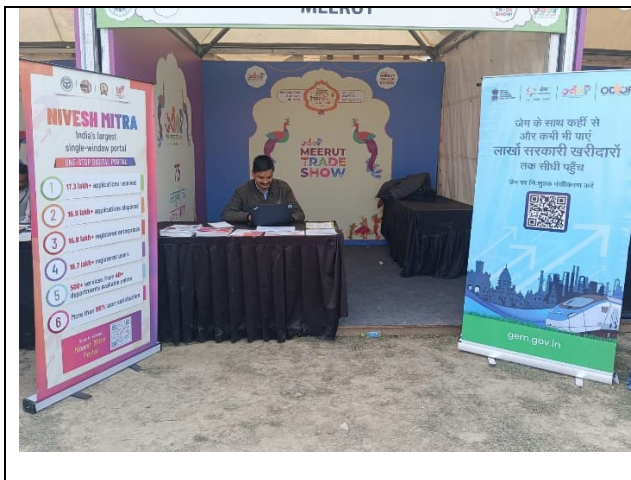
PART 3: ODOP Trade Show & Made in Meerut Exhibition

Days: 21st December 2024 to 25th December 2024

The Meerut Mahotsav 2024, held from December 21 to 25, featured the ODOP Product Gallery, ODOP Trade Show, and the Made in Meerut Product Exhibition, all designed to showcase local craftsmanship and promote regional industries.

ODOP Product Gallery, ODOP Trade Show & Government Facilitation Stalls:

This event provided a platform for 75 ODOP products from all 75 districts of the state to display their uniqueness, facilitating direct interactions with buyers and industry leaders. The ODOP initiative, which has been instrumental in promoting Uttar Pradesh's unique products, was a central theme of the trade show. Artisans from all 75 districts of Uttar Pradesh showcased their specialties, including Banarasi saris, Chitrakoot wooden toys, and Azamgarh black pottery etc. DIC Meerut, Invest-UP and GeM facilitation stalls were also there in the trade show to facilitate on government services and schemes to MSMEs.



Visitor Engagement:

The events attracted a substantial number of visitors, including both local and national attendees. Visitors engaged in B2B and B2C interactions, exploring a diverse range of products and services. The ODOP pavilion was particularly popular, with visitors expressing admiration for the craftsmanship and quality of the showcased items. The event was visited by over 1 lakh visitors, with more than 30+ thousands attending through B2B and B2C interactions alone.



Inspection by Commissioner Meerut Division:

Smt. Selva Kumari J., the Divisional Commissioner of Meerut, visited the ODOP Product Gallery and Trade Show. Her inspection underscored the government's commitment to supporting local artisans and promoting regional products. The presence of the Commissioner highlighted the importance of such events in fostering economic development and cultural preservation.

In summary, the ODOP Product Gallery, ODOP Trade Show, and Made in Meerut Product Exhibition at the Meerut Mahotsav 2024 successfully showcased local craftsmanship, attracted a diverse audience, and provided valuable business opportunities for artisans and producers. The events received positive feedback from visitors and were supported by government officials, reflecting a strong commitment to promoting regional industries.



Sales and Business Prospects:

The sale figures for the Meerut Mahotsav 2024 have counted around INR 1.10 crore in retail and B2B orders are counted around 16.94 crore, the event has demonstrated significant business potential. This indicates a strong market for local products and a favourable environment for business growth.