



The Mega Exhibition



Date:- 3<sup>rd</sup>, 4<sup>th</sup> & 5<sup>th</sup> July 2025

Venue:- Ahmedabad West, Gujarat



## About the Event :-

“**Samridh Gujarat 2025**” is an impactful event designed to highlight the government's key initiatives and schemes that are driving progress across critical sectors vital for national development. It will serve as a comprehensive platform to raise awareness about transformative programs that are enhancing industries, improving livelihoods, and paving the way for a prosperous future for India.

Focused on creating an ecosystem that encourages growth and innovation, “**Samridh Gujarat 2025**” will unite stakeholders from diverse sectors, including agriculture, education, healthcare, information technology, defence, banking and finance, infrastructure, and more.

The event also aims to support young entrepreneurs, artisans, and citizens by providing them with valuable insights into government efforts to strengthen sectors that fuel economic growth. This encompasses programs that promote small and medium enterprises, skill development initiatives, rural entrepreneurship, and sustainable agricultural practices. This exhibition seeks to bridge the knowledge gap, empowering individuals and communities with a deeper understanding of government programs and opportunities available across various sectors.

It will also provide information about the various schemes of State Government for investment in infrastructure development projects of the state and result in setting-up new ventures with enormous employment potential.



## Gujarat

Gujarat, located on the western coast of India, is a dynamic and diverse state known for its rich cultural heritage, thriving economy, and strategic coastal location. With a blend of ancient traditions and modern industries, Gujarat stands out as a key player in India's development story.

Agriculture is vital to Gujarat's economy, with major crops like cotton, groundnut, sugarcane, and cereals. The state's arid climate, coupled with advanced irrigation, has made it a leader in salt production and drought-resistant crops. Gujarat's textile industry, especially in Surat and Ahmedabad, is renowned for handloom weaving, with traditional arts like bandhani, khadi, and embroidery gaining global recognition.

Tourism thrives with attractions like Gir National Park (home to Asiatic lions), the Rann of Kutch, and the Statue of Unity, the world's tallest statue dedicated to Sardar Vallabhbhai Patel. Heritage sites like the Sun Temple in Modhera and UNESCO-listed Ahmedabad showcase architectural brilliance.

In commerce, Gujarat's extensive coastline and well-developed ports make it a trade hub. Cities like Ahmedabad, Surat, and Vadodara drive industries such as petrochemicals, diamond polishing, and IT. With proactive industrial policies, Gujarat leads in renewable energy, pharmaceuticals, and logistics, cementing its position as an economic powerhouse.

## Ahmedabad

Ahmedabad, the largest city in Gujarat, located on the banks of the Sabarmati River, is known for its rich history, cultural heritage, and rapid development, making it a key center for commerce, education, and industry in the region. Famous for its thriving textile industry and often referred to as "The Manchester of India" Ahmedabad has evolved into a dynamic economic and cultural hub. As a rising center for education, information technology, and scientific industries, the city continues to be the beating heart of Gujarat and a key player in western India's growth story. Ahmedabad is home to stunning architecture, vibrant markets, and deep-rooted traditions that attract tourists from across the globe. With rapid urban development, smart city initiatives, world-class infrastructure, and expanding metro connectivity, Ahmedabad is transforming into a global city while preserving its historical roots.

## Key Sectors

- Agriculture & Food Processing Sector
- Banking & Finance
- Science & Technology
- Inbound Tourism
- Geology & Mining
- Power & Energy
- Environment & Water Resources
- IT & Communications
- Transportation & Infrastructure
- Consumer Services & Awareness
- Health Care
- Education & Skill Development
- Commerce & Trade

## GLIMPSES OF PAST EVENTS



## Key Opportunities areas

**Engage with a Diverse Audience:** Exhibitors will have the unique opportunity to connect directly with a broad spectrum of attendees, including farmers, students, young entrepreneurs, and business leaders. This interaction enables them to effectively communicate government schemes, initiatives, and programs, answer queries, and foster meaningful relationships.

**Strengthen Community Ties:** The exhibition acts as a dynamic platform for government departments, organizations, and institutions to engage with local communities, enhancing trust, transparency, and mutual understanding.

**Networking Opportunities:** Participants can build valuable connections with key stakeholders such as government bodies, traders, exporters, and industry associations, creating avenues for collaboration and partnerships across various sectors.

**Showcase Innovations and Achievements:** The event provides an excellent stage for government bodies and organizations to present cutting-edge technologies, innovative solutions, services, and success stories, inspiring confidence and attracting interest from diverse audiences.

**Media Visibility:** With prominent inaugural sessions and comprehensive media coverage, the event will amplify the visibility of government programs and initiatives, reaching a wider audience through local and national media channels.

## Visitor's Profile

### ❖ **Publicity & Promotions**

"Samridh Gujarat 2025" 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 stepney 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.

**Above activities are supported with our specialized PR drive & Press releases.**

- ❖ 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, established in 2009, is a leading organization specializing in international exhibitions and global business summits. With a team of dynamic, professional event organizers, we have built a proven track record of delivering high-impact events that drive business growth, foster new customer relationships, and facilitate international partnerships.

We ensure a strong return on investment for our exhibitors by attracting a targeted audience of qualified buyers, supported by extensive publicity across print, electronic media, and outdoor advertising. Our vast network of industry professionals, government representatives, and experts provides invaluable networking and business opportunities. As a registered entity under **NITI Aayog and MSME Darpan**, we are committed to promoting government schemes and fostering innovation. Post-event, we stay connected with exhibitors to gather feedback and ensure future events are even more tailored to business needs.

Join us at our upcoming event to showcase your products, expand your brand, and connect with an audience of buyers and partners at the grassroots level. Let Sansa Foundation open the door to new opportunities and sustainable growth for your business.



## SANSA FOUNDATION

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