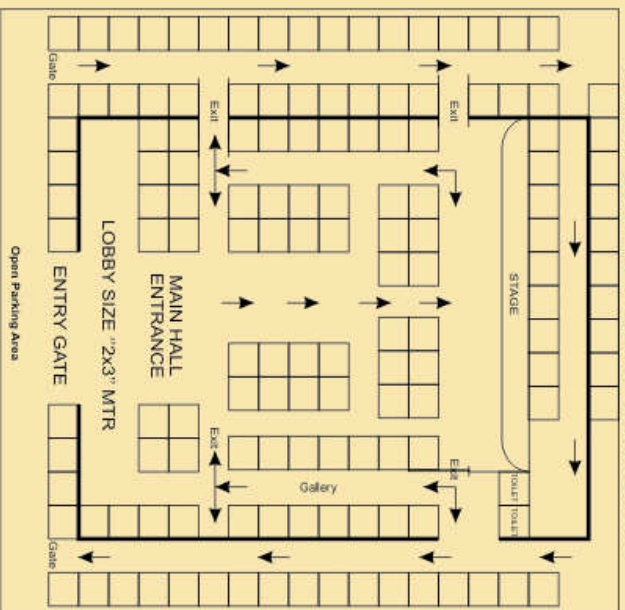
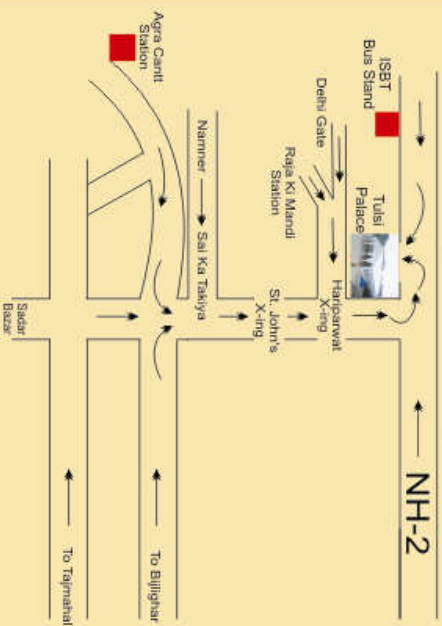


## PROPOSED PLAN LAYOUT



## SITE PLAN



## STALL CHARGES

Fabricated Stall of 6sq/ mtr. includes 2/3 sidewalls, fascia with company name, with lights 1.5 amp socket, synthetic carpet, one table, two chairs and one waste basket. 2 Delegates per stall would be nominated by the exhibitor free of charges.

Large, Medium Enterprises, Banking/Financial Institutions : INR Rs. 8000/  
Size 3x2 sq. meter

Small, Micro Enterprises : Size 2x2 sq. meter  
Women Owned Enterprises, Handicraft Artisans & MSME DI Trainees :

INR Rs 4000/



## Connectivity/Accommodation

Agra is very well connected from Delhi, Jaipur, Chennai, Mumbai, Lucknow with Trains & Roads. Budget Hotels to Medium range Tariff Hotels are available.

## Main Attractions during the Programme

Mega Textile Show (Courtesy)  
Cultural/Activities  
Food Court

## For Stall Booking Contact :-

**MSME DI, C.G.O. Complex III Floor**

**Sanjay Place, Agra-282002**

**Tele Fax : 0562-2520626, 2523247**

E-mail : [dodi-agra@dcmisme.gov.in](mailto:dodi-agra@dcmisme.gov.in) Web: [www.msmediaagra.gov.in](http://www.msmediaagra.gov.in)

**Dr. P.K.S. Rathore, Dy. Director 9997644122**  
**Shri Shadab M. Khan, Asstt Director 9319120206**  
**Shri Sanjay Kaushik, Asstt. Director 9412171880**  
**Shri Ramawtar Singh, Asstt. Director 9456022433**

## Indian Industries Association, AGRA

IIA Bhawan, 88 North Vijay Nagar Colony  
AGRA-282004 (M) : 9219364327

I.C. Jain, State Secretary IIA 9319215672  
Shashi Jain, Divisional Chairman, Agra region IIA 9412257170  
Rajesh Goyal, Chairman, Agra Chapter IIA, Agra 9319106205  
Amar Mittal, President, Agra Iron Founder's Association  
Bhuvesh Agarwal, Agra Cold Storage Owner Association 9319206930  
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Y.K. Printers (M) - 9837178836



**Govt. of India**  
**Ministry of MSME**

**MSME-Development Institute, AGRA**

**In Association with**

**Indian Industries Association, AGRA**

**Organizes**

**National Vendor Development Programme**

**Cum**

**Industrial Exhibition**



**NATIONAL EXPO**

**16-18 December 2011**

**VENUE**

**Tulsi Palace, Near Bhagwan Talkies  
Kampur-Delhi Highway NH-2, Agra**

**CO-ORGANISER**

- Agra Cold Storage Owners Association, Agra
- Laghu Udyog Bharti, Agra
- Agra Iron Founders Association
- Uttar Pradesh Yuva Udyog Vapar Mandal
- Citizens of Agra
- Agra Brush Manufacturers Association



**ENTRANCE FREE FOR VISITORS**

## INTRODUCTION ABOUT AGRA

Agra is the city of the inimitable Taj Mahal. The story of Agra begins much earlier than the Taj. However it finds mention in the epic Mahabharata when it was called Agrabana or Paradise. Ptolemy, the famous 2nd century AD geographer, marked it on his map of the world as Agra.]

Tradition and legend ascribe the present city of Raja Badal Singh (around 1475AD) whose fort, Badalgah, stood on or near the site of the present fort. However, the 12th century AD Persian poet Salman, too, speaks of a desperate assault on the fortress of Agra, then held by one King Jalpal, by Sultan Mahmud of Ghazni.


