

# ADVANCING *women's role* in business



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Curtain Raiser  
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Tourist Attraction  
INDIA'S TRIBUTE TO  
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## IMPRINT

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Editor:  
Deepshikha Roy

Tel:  
+91 40 2311 2121 / 22 / 23



**SRIKANTH T. G**  
Business Head  
HITEX Exhibition Center

## Collaboration Makes Us Better

Dear Readers,

Welcome to the first issue of this fiscal year's POV. We are thrilled to share with you the success of the previous fiscal year. We are proud to say that our trade shows were extremely well-received by industry stakeholders, making it a year to remember. We extend our sincere thanks to all the organizers who chose our venue to host their exhibitions and events, which brought in impressive footfalls.

Collaboration is key in today's age. It is a crucial aspect of the success of trade shows and exhibitions. We rely on the participation of various stakeholders, including organizers of shows, exhibitors, sponsors, and attendees. By working together, we can create successful events that meet the needs and goals of everyone involved. Hence, we are excited to have partnered with Aqua Farming Technologies and Solutions for our upcoming maiden show, LDF India 2023. The event will be held in September at our very own HITEX venue, and we are confident that it will be a huge success.

We are delighted to have received encouraging inquiries and bookings for the coming year and are committed to providing the best possible service and support to ensure the success of our clients' events. We believe that by working together, we can create more opportunities and make each event a memorable experience for all attendees.

At our venue, we provide state-of-the-art facilities and equipment to make each event a success. Our team of dedicated professionals work tirelessly to ensure that every aspect of the event is taken care of, leaving our clients to focus on their business goals.

We are optimistic about the future and look forward to partnering with more industry leaders to create successful trade shows and exhibitions that benefit all stakeholders.

We are keen that you stay connected with us through POV to gain insight into the developments at HITEX and be our partner in our growth journey. It is only when we are together that we can do so much.

We are delighted to have received encouraging inquiries and bookings for the coming year and are committed to providing the best possible service and support to ensure the success of our clients' events.

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## ITB India 2023 Achieves Significant Success



ITB India 2023, the 3-day B2B travel trade show, from April 26-28, 2023, at Jio World Convention Centre, Mumbai was held as an in-person event for the first time. It brought together key travel industry leaders and international exhibitors from various segments of MICE, Leisure, Corporate, and Travel & Technology.

With quality buyers and international exhibitors,

the show acted as a bridge to the Indian and South Asian travel markets.

The exhibition featured a robust presence of National Tourism Organizations (NTOs) such as Atout France India, German National Tourist Office, Saxony Tourism, Tourist Office of Roissy, Tourist Office of Spain, and Visit Sarajevo.

It also featured a strong representation of international airlines, hotels, travel agencies, and tour operators showcasing their products, including AVIS, Collinson Group, Fiji Airways, Mize, IDEaS, Prince Hotels & Resorts, TravelLine, Uzbekistan Airways, and Vietnam Airlines.

The conference conducted 80 insightful sessions divided into 3 theme tracks unified under the motto 'Connecting you to the Indian travel market' on the topics pertaining to the future of MICE, corporate travel, leisure travel, and travel technology.

## India Focuses to Boost Medical Tourism

India is set to enhance its Ayush treatment - a traditional medicine system - through health tourism, as per Ayush Minister Sarbananda Sonowal.

The Ayush Ministry, established in 2014, is responsible for developing education, research, and propagation of traditional medicine systems in India. The Indian Government has been focusing on promoting traditional treatments such as Ayurveda, yoga, naturopathy, unani, siddha, and Homeopathy, among others, for International tourists seeking treatments under Ayush methods.

Recently, the Ayush Ministry partnered with the India Tourism De-

velopment Corporation (ITDC) to promote medical value travel (MVT) in Ayurveda and other traditional systems of medicine. The Indian medical value travel market is valued at US\$ 5-6 billion and is estimated to reach US\$ 13 billion by 2026. The Government's initiatives under the 'Heal in India' scheme, which includes accrediting Ayush centers and launching Ayush e-visa, are expected to further boost medical tourism.

With 500,000 international patients annually, India is well-positioned to benefit from the increasing cost of treatment in the West and the Russia-Ukraine war, driving more patients for medical care to the country.

## Indian Pavilion Sees Success at LAAD 2023

During the largest defence exhibition in South America, LAAD, that took place in Rio de Janeiro last month, the first-ever Indian Pavilion garnered significant interest, emerging as a key destination, and attracting high-level delegations from various countries and companies.

The India Pavilion featured five Defence Public Sector Undertakings (PSUs) and several private sector companies from India.

The Indian Pavilion received delegations from senior officials from within Brazil and the Chief of Defence Staff from Algeria among others.



## Four Industry-Focused Expos to Feature Advanced Breakthroughs

ACEXM7 (Ace Exhibitions of Group), a prominent organizer of Expos in India, has announced four events that will feature advanced breakthroughs in four diverse industries - ISTF Expo 2023, Coat India Expo 2023, India COMVAC Show 2023, and India Adhesives & Bonding Show 2023.

The three-day event is scheduled for August 24-26, 2023, at Halls 8, 9, and 10, Pragati Maidan in New Delhi. The event provides a platform for professionals in different industries to connect, learn, and network, providing an ideal forum for showcasing the latest technologies, products, and services.

