

New industrial and business development policy-2017 will play as catalyst for initiating new era of development in Punjab - Brahm Mohindra

Punjab Government makes strenuous efforts for all round development of Punjab

Inaugurates Punjab Day celebrations during on-going India International World Trade Fair 2017

New Delhi, November 26,

Referencing the strenuous efforts being made by the Punjab Government for infrastructural and industrial development of the state, Punjab Minister for Health and Family Welfare Mr. Brahm Mohindra today said that Punjab Government's New Industrial and Business Development Policy-2017 will play as catalyst for initiating new era of development in Punjab.

Mr. Brahm Mohindra who was the chief Guest of Punjab Day celebration Function during on-going India International world Trade Fair 2017 at Hamsadhawani Theatre, Pragati Maidan, New Delhi, said that the new Industrial and Business Policy will provide a great platform for the new startup in the State of Punjab and the provisions made in this new policy for industrial development in the state has been appreciated by the business visitors and trade houses of the country. "The new policy will provide special single window facility for existing industries/ MSMEs to be setup at the district level, dedicated 100 crores funds for startup, quality power at affordable fixed tariff of Rs. 5/- per unit. Another attractive feature of this new policy is setting up of MSME Facilitation Councils at Ludhiana, Jalandhar, Amritsar, SAS Nagar and Patiala", added Mr. Mohindra.

Punjab Cabinet Minister along with Mr. Rajat Agarwal, Managing Director, PSIEC, Bhai Sukhdip Singh Sidhu Administrator, Punjab Pavilion and other dignitaries also took a round of the Punjab Pavilion. The Punjab Pavilion is designed and decorated in consonance with the theme of IITF-2017 "**Start Up India Standup India**".

The façade concept, grand entrance, attraction of Phulkari wall showcasing of startup standup display and optimum utilization of space in the pavilion was appreciable. Display of products of the SSI Units of the State, handicrafts of the State of Punjab like Inlay products, Punjabi Jutti and live demo by craft person was another focus of attraction. The design and the decoration of the Punjab Pavilion has also attracted attention of the Jury and it has been conveyed by ITPO vide its letter dated November 25, 2017 that the display has been considered for presentation of an award. The same will be presented on 27th of November, 2017 by Mr. C.R. Chaudhary, Hon`ble Minister of State for Commerce & Industry, Govt. of India.

The Govt of Punjab has been progressing in its journey with the theme Successful Startup is a team work. Punjab Pavilion is the tree of light nourished by the State to create Punjab as the hot bed of successful startup in India. A great craze for the verka products at the display stall of the Milkfed, Punjab Phulkari stall of PSIEC was seen. Milkfed products were also in good demand. The display by NIFT, Khadi Board, Department of Science Technology, Pushpa Gujral Science City, Punjab State Power Corporation Ltd. and PEDDA were also the centre of attraction for visitors. A renowned Punjabi folk singer and actor Mr. Ranjit Bawa, accompanied by Bhangra and Gidha teams with Dholi

enthralled a large number of audience with his popular songs.