## Historical Monuments of Agra

### TAJMAHAL



Distance 4 km. Completed in 1653 AD, the Taj Mahal was built by the Mughal Emperor Shahjahan as the final resting place for his favourite queen, Mumtaz. Finished in white marble, it is perhaps, India's most fascinating and beautiful monument. This perfectly symmetrical monument took 22 years (1630-52) of hard labour and 20,000 workers, masons and jewellers to build and is set amidst landscaped gardens. Built by the Persian architect, Ustad Isa, the Taj Mahal, on the banks of the Yamuna river, can be observed like a mirage from the Agra Fort where Emperor Shah Jahan started at it, for the last eight years of his life as a prisoner of his son usurper to the empire Aurangzeb.

### AGRA FORT




3km. an imposing fort on the banks of the river Yamuna, it was designed and built by the Mughal Emperor, Akbar, in 165 AD. It has numerous places and houses the beautiful pearls Mosque

### SIKANDRA



12km. Begun by emperor Akbar and completed by his son Jhangir in 1613 ad, Akbar's tomb in Sikandra is a fusion of Hindu and Muslim art and Architecture which like the emperor himself, characterized the era.

### ITMAD-UD-DAULAH'S TOMB



7 km. An impressive tomb built by Empress Nurjahan between 1622 AD and 1628 AD in memory of her father Ghais-ud-Din Beg. This exquisite marble structure is a forerunner to the Taj Mahal.

### FATEHPUR SIKRI



It is also known as the deserted city built by Emperor Akbar in 1569AD and later abandoned. This former capital of the Mughal Empire still retains its magnificence.

## RADHA SWAMI SAMADHI



8km. Headquarters of the Radhasoami religion, here the holy ashes of the founder of the faith have been preserved. Also a place where daily congregational service or satsang is held.

### TAJ MAHOTSAV



A festival of Art, Craft, Culture and celebrations at Shilpigram (Near Eastern Gate of Taj Maghal) Agra Celebrated every year from 18-27th February.

### CHINI-KA-ROZA



8 km. this tomb is glazed tiles, halfway between Ram Bagh and Itmad-ud-Daulah's Tomb is a memorial to Allama Atzel Khan Mullah Shukrullah of Shiraz, a well known poet-scholar who took employment with Emperor Jahangir in 1617 and later became the prime minister under Emperor Shahjahan. He died in Lahore in 1639 and body was brought to Agra for burial.

### JAMA MASJID



Built by Jahanaara Begum in 1648 AD, the squat domes with their Zig-Zag pattern of red and white, and the absence of minarets, make it different from other mosques.

### Religious Places

Kailash Temple, Mankameshwar Temple, Balakeshwar Temple, Prithvinath Temple, Rajeshwar Temple, Guru Ka Tal Gurudwara, Baptist Church, Catholic Church, Digamber Jain Mandir.

## Industrial Scenerio of Agra District

### Industrial Estate, Nunhai

Major Industrial Area was established at Nunhai, Agra over 71 acre of land. The 71 plots and 112 sheds were developed there. All are allotted now and various units are working there.

### Mini Industrial Estate Achnera

This industrial area was also setup in Achnera, having 30 plots in two acre of land.

### U.P.S.I.D.C. Industrial Areas

1. **Foundry Nagar** : This Industrial area was setup at foundry Nagar over 65 acre of land. The 234 plots were developed there.
2. **Sikandra Industrial area Site-A & B** : This industrial area was set up at Sikandra over 65 acre of land. The 112 plots were developed there.
3. **Sikanda Industrial area Site-C**: This industrial area was setup Sikandra over 142 acre of land. The 297 plots were developed there.

## Who Can Participate

- Government organizations viz Defence, Railways, DGOA
- Central / State P.S. U. / Buyers
- Seminars on M/o MSME, Govt. of India
- Industrial Product Manufacturers
- Raw Material & Consumable Suppliers
- Testing Equipment & Measuring Instruments Manufacturers
- Cutting Tools, Dies, Gauges Manufacturers
- Packaging Machine & Material Suppliers
- Technology Providers & Consultants (NCCDPD)
- Certifying Agency
- Bulk Buyers etc.
- Consultants and Service Providers
- Importers / Exporters / Traders / Wholesalers / Distributors
- Policy & Key Decision Makers
- Delegates from Trade/Industry Associations
- Scheduled/Private Banks, SIDBI, NSIC, KVVC & other Financial Institutions
- Persons from Educational & Technical Institutions
- I.T. Solution Providers & R&D Institutions Exhibitor's
- Marketing, Advertising & Publication Houses etc.
- Cluster stakeholders
- Project Consultants & Management Consultants

## Background & Need for NVDP

MSMEs Significant role in the country's economy but also providing employment to vast segment of people in rural and semi urban areas. Besides preserving cultural heritage it is also generating valuable foreign exchange as the manufacturing is mainly with the indigenous raw material.

The Especially the Handicrafts of India through the ages fascinated the world by its creativity, aesthetics and exquisite craftsmanship. It is highly decentralized activity, this sector of India present rich cultural heritage and shining example of using local resources, skills and initiatives.

India's Micro & Small Enterprises are almost inexhaustible with infinite variety which has been refined during course of changing history. The cross currents inspire the creative impulse of our craftsmen. Further crafts are results of years of unconscious experiment and evolution; skills inherited and passed over generations from forefathers to sons and grandsons.

## A Souvenir / Directory will be published on the Occasion

Quarter Page Colour Rs. 1000, Half Page Colour Rs. 2500,  
Full Page Colour Rs. 5000 Black & White Full Pages Rs. 2500 Half 1250  
Inside Front Cover & Inside Back Cover Rs. 8000, Back Cover Rs. 10000