The 3<sup>rd</sup> edition of India COMVAC Show aims to showcase the strides made by the Indian Compressor and Vacuum industry players in adopting measures to safeguard the environment and reduce CO<sub>2</sub> emissions significantly, transitioning towards climate neutrality.

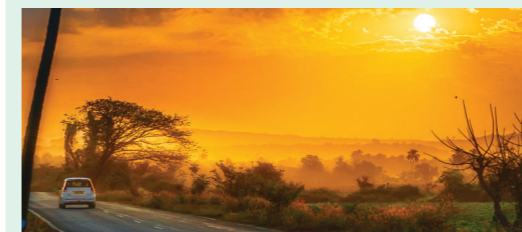


At India Surface Treatment & Finishing Expo, businesses can achieve precise essentials of mechanical products using specialized high-energy finishing procedures, enhancing their performance integrity and service lives of components.

India Adhesives & Bonding Show 2023 will provide the Adhesives, Sealants, & Bonding industries an opportunity to see the latest products and solutions from key suppliers and learn from leading experts during the conference.

## Margao to Have a Mini Convention Center

The Government of Goa has opted for a public-private partnership to construct a mini convention center in Margao on a design, build, finance, operate, and transfer (DBFOT) basis, with a seating capacity of 500. Spanning over 4,800 sq mt, the center will leverage Goa's popularity as a favored destination for MICE tourism.



The center will feature facilities such as a foyer area, as well as spaces for seminars, conferences, board meetings, banquets, an auditorium, exhibition halls, and VIP and VVIP lounges.

A stilt parking facility for a minimum of 250 four-wheelers and 100 two-wheelers will be built.

## Kumarakom's Eco-friendly Convention Centre Applauded



Kozhikode-based Uralungal Labour Contract Cooperative Society (ULCCS) has been congratulated by G20 Sherpa of India Amitabh Kant for constructing in record time the eco-friendly Convention Centre at KTDC Waterscapes at Kumarakom, where the G20 Sherpa meeting was held from March 30 to April 2.

Kant, in a letter to ULCCS Chairman Rameshan Palery, has said the Convention Centre will be a permanent asset for

the backwaters of Kerala and will catalyze the emergence of Kerala as a MICE destination.

Spread over 10,000 sqm and with a capacity to house 500 people, the permanent Convention Centre took less than 100 days to be built, including electrification, plumbing, air conditioning, etc. The work was challenging as the Center had to be eco-friendly and it had to be carried on the banks of a lake that was muddy and had water logging.

## Karnataka, Most Innovative State in Manufacturing, Followed by Telangana

The Indian Government's survey, in collaboration with the United Nations Industrial Development Organisation (UNIDO), found that Karnataka is the most innovative state in manufacturing and has the highest number of innovative manufacturing companies. The survey

Union Territories (UTs), covering manufacturing and related service sector and MSMEs. The report highlights the need to increase innovation in manufacturing. It states that an increase in innovation carried out by firms has resulted in higher sales for them.



also revealed that innovation in manufacturing is the lowest in Northeastern states (excluding Assam) and Bihar.

The National Manufacturing Innovation Survey (NMIS) 2021-22 has been carried across over 8,000 firms in 28 states and 6

Karnataka, followed by Telangana, Tamil Nadu, Maharashtra, and Haryana are ranked as high innovation states. Uttarakhand has the highest score among the hill states, while Dadra and Nagar Haveli and Daman and Diu have the highest score among the UTs.

## T-Hub Joins Atal Incubation Centre, Selects 20 Startups

T-Hub, an incubator based in Telangana, has partnered with Atal Incubation Centre (AIC) to choose 20 startups for a three-month program that focuses on the Automotive industry. The program provides mentoring, investor connections, and market pilots to startups in the fields of automotive technologies, clean mobility solutions, and emerging vehicle technology.

According to T-Hub, the pro-



gram will help startups get access to world-class experts, investors, and customers. According to Mahankali Srinivas Rao, the aim is to create a

strong ecosystem empowering startups and facilitating new-age solutions in the automobile industry.

The startups selected from 230 applicants include Aurita Electric Utility Bikes, Austhraa Motors, Bid rYde, Bijliride, C&G Green Energy, CHARGEKART, Etric, LogiXair, Piqyu, SunPlower Wind, TelioEV, Transcent, TRiDE Mobility, Triolt, Tumpudi Automotive Pvt Ltd, Vihaan Electrix, and Zero Sum.

## Telangana Secures ₹7,218 Cr Investment at Food Conclave 2023



At the recently held maiden Food Conclave 2023, Telangana has bagged projects worth ₹7,218 crore in various Food Processing, Aquaculture, Edible Oil, and Meat Processing industries.

The one-day conclave, regarded as one of the most prestigious gatherings in the food-agri community, featured a series of new partnerships and investments.

Telangana IT and Industries Minister KT Rama Rao, in his inaugural address, said the fresh investment proposals have the potential to generate 58,458 jobs. He added that with a focus on food processing, the state has added over ₹7,000 crore to its fixed capital base for food processing capacities in the past five years to strengthen the sector.

## Flipkart Opens 4 Lakh Sq Ft Fulfilment Center in Telangana

Flipkart has launched a new fulfilment center (FC) in Sangareddy, Telangana. The FC spans four lakh sq ft and aims to support India's digital commerce by empowering local sellers, employable youth, and customers, making e-commerce more accessible.



KT Rama Rao, Minister for IT and Industries in the presence of Jayesh Ranjan, Principal Secretary (IT), and Kalyan Krishnamurthy, CEO, Flipkart Group inaugurated the FC virtually.

