

GOVERNMENT OF INDIA  
MINISTRY OF COMMERCE & INDUSTRY  
(DEPARTMENT OF COMMERCE)

**LOK SABHA**  
**UNSTARRED QUESTION NO. 2847**  
**TO BE ANSWERED ON 3<sup>rd</sup> AUGUST, 2022**

**VIBRANT INDIA EXPO**

2847. SHRI DHAIRYASHEEL SAMBHAJIRAO MANE:  
SHRI SHRIRANG APPA BARNE:  
SHRI RAVINDRA KUSHWAHA:  
SHRI RAVI KISHAN:  
SHRI RAM KRIPAL YADAV:  
SHRI SANJAY SADASHIVRAO MANDLIK:  
SHRI BIDYUT BARAN MAHATO:  
SHRI SUBRAT PATHAK:  
SHRI PRATAPRAO JADHAV:  
SHRI SUDHEER GUPTA:

Will the Minister of **COMMERCE & INDUSTRY** (वाणिज्य एवं उद्योग मंत्री) be pleased to state:

- (a) whether the 8th edition of Vibrant India, 2022 Expo was recently held at Pragati Maidan in New Delhi;
- (b) if so, the details thereof and theme and key highlights of the said fair;
- (c) the total number of companies that participated in the Vibrant India, 2022 Expo and the expected amount of business done in the said fair;
- (d) the manner in which the said fair is likely to promote the domestic economy and also promote new business ideas in the country;
- (e) whether the Government proposes to organize such Expos in other parts of the country; and
- (f) if so, the details thereof along with the further steps taken/being taken by the Government to boost domestic trade in the country?

**ANSWER**

वाणिज्य एवं उद्योग मंत्रालय में राज्य मंत्री (श्रीमती अनुप्रिया पटेल)

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY  
(SMT. ANUPRIYA PATEL)

**(a) to (b):** The 8<sup>th</sup> edition of the Vibrant India 2022 was organised by a private company named Vibrant India Event Solution, Ahmedabad, at the Pragati Maidan, New Delhi. The theme of the fair was Houseware and Home appliances.

**(c) to (d):** The fair was organised by a private company and it has been informed by them that around 150 companies participated in the fair. The organisers had advertised the event as Business to Business fair, in which business visitors /buyers had business interactions for promotion of products mainly within the country.

**(e) to (f):** India Trade Promotion Organisation (ITPO) organizes the participation of Indian companies in overseas exhibitions to explore the potential of their products in overseas markets. ITPO also organizes domestic trade fairs both Business to Business (B2B) and Business to Consumer (B2C) to provide common platform to Indian companies all over the country for brand launch, promotion, positioning and new business tie-ups as well as retail sales. These exhibitions include the multiproduct flagship India International Trade Fair (IITF) Delhi, AAHAR the International Food and Hospitality Fair Delhi, India International Leather Fair (IILF) Chennai, India International Footwear Fair (IIFF) New Delhi, India International Security Expo (IISE) Delhi, Delhi Book/ Stationary Fair, New Delhi and Nakshatra Fair. ITPO undertakes comprehensive publicity of International and domestic trade fairs through print, electronic and social media.

Apart from participating in international events and organising domestic events, India Trade Promotion Organisation (ITPO) also provides bare space (halls etc) and services at Pragati Maidan to the organizers pertaining to various industries/sectors, which helps the various exhibiting companies to showcase their products/services to their potential buyers who visit these exhibitions, including foreign participants. This helps the Indian companies to build their business network and secure order from buyers both domestic and international. ITPO has held 71 fairs in 2017-18, 72 fairs in 2018-19, 69 fairs in 2019-20, 2 fairs (due to Covid restriction) in 2020-21 and 25 fairs in 2021-2022

ITPO has also built a new exhibition complex (Halls 2-5) with state of the art 50,000 sq. metres of airconditioned exhibition space as a part of the ongoing International Exhibition-cum- Convention Centre (IECC) project. These halls were launched on October 13, 2021, and these premises are utilised by trade and industry for organising fairs and exhibiting their products.

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