



**ODISHA**  
NEW OPPORTUNITIES



Confederation of Indian Industry

# Enterprise Odisha 2024

19–21 January, Jharsuguda

IN PARTNERSHIP WITH THE  
GOVERNMENT OF ODISHA



CII 20th  
**enterprise**  
Odisha

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**CII** 24th

enterprise  
Odisha

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19-21 JANUARY 2024, JHARSUGUDA

# Enterprise Odisha 2024 at Jharsuguda: a new chapter

**ODISHA** is changing the face of business. At 11.5 %, it is one of the fastest growing economies in the country, growing consistently above the national average. It holds the second spot in terms of attracting higher ongoing investment and is keen to significantly increase the current figure of 20.1 lakh crores.

The CII Enterprise Odisha is amongst the state's oldest business engagement platforms, serving as an opportunity for different players to showcase their products and capabilities.

**In keeping with the state's policy of constantly evolving for the better, the 24th edition will be held at Jharsuguda, and follow a different format.**

Jharsuguda is emerging as one of Odisha's most important economic destinations and a hub for MSMEs as well as ancillary industries. Farmers in the state, as elsewhere, are now moving towards small and medium enterprises. Odisha is keen to leverage this trend for social and economic benefits. Some of the important features of Enterprise Odisha 2024 will be:

- **Connecting MSMEs to opportunities**
- **Showcasing the MSME potential**

- **Pitching sessions for startups**
- **B2B sessions**
- **Exhibition of products and services**
- **Business and government connect**
- **Workshops for women entrepreneurs**
- **Public interface**

Enterprise Odisha 2024 will be an especially important business opportunity for players in the following areas:

- **Automobiles & auto-components**
- **Mechanical and electrical capital goods**
- **Biotechnology, pharmaceuticals and medical equipment**
- **Chemicals & petrochemicals**
- **Textiles, technical textiles and apparel**
- **Green energy equipment**
- **Ancillary and downstream in metal sector**
- **Agro, food & sea-food processing**
- **Plastics**
- **Specialty steel and its products**
- **Rare earth minerals based value added products**
- **Financial services**

# Odisha: 480 sq.kms of coastline, lush forests, rich biodiversity...

And, 112 state of the art industrial parks



**ODISHA** ranks #2 in the country when it comes to attracting investment. And with good reasons too. It has engineered a support system like no other, making it an investment hotspot.

- **Single window system for investors:** 54+ services from 18 departments.
- **Industrial policy resolution 2022:** state of the art infrastructure and incentives, to attract investments. Notified and developed industrial land at subsidized rates. Industry-ready infrastructure power, water, storage facilities and rail-road connectivity. Special category of industries for non-mineral based industrial units providing direct employment to not less than 200/1000 domicile people for priority/thrust sector.
- **Dedicated handholding support for large investments in the region:** special team to be appointed to fast-track the investment.
- **Special Economic Zones (SEZs):** to provide businesses with benefits such as duty-free imports, streamlined regulatory processes, and a supportive infrastructure.
- **Cluster development:** industrial clusters to encourage economies of scale and enhance competitiveness. Example: Aluminium Park, Seafood Park and Plastics Park.
- **Sustainable and green initiatives:** policies and initiatives to promote green and clean industries, including renewable energy projects and environmental compliance.
- **Skill development:** the government has initiated skill development programs to provide a skilled and trainable workforce to meet industry requirements.
- **Startup and innovation ecosystem:** policies, incubation centres and funding support to nurture entrepreneurship.
- **Promotion of ancillary industries:** The state has encouraged the establishment of ancillary and downstream industries to support larger manufacturing units.