Krishnamurthy stated that the Sangareddy facility is Telangana's largest and would provide thousands of new job oppor-

tunities while also benefiting small businesses. Currently, Flipkart has six fulfilment and sorting centers and nearly 100 distribution hubs in Telangana, with over 14,000 sellers contributing to around 40,000 direct and indirect jobs.

Rama Rao proposed that the CEO of Flipkart collaborate with the State Government and relevant parties to address the needs of gig workers, partners, and vendors through a tripartite agreement.

## Madhushani SLAP's India Brand Ambassador



The Sri Lanka Association of Printers (SLAP) has chosen Nalani Madhushani, Director, Veepee Graphic Solutions, as its brand ambassador for Sri Lanka Print Exhibition and Trade Fair 2023. The three-day event is scheduled to take place from October 26-28, 2023, at Bandaranaike Memorial International Conference Hall (BMICH) in Colombo, Sri Lanka.

The fair aims to bring together the Printing and Packaging industries, promote networking opportunities, and showcase the latest technologies and innovations in the sector.

Madhushani is a native of Sri Lanka. Peter Decker, President, SLAP, said, "Nalani being a Sri Lankan, it would be an exciting opportunity to be part of an important industry event in Sri Lanka. We are confident that she will make significant inroads contributing towards the event's success, and we look forward to working with her."

## AI Startups to Significantly Benefit from T-AIM's MoUs

A collaboration between the Telangana Government and NASSCOM, the TELANGANA AI Mission (T-AIM), has facilitated two Memoranda of Understanding (MoUs) between the Telangana Government and the Centre for Development of Advanced Computing (C-DAC) and the Indian Institute of Technology Hyderabad (IIT-H).

The 142 artificial intelligence (AI) startups that T-AIM supports through its accelerator program, Revv Up, can now access affordable high-performance AI computing (HPAIC) via the public infrastructure set up under the National Supercomputing Mission (NSM).

By signing an MoU with C-DAC, Revv Up startups supported by T-AIM can avail themselves of AI scalable supercomputing infrastructure worth ₹10 crore for a certain period, with 410 AI Petaflops, at no cost.



# Advancing Women's Role in Business



WELCOME TO  
INDIA'S LARGEST EXHIBITION FOR WOMEN ENTREPRENEURS



All image source: HITEX

Business Women Expo, India's largest exhibition for women entrepreneurs, witnessed an overwhelming success in its 3<sup>rd</sup> edition as the enterprising female force gathered together on March 10-12, 2023, at HITEX Exhibition and Convention Centre, with a vision to bring a remarkable change in the business community.

Female entrepreneurship in India has steadily grown over the past few years, and there are several reasons to be optimistic about the future. There has been a marked increase in the number of women-led businesses in the country. A report by the National Sample Survey Organization (NSSO) found that the number of women entrepreneurs in India has doubled from 14 percent in 2014 to 28 percent in 2018. These numbers indicate that more women are starting businesses and taking control of their economic futures.

The Government of India has also been taking steps to support female entrepreneurship. For example, in 2018, the Ministry of Micro, Small, and Medium Enterprises launched a program called Udyogini, which provides training, financial assistance, and other support to women who want to start their businesses. The Government has also set up a dedicated fund called the Mahila Udyam Nidhi Scheme, which provides financial assistance to women entrepreneurs.

There is a growing ecosystem of support for female entrepreneurs in India. Women-led

business networks, such as WE-Connect International and the Indian Women Network, provide mentoring, networking opportunities, and other forms of support to women entrepreneurs. In addition, several incubators and accelerators specifically focus on supporting women-led businesses, such as SHER-OES, Women's Startup Lab, and WE Hub in Telangana.

## HITEX's Role in the Scheme of Things

With the proper support and resources, women-led businesses have the potential to play a significant role in the country's economic growth and development. And here's where HITEX is doing its bit and providing a platform that could boost these businesses for women to achieve the next level of success.

"HITEX organizes Business Women Expo (BWE) annually to honor women's entrepreneurship by promoting networking opportunities and business prospects with diverse stakeholders. The event offers an excellent platform for businesswomen and entrepreneurs to explore new ideas, horizons, and endless possibilities, as well as establish corporate contacts and draw inspi-



ration,” said M Sandeep Kumar, Manager, BD & Own Shows (Business Women Expo), Hyderabad International Trade Expositions Ltd (HITEX).

The third edition of Business Women Expo, India’s premier event for business women and entrepreneurs to connect, collaborate, and celebrate alongside corporate enterprises and trade, was a highly successful affair. The three-day comprehensive event aimed at providing opportunities for women at any stage of their professional journey. The Ministry of MSME, Government of India, National Small Industries Corporation (NSIC), T-Hub, WE Hub, Women Entrepreneurship Development Organization (WEDO), The Indus Entrepreneurs (TiE), The Little Text, and Lead Engine lent their support to the event.

The well-attended event featured more than 200 female exhibitors who showcased their expertise in different product categories to over 11,000 attendees from 20 states and inspired female attendees seeking to establish themselves.

