

# यशस्वी भारत



## “यशस्वी भारत”

The Mega Exhibition 2025

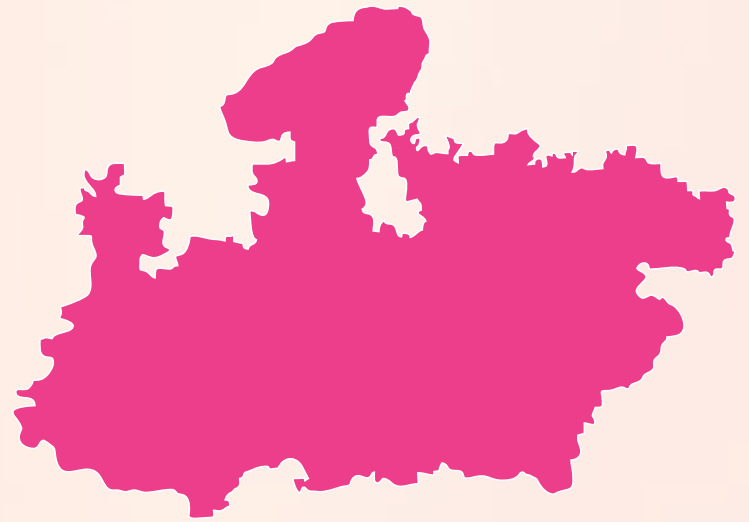
Date:- 28th, 29th & 30th January 2025

Venue :- Rewa (Madhya Pradesh)

## ABOUT THE EVENT

“यशस्वी भारत” is a dynamic event designed to showcase the government's initiatives and schemes aimed at boosting various sectors essential for national development. The event will serve as a platform to spread awareness about the programs and initiatives that are transforming industries, improving livelihoods, and shaping a brighter future for India. With a focus on fostering an environment conducive to growth and innovation, “यशस्वी भारत” will bring together stakeholders from various fields, including agriculture, education, healthcare, information technology, defence, banking & finance infrastructure, and more.

**The event** is also dedicated to helping young entrepreneurs, artisans and citizens gain deeper insights into the government's efforts to empower sectors that drive economic growth. This includes initiatives that support small and medium enterprises, skill development programs, rural entrepreneurship, and sustainable agriculture. This event aims to bridge the knowledge gap, helping individuals and communities to gain knowledge about government programs across various sectors.



## Madhya Pradesh

Madhya Pradesh, located in central India, is bordered by Uttar Pradesh to the north, Chhattisgarh to the east, Maharashtra to the south, and Gujarat and Rajasthan to the west. It is one of the fastest-growing states in the country, endowed with abundant natural resources, including fuel, minerals, agriculture, and biodiversity. Notably, it is the only diamond-producing state in India. From its historical monuments to modern amenities, along with its rich culture, cuisine, and diverse population, Madhya Pradesh offers a microcosm of India within its borders. Every twelve years, the grand Kumbh Mela fair is held here. The state is also renowned for its architectural marvels, including ancient temples, forts, and palaces, such as those in Khajuraho and Gwalior. Madhya Pradesh has a growing industrial sector, with key industries like textiles, cement, and mining, alongside a rich tradition of handicrafts, including Chanderi and Maheshwari fabrics. Despite its potential, the state faces challenges in terms of poverty, education, and infrastructure development, but recent efforts in improving governance and promoting investment are helping to stimulate growth and development.

## Rewa

Rewa, often referred to as the "Land of White Tigers," is a captivating city in Madhya Pradesh that beautifully combines historical heritage with natural beauty. Located along the scenic banks of the Tamsa River, Rewa is celebrated for its stunning landscapes and peaceful environment. The city is home to the impressive Rewa Fort, a historical treasure that showcases the architectural splendor of past eras. Rich in cultural diversity, Rewa is known for its vibrant festivals and traditions that embody the essence of Madhya Pradesh. The area boasts lush greenery and the picturesque Govindgarh Palace, enhancing its appeal as a tourist destination. Rewa has also made significant advancements in education, with institutions like Awadhesh Pratap Singh University contributing to the region's academic development. Its economy is primarily driven by agriculture, with crops such as rice, wheat, oilseeds, millet, and corn (maize) being cultivated. The city is well-connected by road to other urban areas and serves as a trade hub for grain, building stone, and timber. Additionally, cloth weaving and wood carving are important cottage industries in the region. With its historical charm, natural beauty, and educational institutions, Rewa is a compelling aspect of Madhya Pradesh's diverse landscape.

