

**Women entrepreneurs of the State participated at Food India by SIAL 2018 at Pragati Maidan, New Delhi & SCWEC BAZAAR at Hotel The Ashok, New Delhi from 16<sup>th</sup> – 20<sup>th</sup> September 2018**

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The Meghalaya Institute of Entrepreneurship, Government of Meghalaya sponsored seven entrepreneurs from the State to visit the Food India by SIAL 2018 which was held at Pragati Maidan, New Delhi and to participate at the two day SCWEC exhibition which involves the 8 SAARC Countries (Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan & Sri Lanka). The two day international exhibition for Women Entrepreneurs from The South Asian Association for Regional Cooperation (SAARC) countries, organized by FICCI Ladies Organization (FLO), the women wing of FICCI in collaboration with the SAARC Chamber Women Entrepreneurs Council (SCWEC), was held from 19<sup>th</sup> – 20<sup>th</sup> September 2018 at Hotel The Ashok, New Delhi.

The SCWEC exhibition was inaugurated by the Hon'ble Union Minister Smti. Smriti Irani amidst high profile citizens of Delhi and Diplomats from SAARC countries. On the second day, a very glamorous celebrity from Bollywood Mrs. Twinkle Khanna came as a special guest to launch the second day of the exhibition.

The Exhibition provided an opportunity to women entrepreneurs of Meghalaya to display and showcase their products to the SAARC and other member countries under the FICCI-FLO & SCWEC banner. The exhibition was open to the general public from Delhi NCR region in addition to the FLO members. This helped in not only expanding and enhancing business for our entrepreneurs but also enabled them to explore new business avenues in the shopping capital of India - Delhi.

Alongwith women entrepreneurs from participating countries who showcased their handicraft items including jewellery, carpets and dry fruits from Afghanistan, Fashion fabric from Bhutan, precious stones from Sri Lanka, coral jewellery from Nepal, Fashion ladies suits from Pakistan and Banarasi, Chikankari, art and craft from India, our entrepreneurs displayed and sold handicrafts and food processing items such as pickles, jams and honey from Meghalaya. Besides making sales, our entrepreneurs also got the opportunity to make contacts for future business expansion.