The event was inaugurated by Amala Akkineni, Indian actress, Bharatanatyam Dancer, and activist and Gareth Wynn Owen, British Deputy High Commissioner, along with Dr Shilpi Reddy, Obstetrician & Gynaecologist, KIMS CUDDLES; Kadambari Umapathy, Founder, Women Entrepreneurship Development Organisation (WEDO); M Srinivasa Rao, Assistant Director, MSME; Krishna Yedula, Secretary General, Society for Cyberabad Security Council (SCSC); Anil Agarwal - President, The Federation of Telangana Chambers of Commerce and Industry (FTCCI); and Dr KBRS Visarada, Principal Scientist, Indian Institute of Millets Research (IIMR).

“HITEX organizes Business Women Expo annually to honor women’s entrepreneurship by promoting networking opportunities and business prospects with a diverse range of stakeholders. The event offers an excellent platform for businesswomen and entrepreneurs to explore new ideas, horizons, and endless possibilities, establish corporate contacts and draw inspiration.”

**M Sandeep Kumar**  
**Manager-BD & Own Shows**  
**(Business Women Expo)**  
**Hyderabad International Trade Expositions Ltd**



Other high-profile dignitaries, including Jennifer Larson, US Consul General, Hyderabad; Shobana Kamineni, Executive Vice Chairperson, Apollo Hospitals; Jayesh Ranjan, Principal Secretary, Information Technology (IT), Government of Telangana; Nawab Mir Nasir Ali Khan, Honorary Consul of the Republic of Kazakhstan for Telangana and Andhra Pradesh; Deepthi Ravula, CEO, WE Hub, and many more graced the event.

The event was supported by the Union Ministry of MSME and many reputed industry bodies, including WE Hub, IIMR, TiE Hyderabad, WEDO, T-Hub, FTCCI, Indian Chambers of Commerce (ICC), Telangana Facilities Management Council (TFMC), Telangana State Trade Promotion Corporation Ltd (TSTPC), and Hyderabad Convention Visitors Bureau (HCVB).

Business Women Expo’s sponsors included KIMS CUDDLES, NMDC Ltd, AasaanWill, and Karkinos Healthcare Pvt Ltd. The expo also received support from Good Universe, Startup Story,

The well-attended event featured more than 200 female exhibitors who showcased their expertise in different product categories to over 11,000 attendees from 20 states.



and L&T Metro Rail. Amazon ran a vendor registration program and I-Run organized Hyderabad’s first exclusive women’s run during the expo.

**Exhibitor and Visitor Profile**

The exhibition proved to be an exclusive opportunity for social entrepreneurs, women in unconventional business, student entrepreneurs, self-made businesswomen, homepreneurs, startups, art entrepreneurs, eco-artists, and innovators. The event showcased a range of products and services, such as Hospitality Supplies and Services, Decorative and Architectural Solutions, Beauty & Wellness, Nutrition, Sustainable Products, and various Consultancy and Service offerings.

The exhibition was in D2C, B2C, and B2B formats, attracting direct retail buyers, aspiring women entrepreneurs, young professionals, homemakers, homepreneurs, facility managers, dealers, institutional buyers, HNIs, and buyers from PSUs and large corporations.

Monika Taparia, Legal Head, AasaanWill, the Silver Sponsors of Business Women Expo 2023, spoke about her experience at the expo, “Our goal is to assist female entrepreneurs in developing their financial continuity plans. We’ve had a fantastic experience at the expo thus far, meeting a multitude of innovative women with unique business concepts. Additionally, the event has had a substantial turnout.”

**The growing success of Business Women Expo**

	BWE 2022	BWE 2023
No. of exhibitors	169	221
No. of visitors	13,297 from 12 states	11,723 from 20 states
Gross exhibition space	5,500 sqm	7,000 sqm
No. of B2B meetings	211	370
Business done in 3 days	+₹7 crore	+₹10 crore

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**Monika Taparia**  
Legal Head  
AasaanWill



According to Founder Sravanthi Mamillapalli, Edin Life exclusively uses natural ingredients that are sourced from local farmers in and around Telangana. The company is dedicated to maintaining authenticity and ensures that every ingredient in their products is hand-pounded to prevent any preservatives or colors from being added. "We have participated in BWE for the first time, and the HITEX team has been incredibly supportive of our endeavor. This expo has allowed us to connect with a wider customer base that may not have been possible otherwise," she added.

According to Ayn Longkumer, Founder, Ayn Longkumer Design and Research, the response to their fashion and lifestyle products at the expo has been incredible and they have received a warm welcome. Longkumer personally believes that this is a powerful platform for launching women entrepreneurs and is grateful for the opportunity to participate. Additionally, the expo has presented a valuable networking opportunity for all attendees.

The event was well supported by the Government and Industry. Sixty women entrepreneurs received a subsidy from the Union Ministry of MSME to participate in the event, while a few stalls also received support from other industry bodies like SIDBI, WE Hub, ICC, IIMR etc.

#### Health Tops the List

The success of the third edition can be attributed significantly to the diverse range of activities and business opportunities offered on the expo floor. Besides the exhibition booths, attendees had access to networking events, product launches, seminars, awards, and workshops that furnished valuable information and resources.



The response to our fashion and lifestyle products at the expo has been incredible. This is a significant platform for launching women entrepreneurs. We are grateful for the opportunity to participate and network.

**Ayn Longkumer**  
Founder  
Ayn Longkumer Design and Research



This year, the show focused on the health and wellness of women. Multiple health screenings such as general health check-up, BIM, Thyroid, Cancer Screening, Hair and Skin Consulting, etc. were conducted during the event.