## ODISHA

- @11.5%, one of the fastest growing economies in India
- @3.49%, the state with amongst the lowest fiscal deficit
- #1 in terms of minerals such as bauxite, chromite, iron ore, manganese, nickel and rare earth
- #2 in India in attracting higher ongoing investment in FY '23
- Emerging leader in food and seafood processing sector
- World-class ecosystem in chemical, petrochemical and plastics sector





# Over half a dozen indigenous people call Jharsuguda home

As do more than 1,124 new age MSMEs

**JHARSUGUDA** is an example of Odisha's increasing focus on MSMEs and entrepreneurs. It reflects the state's recognition of its MSMEs potential and its effort to mainstream the sector. Some of the key development in this economic district have been-

- Placement on the Biju Expressway, hence special incentives for players in the thrust sector.
- Setting up of several major industries, including power plants, cement factories and aluminium smelters.
- Significant infrastructure development, including the construction of a modern airport, an extensive road network and railway connectivity.
- Setting up of Special Economic Zone (SEZ)
- Extensive skilling of its labour force.
- A favourable investment climate offering support to businesses and investors.
- Diversification into sectors like information technology, healthcare, education and renewable energy, thereby providing new business opportunities.

## JHARSUGUDA

- Emerging economic hotspot in Odisha
- Rich in mineral deposits like coal, iron ore and bauxite
- Hub of metallurgical industries
- Large number of thermal power plants located nearby
- Several large scale industries centered around the Mahanadi coalfields.
- Skilled manpower
- State of the art infrastructure
- Natural Beauty

# Enterprise Odisha 2024

## Highlights

- **A SPECIAL STARTUP SESSION:** Odisha is home to over 1,700 startups and is intent on taking that figure up to more than 50,000 by 2025. Which is why, a special session has been slotted for startups where they can pitch their solutions to potential investors and accelerators.
- **WORKSHOP FOR WOMEN ENTREPRENEURS:** Odisha's women are proving to be gamechangers in the entrepreneurial space. In 2017-18, the share of startups with female (co-)founders was less than 20%. In 2022, the figure stood at 43%.

## Schedule

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DAY 1 : 19 JANUARY 2024

- Exhibition
- Conference

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DAY 2 : 20 JANUARY 2024

- Exhibition
- Workshop for Women Entrepreneurs
- Startup Session

.....  
DAY 3 : 21 JANUARY 2024

- Exhibition



# Exhibition Participants

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## EXHIBITORS

Large and medium scale companies showcasing opportunities in:

- **Supply chain**
- **Job work**
- **Contract manufacturing**
- **Ancillaries**

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## PRODUCT & SERVICE PROVIDERS

- **Technology**
- **Sustainability**
- **Infrastructure & logistics**
- **Renewable energy**
- **Safety solutions**

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## GOVERNMENT

- **Railways**
- **Defence**
- **Various departments of Govt. of Odisha (Business & CSR Opportunities)**

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## ENABLERS

- **E-Commerce platforms**
- **Trade departments of key countries**
- **GeM & TReDS**
- **Banks & NBFCs**
- **Micro financial institutions**
- **Lending agencies**
- **CII Market Facilitation Centre**
- **CII Centres of Excellence**



# Conference

The Conference will highlight investment opportunities in Odisha, especially in the thrust and priority sectors, and also include experience sharing of industry leaders on 'Doing Business in Odisha'.

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## DAY 1

SCHEDULE	SESSION	TOPIC
10:30	<b>Exhibition Inauguration</b>	
11:00 – 1300	<b>Inaugural Session</b>	Vision Odisha 2030
13:00 – 14:00	<b>Lunch Break</b>	
14:00 – 15:30	<b>Opportunities in Odisha</b>	Sectors, Strategic Advantage, Government Support
15:30 – 16:30	<b>Experience Sharing of Industries in Odisha</b>	Senior industry leaders to share their experience in Odisha
16:30 – 17:30	<b>Valedictory Session</b>	

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## DAY 2

**Sectoral Sessions**

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# Jharsuguda: where business is a pleasure

**JHARSUGUDA** is more than an industrial town and the headquarter of the eponymous district. The geography of this incredibly picturesque district is a riot of waterfalls, rolling hills, verdant forests, red soil and rich flora. Ancient temples rub shoulders with modern dams and the air rings with the calls of a thousand birds.

