



Buyer-Seller Meet Format  
Ashtalakshmi Mahotsav, December 6-8, 2024

Event: Buyer-Seller Meet at Ashtalakshmi Mahotsav

Date: Sunday, December 8, 2024

Location: Hall No. 7, Bharat Mandapam, Pragati Maidan, New Delhi

Sectors:

- Textile, Sericulture, Handloom & Handicrafts
- Gems, Jewellery & Allied
- Agriculture & Horticulture
- Tourism

Number of Buyers: 40

Number of Sellers: 40

Objective:

The Buyer-Seller Meet aims to facilitate direct business interactions between buyers (national and international) and sellers from the North Eastern Region (NER) across four key sectors. This platform will encourage bulk orders, long-term business relationships, and immediate trade deals to boost the economic development of the region.

Tentative Schedule:

Time	Session	Participants
09:00 AM - 09:30 AM	Registration & Welcome Tea	All Participants
09:30 AM - 09:45 AM	Welcome Remarks and Overview of Buyer-Seller Meet	Organizer
09:45 AM - 10:00 AM	Opening Remarks from Ministry of DoNER	Government Representative
10:00 AM - 12:30 PM	Round 1: Buyer-Seller Interaction Sessions	Buyers and Sellers from all sectors
12:30 PM - 01:30 PM	Networking Lunch	All Participants

Time	Session	Participants
01:30 PM - 04:00 PM	Round 2: Buyer-Seller Interaction Sessions	Buyers and Sellers from all sectors
04:00 PM - 04:30 PM	Closing Remarks and Key Takeaways	Organizer

#### Sector Focus and Buyer-Seller Details:

##### 1. Textile, Sericulture, Handloom & Handicrafts

- Buyers: National and international wholesalers, retailers, and fashion designers interested in NER's eco-friendly textiles (Eri and Muga silk), handloom products, and handicrafts.
- Sellers: Artisans, textile manufacturers, handloom weavers, and craft entrepreneurs from NER showcasing products like Muga silk, Eri silk stoles, handwoven fabrics, and traditional handcrafted items.
- Potential Orders/Deals: Bulk purchases for high-end fashion lines, retail chains, and eco-conscious fashion brands.
- Dedicated corner for Digitalized products under Handloom Digitalization Project (Dr. Anna Louis): Showcasing state-specific handloom products, including GI products, from NER that have been digitalized under the Handloom Digitalization Project.

##### 2. Gems, Jewellery & Allied

- Buyers: Gemstone traders, jewellers, and retail chains seeking unique gems, tribal jewellery, and handcrafted ornaments from NER.
- Sellers: Local artisans and jewellery designers displaying handcrafted jewellery, tribal gems, and unique stone designs.
- Potential Orders/Deals: Orders from fashion jewellery designers and international retailers for high-value artisanal pieces.

##### 3. Agriculture & Horticulture

- Buyers: Agribusiness companies, organic food retailers, and exporters interested in organic products, spices, and GI-tagged agricultural goods from NER.
- Sellers: Farmers, cooperatives, and entrepreneurs from NER specializing in organic farming, spice production (like black pepper, ginger), and horticulture (pineapple, oranges, etc.).
- Potential Orders/Deals: Bulk orders for organic produce, export contracts, and long-term supply agreements with retail chains.

##### 4. Tourism

- Buyers: Travel agencies, hospitality chains, and eco-tourism promoters looking to tap into NER's unexplored tourist destinations.

Time	Session	Participants
01:30 PM - 04:00 PM	Round 2: Buyer-Seller Interaction Sessions	Buyers and Sellers from all sectors
04:00 PM - 04:30 PM	Closing Remarks and Key Takeaways	Organizer

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##### 1. Textile, Sericulture, Handloom & Handicrafts

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##### 4. Tourism

- Buyers: Travel agencies, hospitality chains, and eco-tourism promoters looking to tap into NER's unexplored tourist destinations.

- Sellers: Hotel owners, eco-resort operators, and tour companies from NER offering nature-based and cultural tourism packages.
  - Potential Orders/Deals: Partnerships to develop eco-resorts, tourist packages, and promotional deals with national and international tour operators.
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#### Interaction Format:

##### 1. Round 1: Buyer-Seller Interaction Sessions (10:00 AM - 12:30 PM)

- Objective: Initial introduction and business discussions between buyers and sellers in a B2B matchmaking format.
- Structure:
  - Buyers and sellers will have pre-scheduled, timed meetings (10-15 minutes each) based on mutual interest.
  - Each buyer will meet multiple sellers from the same sector.

##### 2. Networking Lunch (12:30 PM - 01:30 PM)

- Objective: Informal networking session for buyers and sellers to further discuss opportunities over lunch.

##### 3. Round 2: Buyer-Seller Interaction Sessions (01:30 PM - 04:00 PM)

- Objective: Follow-up discussions and deeper engagement between buyers and sellers. Focus on finalizing orders or exploring long-term business partnerships.
  - Structure: Open format for unscheduled meetings, allowing buyers to revisit sellers of interest or explore additional sectors.
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#### Key Takeaways for Participants:

- Buyers:
    - Access to authentic, GI-tagged products from NER.
    - Opportunity to source eco-friendly, sustainable products and establish long-term supply chains.
    - Direct interactions with artisans and manufacturers.
  - Sellers:
    - Immediate orders from large buyers.
    - Long-term contracts with wholesalers and exporters.
    - Exposure to national and international markets.
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#### Expected Outcomes:

- Targeted Orders:
    - Projected business deals worth INR 50 crore through bulk orders and supply agreements.
    - Expected 50+ business inquiries and 100 product samples exchanged.
  - Partnerships:
    - Formation of long-term buyer-seller relationships, promoting NER's unique products in national and international markets.
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#### Checklist for Preparation (Up to November 10th):

##### 1. Invitations and Confirmations (Deadline: October 30th)

- Invite 40 buyers and 40 sellers from each sector.
- Confirm participation from state representatives showcasing products.

##### 2. Venue and Logistics (Deadline: Open)

- Confirm Hall No. 7 booking and arrange for buyer-seller interaction booths.
- Set up registration desk, networking area, and meeting spaces for scheduled interactions.

##### 3. Sector-specific Coordination (Deadline: November 5th)

- Coordinate with sector experts to guide the selection of buyers and sellers.
- Ensure sellers are prepared with promotional materials, samples, and catalogues.

##### 4. Collection for Handloom Digitalized Products (Deadline: November 20th)

- Organize the collection of products to be showcased.
- Gather state-specific digitalized products.

##### 5. Communication and Coordination (Deadline: Open)

- Establish communication channels between sellers and buyers to share event details.
- Finalize schedule and send meeting invites to participants.