#### Concurrent Activities

WEDO Conference & Awards had Ranjan as the Chief Guest along with Khan as the Guest of Honour. WEDO organized day-long sessions including Art of Raising Capital, Top 10 Legal Know-Hows for Women, Storytelling, etc., by World Storytelling Championship, Insights on Property Investments by a specialist, Visionary Women Collective Launch, a session on the Payment gateway 'Ippo Pay', and a session on 'Art of Raising Capital'.

TIE Hyderabad Investor Connect included the launch of the fourth edition of Women's Special Edition, which Larson and Shobana Kamineni graced. More than 60 women founders from all over India applied for this opportunity to pitch

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**Sravanthi Mamillapalli**  
Founder  
Edin Life



their businesses to a panel of investors. Ten startups, led or co-led by women entrepreneurs from various sectors and at early or revenue stages, had the chance to pitch to the investors.





**Visionary Women Awards** saw nominations from women across Asia, including women entrepreneurs, professionals, and innovators. Self-nominations were also encouraged for the awards.

**Investor Connect Program** had women-led or co-led startups participate in this unique event. This platform created opportunities for handpicked startups in the early growth stage seeking equity funding or investor support to present their business venture to prominent Indian PE/VC/Seed/Angel funds across industries.

Multiple **Workshop & Training Programs** convened professionals and leaders who offered their skills and provided hands-on experience to startups, entrepreneurs, and aspirants to network, learn, and grow.

More than 370 **B2B meetings** were scheduled according to the buyers' needs, allowing entrepreneurs sufficient time to prepare their presentations.

The event also had the presence of buyers from various public PSUs such as South Centre Railways, BRAHMOS, and BHEL, as well as reputable

hotels like Marriot Sheraton and Le Meridian, retail outlets including Heritage, Q-mart, and Spacers, and large corporations like WTC, KIMS, and Greenko, informed Kumar.

Additionally, many technology startups such as Tribe Team, Karkinos Healthcare, Aasaan-Will, Choice Décor, GreytHR, Digital Kangaroos, etc. from HR automation, Software, Medical, Educational, and Home Automation sectors also participated in this edition.

Hyderabad's first women-exclusive run, I-Run, was organized with the unique theme of 'Breaking Barriers'. The event had three categories - 3km, 5km, and 10km - and attracted 1,120 participants. Organized by Traditions Event Management in partnership with HITEK, the run welcomed women of all ages to participate, with several corporate teams, including Synchrony, Accenture, and DE Shah, participating. The organizers plan to make I-Run an annual event.

#### Aligning with 'Make in India'

According to Kumar, Business Women Expo has aligned itself with 'Make in India' by promoting women entrepreneurs and



encouraging them to market their products confidently. He provides a few examples:

**Supporting women-led businesses:** By providing a platform for women-led companies to showcase their products, Business Women Expo has successfully highlighted the entrepreneurial talent of Indian women on the lines of 'Make in India'.

**Encouraging local production:** By promoting women entrepreneurs who make products locally and their participation through the Union Ministry of MSME's scheme, the event promotes local manufacturers.

**Boosting women's economic empowerment:** Women's economic empowerment is a key component of the 'Make in India' program, and the Business Women Expo has successfully provided a platform for women entrepreneurs to network, learn from each other, and access resources that can help them grow their businesses.

**Encouraging innovation and creativity:** Workshops, seminars, and knowledge sessions have been instrumental for women entrepreneurs to understand the changing trends

and policies of the Government and private players like Amazon and Flipkart.

**Aarambh:** Programs such as Aarambh under Business Women Expo have helped women entrepreneurs with direct access to MSME schemes and their various certifications, helping them to bid for Government orders as well.

#### Looking forward to the next BWE

The success of the third edition of Business Women Expo has surpassed its earlier versions and is indicative of its growing popularity and reach. Many exhibitors have reported increased business and networking opportunities due to their participation, which is a testament to the expo's importance as a vital platform for aspiring and established women entrepreneurs. With the continued growth and success of the event, it is expected that future editions will attract even more exhibitors and visitors, thereby expanding the expo's influence and impact on the entrepreneurial community. Do stay tuned for the forthcoming edition that is to take place on March 8-10, 2024.

# Farming Meets Futuristic Innovation

KISAN Agri Show, Hyderabad, organized by Kisan Forum Pvt Ltd, from March 3-5, 2023, at HITEX Exhibition & Convention Centre, presented a lively platform for the Agri sector to display their products and services, generating an incredible response from farmers and the Agri industry.



All image source: HITEX



**K**ISAN Agri Show in Hyderabad was intended to bring together the agro industry, professionals, policymakers, and farmers on a common platform to exchange ideas and explore new developments in the sector. In its first edition, the event sprawled across 12,000 sq mt. It drew a large number of exhibitors as well as 12,000+ attendees from Telangana and adjacent states. The show was inaugurated by Singireddy Niranjan Reddy, Minister of Agriculture and Co-operation, Telangana.

Reiterating similar sentiments about the success of the show, Abdul Samad, Marketing Manager, Kisan Forum Pvt Ltd, stated, "The response was good. 168 exhibitors participated, and visitors came from all over the state and neighboring states. There was also a digital platform for exhibitors and visitor registrations."

### Digital Connect Initiative Boosts Attendance

The exhibition's attendance grew as a result of its unique initiative, Digital Connect, which aimed to connect exhibitors and





visitors and enabled attendees to examine multi-dimensional real-time information on other guests. The reports included information such as where and when attendees arrived as well as their level of interest in exhibitor products.