## PLACES TO VISIT

- Vikramkhol caves
- Koiliguhar Waterfall
- Chandi Mandir
- Ulapgarh Hilltop

# Travel & Accommodation

Jharsuguda is located on the western front of Orissa. It is among the state's most urbanized districts and well connected by air, rail and road. December and January are the best months to visit Jharsuguda. The average temperature is 20.3°C (68°F), with a minimum of 12.6°C (54.7°F) and a maximum of 27.9°C (82.2°F).

## RAIL

Jharsuguda is connected to major cities like Delhi, Mumbai, Kolkata, Chennai, and Bangalore through a network of railway lines. The Jharsuguda Railway Station is an important railway junction on the Tatanagar–Bilaspur section of the Howrah-Nagpur-Mumbai line and the Jharsuguda-Vizianagaram line.

## AIR

If you're travelling from another city then it is best to take a flight to Jharsuguda. The Jharsuguda Airport, also known as Veer Surendra Sai Airport, is connected to Kolkata, Bhubaneswar, Bangalore, Hyderabad, Mumbai, Delhi and Raipur. The airport is located on National Highway 49, with ample last-mile connectivity to the main city which is about 9kms away.

## ROAD

Jharsuguda is accessible by the National Highway 49 and State Highway 10 (now a part the Biju Expressway).

## ACCOMMODATION

Jharsuguda has several well-appointed hotels. The popular ones are:



Mayfair



Shakuntalam  
Royal Palace



Aryan



The Orchard

# Contact us

## **FOR GENERAL INQUIRIES, CONTACT:**

Mr Indranil Patra  
indranil.patra@cii.in | +919874057000

## **FOR SPECIFIC QUERIES RELATED TO THE EXHIBITION AND PARTNERSHIPS, CONTACT:**

**CII Odisha State Office:** Mr Ashok Barat  
ashok.barat@cii.in | +919830029606

**Technology:** Mr Sumit Chakraborty  
sumit.chakraborty@cii.in | +919903384488

**Sustainability:** Ms Gargi Mitra  
gargi.mitra@cii.in | +919903989417

**Infrastructure & Logistics:** Ms Archana Nath  
archana.nath@cii.in | +91 7044 056627

**Renewable Energy:** Ms Sukanya Bhadra  
sukanya.bhadra@cii.in | +91 9873 441485

**Safety Equipment:** Ms Mamata Mondal  
mamata.mondal@cii.in | +91 98316 55510

## **DEFENCE, RAILWAYS & MANUFACTURING COMPANIES, CONTACT:**

Mr Rahul Singh  
rahul.singh@cii.in | +91 98351 51666

## **ALL INTERNATIONAL PARTICIPANTS, CONTACT:**

Ms Zoha Khurshid  
zoha.khurshid@cii.in | +91 98041 54966

Website: [www.ciienterpriseodisha.com](http://www.ciienterpriseodisha.com)

Confederation of Indian Industry  
Eastern Regional Headquarters  
6 NS Road, Kolkata 700001  
West Bengal, India





Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering Industry, Government and civil society, through advisory and consultative processes. CII is a non-government, not-for-profit, industry-led and industry-managed organization, with around 9000 members from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 300,000 enterprises from 286 national and regional sectoral industry bodies.

For more than 125 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development. CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, livelihoods, diversity management, skill development, empowerment of women, and sustainable development, to name a few.

As India completes 75 years of Independence in 2022, it must position itself for global leadership with a long-term vision for India@100 in 2047. The role played by Indian industry will be central to the country's progress and success as a nation. CII, with the Theme for 2022-23 as Beyond India@75: Competitiveness, Growth, Sustainability, Internationalisation has prioritized 7 action points under these 4 sub-themes that will catalyze the journey of the country towards the vision of India@100.

With 62 offices, including 10 Centres of Excellence, in India, and 8 overseas offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with 350 counterpart organizations in 133 countries, CII serves as a reference point for Indian industry and the international business community

### **Confederation of Indian Industry**

The Mantosh Sondhi Centre

23, Institutional Area, Lodi Road, New Delhi 110 003 (India)

W: [www.cii.in](http://www.cii.in)

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