

Innovation and Incubation Centre

Shri Guru Ram Rai University
Dehradun, Uttarakhand

6th October 2024

**Part of the 3rd Asia HORTIORGANIC & AYURVEDA EXPO, sponsored
by the Ministry of Micro, Small, and Medium Enterprises (MSME).**

Dr Dwarika P Maithani
Director: IIC

About the Expo:

On Sunday, October 6th, 2024, we participated in the 3rd Asia HORTIORGANIC & AYURVEDA EXPO, sponsored by the Ministry of Micro, Small, and Medium Enterprises (MSME). This premier event was dedicated to promoting organic farming, horticulture, Ayurveda, and sustainable agricultural practices across Asia. It served as a collaborative platform for entrepreneurs, government bodies, farmers, researchers, and innovators, fostering discussions on eco-friendly technologies, organic product development, and traditional medicinal systems like Ayurveda. The event aimed to showcase advancements in organic agriculture and holistic health, offering MSMEs opportunities to explore new markets, develop partnerships, and enhance the global competitiveness of local industries. The expo also supported the government's efforts to promote organic farming, sustainable living, and traditional knowledge systems like Ayurveda, aligning with its focus on health, wellness, and sustainability. At the expo, various stalls exhibited innovative products and technologies related to organic farming, biofertilizers, medicinal plants, and natural remedies from Ayurveda. The event also facilitated networking among MSME entrepreneurs, industry professionals, and government officials, encouraging potential collaborations and business expansion opportunities.

Glimpse of International Expo:





Ministry of MSME offers 80 to 100% Subsidy for Participation at



3rd ASIA HORTI ORGANIC & AYURVEDA EXPO



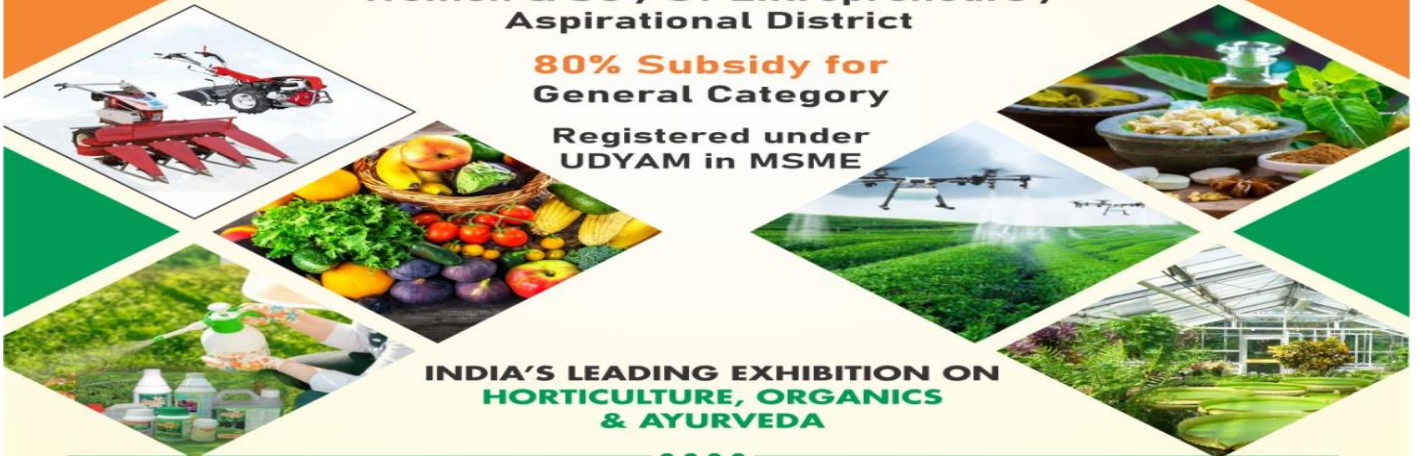
 **04-05-06**
OCTOBER 2024

 **S G N P M Inter College ground,**
Opposite Bannu School, Race Course,
Dehradun, Uttarakhand

100% Subsidy for
Women & SC / ST Entrepreneurs /
Aspirational District

80% Subsidy for
General Category

Registered under
UDYAM in MSME



INDIA'S LEADING EXHIBITION ON
HORTICULTURE, ORGANICS
& AYURVEDA

ORGANIZED BY



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