The KISAN Post, which allowed exhibitors to send promotional messages to KISAN members via the KISAN App, was a crucial part of the initiative. This allowed them to promote their products, brands, and events, as well as welcome visitors to their stall or digital profile. Another important feature was

KISAN Connect, which allowed exhibitors to obtain real-time leads from members of the KISAN App. Exhibitors were allowed to initiate conversations with farmers prior to the show and continue them after the event.

**Attractions at KISAN Agri Show**

There were a range of attractions for farmers and agricultural enthusiasts alike. The 'SPARK' arena, which displayed advanced technologies and innovative concepts from Agri entrepreneurs, was one of the event's highlights. The SPARK Pavilion of Agri Startups was a big draw during the expo, with



Following the KISAN Agri Show 2023, Hyderabad's triumph, farmers and agricultural professionals are expected to assemble once more to acquire vital insights on the latest technology and products that might help them achieve better success in their industry. The forthcoming KISAN Agri Show will be held at the HITEX Exhibition & Convention Centre in Hyderabad from February 1-3, 2024.

over 20 agri startups presenting their breakthrough technology and concepts.

Another draw was the 'Gnana Kendram', a collection of stands from Krishi Vigyan Kendra, Agriculture University, and Indian Council of Agriculture Research (ICAR) institutions where farmers could learn about new technologies and innovations relevant to Telangana farmers. Furthermore, the 'Open Arena' showcased large agricultural machinery and implements, allowing farmers to examine various modern farm technologies, particularly those developed for Indian agro-climatic conditions.

**Diverse Exhibitor & Visitor Profile**

Leading agricultural institutions supported and participated in the KISAN Agri Show, making it a one-of-a-kind experience for farmers and agriculture experts. In terms of important takeaways from the show, Samad stated, "All Agri communities were able to connect with each other at one place, learn about new advancements and technologies, explore new business opportunities, and do better networking."

The exhibition focused on showcasing Agri Input, Water Management, Tools & Implements, Seeds & Planting material, and other items that

farmers would be interested in. Farm Machinery, Water & Irrigation, Tools & Implements, Innovations & Startups, Tractors & Implements, Plasticulture, IoT in Agriculture, Contract Farming, Agri Inputs, Protected Cultivation, Mobile Apps, and Custom Clearance were among the exhibitors. The visitor profile was likewise excellent, with Progressive Farmers, Policy Makers, Agri Consultants, Officials, and Influencers among those that came.

**KISAN Agri Show 2024, Hyderabad Announced**

The agricultural industry is gearing up for another exciting event, with the hugely popular KISAN Agri Show in Hyderabad returning for its second edition. Following its triumph in the 2023 edition, farmers and agricultural professionals are expected to assemble once more to acquire vital insights on the latest technology and products that might help them achieve better success in their industry.

The forthcoming KISAN Agri Show will be held at the HITEX Exhibition & Convention Centre in Hyderabad from February 1-3, 2024. Regarding HITEX as a location for hosting the Kisan Agri Show, Samad concluded, "HITEX has a good infrastructure and is the only organizing exhibition center in Hyderabad."

"The response was good. 168 exhibitors participated, and visitors came from all over the state and neighboring states. There was also a digital platform for exhibitors and visitor registrations."

**Abdul Samad**  
Marketing Manager  
Kisan Forum Pvt Ltd



# LDF INDIA-2023: One-Stop Solution for Livestock, Dairy, and Fisheries Industry



LDF India 2023 launched in the presence of dignitaries

LDF INDIA-2023, the inaugural premier expo on Livestock, Dairy, and Fisheries sectors organized by Aqua Farming Technologies and Solutions (AFTS) and Hyderabad International Trade Expositions Ltd, is set to take place from September 21-23, 2023, at HITEX Exhibition Centre. With 250+ exhibitors and over 10,000 visitors, this unmissable event is slated to provide an unparalleled platform for all the key stakeholders in the industry.



India lags behind in an all-exclusive event on animal/fish protein and dairy, both of which are essential components of our nutrition. To fill in this gap, "Hyderabad International Trade Expositions Ltd (HITEX) along with AFTS have decided to come together to organize LDF India, which stands for Livestock, Dairy & Fisheries focusing primarily on the Post-Harvest segment," says M Sandeep Kumar, Manager, BD & Own Shows, Hyderabad International Trade Expositions Ltd.

LDF INDIA would be a first-of-its-kind platform presenting the post-harvest process for the Livestock, Dairy, and Fisheries segment, from sourcing to new technologies, value addition techniques, supply chain solutions, and logistical services. "The event shall be a one-stop solution for the Livestock, Dairy & Fisheries industry bringing together processed meat & fish producers, dairy & dairy product manufacturers, industry experts, professionals, and enthusi-

asts to explore the latest developments, innovations, and best practices in post-harvest processing, handling, storage, packaging, and distribution," asserts Kumar.

## Exhibits & Target Audience

The exhibition focuses on post-harvest, which means after the animal or fish grows, what are the next stages of the process, particularly from farm to fork, such as culling, cleaning, processing, packaging, freezing, retailing, RTE, RTE, and so on. Post-harvest activities in the dairy industry comprise a variety of processes that take place after milk is collected from the animal, such as dairy processing, packing, automation, cold chain management, and the production of various dairy products. The dairy industry in India is a substantial contributor to the economy and a key source of livelihood for millions of people. In recent years, the Indian dairy industry has made significant feats in terms of both production and processing, and it is

"India lagged an all-exclusive event on animal/fish protein and dairy, which is an integral part of our dietary routine. On the same lines, Hyderabad International Trade Expositions Ltd (HITEX) along with AFTS have decided to come together to organize LDF India which stands for Livestock, Dairy & Fisheries focusing primarily on the Post-Harvest segment."