## KEY OPPORTUNITIES AREAS

- Agriculture & Food Processing Sector
- Banking & Finance
- Science & Technology
- Inbound Tourism
- Geology & Mining
- Environment & Water Resources
- Health Care
- IT & Communications
- Transport & Infrastructure
- Consumer Services & Awareness

### **Special Focus : Empowering Artisans and Crafts people**

The event will place a special emphasis on showcasing the skills and products of artisans and craftspeople from across the country. Government programs aimed at promoting traditional crafts, supporting small-scale production, and connecting artisans with national and international markets will be highlighted. Exhibitors can directly interact with visitors, allowing them to promote and sell their handmade products, while learning about relevant government initiatives.

## ADVANTAGES

### **Direct Interaction:**

Exhibitors will have the opportunity to engage directly with a wide audience, including farmers, students, young entrepreneurs, and industrialists. This provides a chance to explain government schemes, initiatives, and programs, address questions, and build meaningful connections.

### **Community Engagement:**

The exhibition serves as a platform for departments, organizations, and institutions to connect with the local community, fostering greater trust and mutual understanding.

### **Networking Opportunities:**

Exhibitors can network with various stakeholders such as other government bodies, traders, exporters, and industry associations, promoting collaboration and synergies across sectors.

### **Highlighting Innovations and Successes:**

The event will allow government departments and organizations to showcase innovative solutions, technologies, services, and successful projects, building confidence and generating interest among visitors.

### **Media Visibility:**

Inaugural sessions and media coverage will enhance visibility for government initiatives and schemes, with local media providing broader exposure to raise awareness.

## Glimpses of Past Events



## Visitor's Profile

### Publicity & Promotions

"यशस्वी भारत" uses an extensive promotional strategy to attract an exodus of visitors. An excellent media mix is used to reach out to the right target audience.

### Outdoor Publicity

Mobile van, over road sign, Hoardings and Kiosks  
Scooter stepner covers, banners & Road Shows.

### Electronic Media

Television coverage, Radio Announcements, Cable Adv.

### Print Media

Trade journals & Newspapers Ads

### Other Mediums

Catalogues, Direct Mailers, Brochures and Flyers  
E-Mail, messages, Web Pages, Telemarketing.

- ❖ Government officials & decision makers
- ❖ Members from various education boards, institution and industries
- ❖ Representative of state councils
- ❖ Representative of various Institution
- ❖ Representative of various professional Institutions and Colleges
- ❖ Scientists and Academicians
- ❖ Education Consultants
- ❖ Representative of School
- ❖ Psychologists and psychoanalysis
- ❖ E-infrastructure/Equipment purchasers
- ❖ Consultants and Advisors
- ❖ Venture capitalists
- ❖ career consultants
- ❖ Representative of Overseas Institutions
- ❖ Financial and Investment Promotion Institution
- ❖ Students, Parents and Teachers
- ❖ Farmers and Agriculture Institutes
- ❖ Representative of books & publishing houses

## ORGANISER

Sansa Foundation is formed by a group of young, dynamic and professional event organizers who have an extremely successful track record of organizing national, International exhibitions and global business summits which have proved highly beneficial for this exhibition and the visitors alike in the spheres of business-generation, new customer contact and export tie-ups with overseas companies.

- Sansa Foundation event ensure the return of investment by mobilizing the buyers of products in the show.
- There is always an in-built publicity for the exhibitors in press and electronic media ensuring a penetrative coverage.
- Sansa Foundation has a huge network in various fields who are always present at the conferences for interaction and disseminations of the topics of your choice.
- Lastly, after the show is over the Sansa Foundation secretariat will be in touch with you to understand your needs for future exhibitions and make it more business-specific.

**So, be there and display your strengths and capabilities to a gathering of visitors/buyers who are arriving with a lot of exhibits**



## SANSA FOUNDATION

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