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CONSUMER CONNECT INITIATIVE



Minister of state Pratap Chandra Sarangi, Sanjiv Layek, executive secretary, India, WASME along with the winners

## HONOURING THE REAL ACHIEVERS

The 'Make in India' felicitation ceremony, organised by The Times of India Group, was an attempt to laud the efforts of the real contributors to country's economy

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The Make in India initiative that was the brain child of the country's Prime Minister Narendra Modi is primarily based on four pillars that have been identified to give boost to entrepreneurship in India. This initiative is not only restricted to the manufacturing sector but to other sectors as well. The initiative besides making manufacturing more lucrative for all also recognises ease of doing business as the single most important step that can promote entrepreneurship in the country. The initiative has identified 25 main sectors in manufacturing, infrastructure and services activities and FDI has been opened up in defence, production, construction and railway infrastructure in a big way.

The Make in India initiative has given a new



remarkable step in helping these brands boost their credibility and help them grow even further.

The first edition of the Make in India felicitations was organised on October 11, 2019 at World Association for Small and Medium Enterprises in Noida. During his welcome address, Gaurav Batra, general manager and national vertical head, The Times of India talked about the remarkable work done by the awardees, and started with a famous quote from the famous scientist Albert Einstein which said, 'I have no special talent. I am only passionately curious.' 'This country is the land of SMEs. The Make in India initiative included major new initiatives to build best-in-class enterprises. We have gathered here today to felicitate the MSEs who started from scratch and grew up to this level. They went about it as if their lives depended on it and generated

wealth through their innovative business ideas. Today at the launch of this event, our endeavour is to felicitate successful SMEs across the nation who are driven by a never say die spirit and by taking the right decisions at the right time. Today's event is a celebration of their contribution to the 'Make in India' initiative and more importantly for being an inspiration to millions of others across the country to think big and become part of the nation building," said Batra while welcoming the chief guest Pratap Chandra Sarangi, minister of state, government of India for micro, small and medium enterprises and animal husbandry, dairying and fisheries and the guest of honour Sanjiv Layek, executive secretary, India, World Association for Small and Medium Enterprises (WASME) along with the other attendees.

Sarangi, in his address, talked about the importance of a harmonious growth for the country and its industries. "A harmonious growth is needed today and for that, young entrepreneurs like you are instrumental. Many people entered the sector, out of which many failed and many succeeded. As they say, Rome was not built in a day. A lot of people do not start, many leave in between and the remaining proceed and succeed along the way. We should live our life with a special ambition. We are part of this country and therefore, we cannot be happy if most countrymen are unhappy. So, we should work towards nation building and get success along the way," said Sarangi.

The guest of honour, Layek also appreciated this initiative and talked about how Make in India has contributed to the growth of the economy. "MSMEs are the backbone of the economy. They contribute about 29 per cent to the country's GDP. This alone talks about how important these are for the country's growth," said Layek.

The address was followed by the award ceremony where the minister felicitated the 50 winners of the 'Make in India' awards. The winners were accompanied by their families, partners and other staff members who joined in to celebrate the significant achievements of these winners.

A coffee-table book on the achievements of these MSMEs was also launched at the event that celebrated the success stories of these organisations.



Ravi Sawhney from Sawhney Engineering Company receiving the felicitation



Kailash Garg from AKG Steel Industries & Norpack Industries receiving the felicitation



Ashok Kumar Shukla from Sanvaru Technology Limited receiving the felicitation



Brij Mohan Pandey from Projtech Engineering Pvt. Ltd receiving the felicitation



Rajinder Kumar Dhangra from Beacon Elevator Co Pvt Ltd receiving the felicitation



Naveen Malhotra from Malhotra Technologies receiving the felicitation



Mani and Mohini Bhardwaj from Twin Tech India Pvt Ltd receiving the felicitation



Paras Jain from Sidharth Shutters And Automations receiving the felicitation



Saravanan Palanisamy from ANDS LITE PVT LTD receiving the felicitation



Anil Kumar from Mahadev Industries receiving the felicitation



Sujoy Kumar Samaddar from Anchor Container Services Pvt Ltd receiving the felicitation



Vipin Jain from KMB Papers Pvt Ltd receiving the felicitation



Mahesh Chand Kala from JV Micronics receiving the felicitation



Kamal Kansal from Pentagon Power India Pvt Ltd receiving the felicitation



Ashok Kumar Chitlangia from Ashoka Bearing Enterprises receiving the felicitation



Subhash Jindal from Paras Polycab Pvt Ltd receiving the felicitation



Nishesh Shivhare from Technodent Exim India Pvt Ltd receiving the felicitation



Kamal Kapur from OK Industries receiving the felicitation



Vijay Aggarwal from Royal College Of Law receiving the felicitation



Rajesh Kumar Goel from Girish Radio Corporation receiving the felicitation



Vikas Mittal and Rohit Vashistha from Trikalp Laminates India Pvt Ltd receiving the felicitation



Neeraj Tyagi from Shiksha International School receiving the felicitation



Harmeet Singh from NMF Equipments & Plants Pvt Ltd receiving the felicitation



Dr Sundeep Rohila from MBS India receiving the felicitation



Sanjeev Kumar Gupta from Summercool Home Appliances Ltd receiving the felicitation