**M Sandeep Kumar**  
Manager, BD & Own Shows  
Hyderabad International Trade Expositions Ltd





Akhil Kumar Gawar, Director, Telangana State Food Processing Society, supporting the event during the launch

also embracing modern technology such as automation and cold chain management to boost efficiency and cut costs. Furthermore, the Government has implemented various schemes to promote dairy development, including the National Dairy Plan and the Rashtriya Gokul Mission.

The exhibition's target markets would include modern retail, e-commerce, General Trade, HORECA, exporters, importers, processed meat manufacturers, dairy manufacturers, etc. The event will highlight the most recent waste management solutions and meat preservation technology, supporting sustainable practices and lowering waste, losses, and costs in the sector. To support knowledge transfer and foster growth in the sector, LDF INDIA-2023 has partnered with prestigious research institutions such as SIFA, MPE-DA, NFDB, ICAR, USSEC, and ASCI, as well as public bod-

ies such as the Central and State Animal Husbandry & Fisheries Ministries.

"We have tied up with various associations and international bodies like Hotels and Restaurant Association of Telangana State, Telangana Chefs Association, World Trade Centre, and many others," shares Kumar. "The exhibition shall also feature hosted buyer programs majorly from the modern retail, e-commerce, General Trade, and HORECA segment along with multiple collocated activities like 'Knowledge Conclave' and 'Store Visit for International Exhibitors,'" further adds Kumar.

#### Current Scenario of Sectors

Currently, India is the largest producer of milk and buffalo meat, the second-largest producer of goat meat, and the third-largest in egg production. Also, India is the third-largest fish producing country in the world and the fourth-largest

exporter of fish and fisheries products. The livestock sector grew at a CAGR of 7.9 percent from 2014-2015 to 2020-2021, while poultry exports surged by 91.70 percent in the first nine months of fiscal year 2022-2023. "Fisheries sector has demonstrated an outstanding 8 percent average annual growth rate from FY 2013-14 to FY 2021-22, with record fish production of 16.25 MMT in FY 2021-22," states Kumar.

#### Supporting National Schemes

The Government of India has provided strong policy support to the livestock, dairy, and fishing sectors, resulting in tremendous growth and development in recent years. The sector's policies include 100 percent FDI under Government approval route for trading, including through e-commerce, in respect of food products manufactured and/or produced in

India; 100 percent FDI permitted through automatic route for Animal Husbandry (including fish farming, aquaculture, under controlled conditions), 100 percent FDI permitted through automatic route for food processing; and 100 percent FDI permitted through automatic route in Pisciculture and Aquaculture.

The Government has set up several schemes, including the Animal Husbandry Infrastructure Development Fund (AHIDF), Pradhan Mantri Kisan Sampada Yojana, Foot & Mouth Disease Control Programme (FMD-CP), National Livestock Mission, National Program for Dairy Development (NPDD) scheme, Dairy processing & Infrastructure Development Fund (DIDF), Supporting Dairy Cooperatives & Farmer Producer Organizations (SDCFPO), Pradhan Mantri Matsya Sam-



Akhilesh Mahurkar, Director, and Varaprasad Reddy Yarram, Chairman, World Trade Centre have come on board as outreach partner, promoting the event across global WTC's helping in identifying buyers for the expo

LDF INDIA-2023 shall be a one-stop solution for the Livestock, Dairy & Fisheries industry, bringing together processed meat & fish producers, dairy & dairy product manufacturers, industry experts, professionals, and enthusiasts to explore the latest developments, innovations, and best practices in post-harvest processing, handling, storage, packaging, and distribution.

pada Yojana (PMMSY), Fisheries and Aquaculture Infrastructure Development Fund (FIDF), among others, to support the growth and development of the LDF industries.

**Prepare for an Unforgettable Event!**

LDF INDIA-2023 is poised to be a one-of-a-kind event which will provide an excellent platform for all stakeholders, offering the opportunity to showcase post-harvest processing, handling, storage, packaging,

and distribution technologies for the Livestock, Dairy & Fisheries sector. With the participation of a large portfolio of exhibitors, the expo is open to entrepreneurs, breeders, farmers, manufacturers, suppliers, consultants, scientists, academia, administrators, traders, and transporters. All in all, LDF INDIA-2023 promises to be an event not to be missed for those looking to stay ahead of the curve in these rapidly growing industries. **POV**



Invest India has come on board as facilitators for investment opportunities



**INDOMACH HYDERABAD**

**May 12-14, 2023**

**IndoMach Business Solutions**

A leading B2B Industrial Machinery and Engineering exhibition that provides an extensive commercial platform to a wide range of industries to gain excellent exposure among its potential clients.

**HYDERABAD INTERNATIONAL JEWELLERY SHOW**

**May 19-21, 2023**

**United Exhibitions**

The largest B2B Jewelry exhibition in Telangana and Andhra Pradesh will feature all types of jewelry and renowned jewelry houses and makers from across India.

**PHARAMALYTICA 2023**

**Jun 1-3, 2023**

**Informa Markets India Pvt Ltd**

The 9th edition of the Pharma industry's largest specialty segment marketplace will allow pharmaceutical professionals to discuss industry trends, innovations, and allied industries.

