Curtain Raiser Press Release

**INDUSTRIES MINISTER TO LEAD THE ‘GRAM’ ROADSHOW IN KOLKATAON FRIDAY**

Jaipur, 28 July:  The Government of Rajasthan will be organizing a road show at the Park Hotel in Kolkata on Friday, 29 July to market its first edition of the ‘Global Rajasthan Agritech Meet’ (GRAM) 2016, scheduled to be held in Jaipur in November. The Kolkata Road show will be led by the Minister for Industries, Mr. Gajendra Singh. Principal Secretary, Medical and Health, Ms. Veenu Gupta; Project Director, Rajasthan Agriculture Competitiveness Project, Mr. P C Berwal; Deputy Secretary General of the Federation of Indian Chambers of Commerce & Industry (FICCI), Mr. Vinay Mathur along with other Industry members will also be present on the occasion. GRAM is being jointly organized by Government of Rajasthan and FICCI.

The Delegation to Kolkata will bring home the objective of the GRAM to the investors and participants of the roadshow in Kolkata that the mega event is to ensure economic empowerment of the farmers through accelerated yet sustainable growth in agriculture and to double farmers’ income by 2022.

By way of a short film on ‘GRAM’, the PowerPoint Presentation and a comprehensive Investors’ Guide, roadshow will showcase investment opportunities in Rajasthan and position the State as a preferred investment destination for agriculture. In addition to this, the event will also inform the stakeholders about new regulations, grants and policies of the State in agriculture and allied sectors.  There will be a large participation of organizations and industrialists from agriculture and other sectors with investment interest in Rajasthan. The Minister and officials will hold one-to-one meetings with business leaders and senior executives from leading companies in Kolkata.

During the roadshow the Industries Minister will address the gathering while Principal Secretary, Medical & Health will give a PowerPoint Presentation on GRAM. On the occasion the Chairman of the Keventer Group, Mr M K Jalan will share his experiences with the gathering. Deputy Secretary General of FICCI will give the welcome remarks while Project Director, Rajasthan Agriculture Competitiveness Project will propose the vote of thanks.

It is to be noted that subsequent to Kolkata, the following ‘GRAM’ roadshows will be organized which are being led by different Ministers: Industries Minister, Mr. Gajender Singh (in Indore on 3 August); Agriculture Minister, Mr. Prabhu Lal Saini (in Hyderabad on 1 August and in Bengaluru on 8 August); PWD Minister, Mr. Yunus Khan (in Delhi on 5 August) and Medical & Health Minister, Mr. Rajendra Singh Rathore (in Chennai on 10 August).

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 About ‘Global Rajasthan Agritech Meet 2016’ (GRAM):

 The ‘GRAM’ is an international event which is being from 9 to 11 November at the Jaipur Exhibition and Convention Center (JECC) at Sitapura in Jaipur. It is jointly organized by the Government of Rajasthan and Federation of Indian Chambers of Commerce and Industry (FICCI). The mega event will be attended by around 50,000 farmers. The primary objective of GRAM is to ensure economic empowerment of the farmers through accelerated yet sustainable growth in agriculture and to double farmers’ income by 2022. In addition to farmers, the global event will also showcase global best practices and best of technologies suited to the agro-climatic conditions of Rajasthan. It will also be an important platform for investors, manufacturers, academicians and researchers. For further details please visit: [http://gramrajasthan.in](http://gramrajasthan.in/) .

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