**PETEX PAWSOME BASH**

**June 10, 2023**

**HITEX**

PETEX INDIA 2024's inaugural pre-show is an exciting event that brings together pet owners/lovers, and their pets for an exciting day of activities and fun.

**FURNITURE FAIR**

**June 16-18, 2023**

**I Ads & Events**

An unique Interior & Lifestyle event emphasizing the latest industry advances, offering exhibitors with a focused setting to demonstrate and sell their items at special show rates.

**SWASTHYA AYUSH & WELLNESS EXPO 2023**

**June 16-18, 2023**

**Jivaasri Wellness Pvt Ltd**

The event showcases wellness products, practices, practitioners, and the public to promote collaboration and understanding of diverse healthcare and healing methods.

**BAKERY BUSINESS 2023**

**June 21-23, 2023**

**Hospitality First**

After 2022's success, South India's Bakery, Pastry, and Chocolate Trade Fair returns for its 3rd edition to revive the industry, market, and future.

**INDUSTRIAL INNOVATION & TECHNOLOGY EXPO (IITEX) 2023**

**June 28-30, 2023**

**The Federation of Telangana Chambers of Commerce and Industry-FTCCI**

The exhibition highlights the newest innovations and technological breakthroughs, connects MSMEs to technology, R&D, B2B linkages across India and overseas, as well as promoting indigenization.

**IPHEX 2023**

**July 5-7, 2023**

**Pharmaceuticals Export Promotion Council of India**

The International Exhibition for Pharma and Healthcare brings together important players from India and around the world to interact, do business, and meet new and existing customers.

# India's Tribute to Ambedkar's Legacy

The world's tallest statue of Bhimrao Ramji Ambedkar stands in Hyderabad, a towering memorial to one of India's most influential leaders. The massive bronze figure is a tribute to the legend who fought against social injustices and was the principal architect of India's constitution.



**T**his 125 ft statue of B R Ambedkar is a towering testament to the advocate of social justice and equality. The statue of the Dalit icon and Father of the Indian Constitution, fondly known as Babasaheb, was recently inaugurated on his 132nd birth anniversary, April 14, 2023, by K Chandrashekar Rao, Chief Minister of Telangana, in the presence of Babasaheb's grandson, Prakash Ambedkar. The statue has been a flagship project of the ruling Bharat Rashtra Samithi (BRS) government and a personal undertaking of the Chief Minister of Telangana.

## Salient Features

The statue is designed by the renowned father-son sculptors Ram Vanji Sutar—a Padma Shri and Padma Bhushan awardee—and Anil Ram Sutar. Modeled in one of Babasaheb's most iconic poses, the statue has been placed atop a structure similar to the existing Indian Parliament, bringing the whole height to 175 ft. Sprawled over 11.4 acres, it is installed adjacent to the banks of Hussainsagar Lake. Over 20,000 sq ft, the circular structure will hold a museum, a library, and an au-

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dio-visual 100-seat auditorium. The museum will display various articles and photographs from Babasaheb's life, and a short film will be played in the theater for visitors.

The statue's outer layer is composed of beige sandstone from Rajasthan. Large slabs of bronze weighing 450 tonnes were lifted by cranes to construct parts of the book with the word 'India' engraved on it, which emerges more clearly from the statue's left hand. The bronze statue depicts Babasaheb dressed in a suit and carrying a copy of India's constitution, complete with all its minute features, as a reminder of his crucial role in forging the nation's democratic values.

The new Telangana secretariat, which is being built right beside the statue, has been named after Ambedkar by the State Government.

## Babasaheb's Legacy

Born into a family of the Mahar caste, Babasaheb battled against caste discrimination throughout his life. He was an important figure in the Indian independence struggle and a fervent believer in the concepts of democracy, social justice, and equality, which he worked relentlessly to ensure were incorporated in the Constitution. He organized enormous Buddhist conversions of Dalits and advocated for women's rights, labor

rights, and economic reforms. Most notably, as chairman of the committee that drafted India's constitution following its independence from Britain, Babasaheb ensured that laws were put in place to eliminate socioeconomic inequities and guarantee the rights of all individuals. His numerous achievements earned him the title of 'Modern India's Architect'.

## Symbol of Hope & Future

The statue is intended to draw visitors from around the world. Its massive magnitude reflects Babasaheb's towering legacy and is a message to India to never give up on social justice, no matter how long the shadow of inequality persists. And as dawn breaks over the monument each day, it serves as a reminder to all that the dream of an egalitarian society continues—as brilliant as the bronze figure pointing the path to an unrealized future. Babasaheb's values stand like a colossus, directing India's march toward justice and dignity for everyone.

## Visiting the Statue

The statue is situated at NTR Marg, Central Secretariat, Khairatabad, Hyderabad, and is open until 9 pm. From the HITEX Exhibition Center, visitors can take the Red Bus, available from JNTU College to Lakdikapul (2.3 km away from the site), which takes around an hour. Personal transportation takes around 50 minutes, depending on the traffic. NTR Marg is about 20 kilometers from the Exhibition Center. **POV**

**Distance from HITEX**

20 Km

**Travel Time**

50-55 Min

**Time of visit**

Open till 9:00 PM

# VENUE FOR SUCCESS

**HALL 4**



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- ☑ 100% power back-up and roof-top solar power systems

