

Vadodara new hot spot for micro-enterprises

There is a sharp rise in the number of companies willing to invest in the region

**KUMARANAND
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EVEN as Vadodara continues to attract big-ticket investments, a large number of micro-enterprises are now also showing interest in setting up units in the region, especially those seeking to set up cottage industry, as micro, small, and medium enterprises (MSMEs) increase focus on the region.

As per figures available with the industries commissionerate, over 490 entities have expressed interest in setting up units in Vadodara district during the Vibrant Gujarat Investor's Summit 2013, which is a sharp rise over 99 MoUs signed during the previous summit. This is even higher than 47 MSMEs having expressed interest in investing in the region during the 2009 summit.

Officials with the indus-

INDUSTRY EXHIBITION ON FEB 14-18

VADODARA: The Vadodara Chamber of Commerce and Industry (VCCI) will organise the Vibrant VCCI Exhibition 2013 on February 14-18. There will be over 500 stalls representing private and public sector companies as well as MSMEs. NRG meet and mega spot placement fair will be some of the attractions of the event, organisers said. The exhibition has been set up on 9 lakh square feet area at city's Navlakhi Ground.

tries commissionerate said the sharp rise in the number of companies expressing intention to invest in the region during the 2013 summit was largely because micro-enterprise - those planning to put in a maximum Rs 25 lakh investment - are coming up in large numbers in the region, drawn by skilled work force and better transportation connectivity. These enterprises are mainly into making stationary items, papad, wafers, mineral water pouch, embroidery crafts works, interior designing, architecture, trading units, etc.

"A large number of micro-

enterprises have formally expressed their willingness to set up units in Vadodara region and so the government could help them out with various schemes to facilitate investment," a senior official with the Vadodara district industries centre said.

MSMEs are also drawn to the region in large numbers due to large-scale investments in automobile and electric and electronics sectors here in recent past, for which they serve as ancillary units, industry sources said.

"MSMEs are finding value in investing in Vadodara because of big industries in en-

gineering and automobile sectors. Cottage industry is coming up in large number here, especially skill-based industry like embroidery units," president of Vadodara Chamber of Commerce and Industry (VCCI) Avi Sabavala said.

She said over 80 MSMEs will participate at the Vibrant VCCI Exhibition 2013, starting February 14, which is much higher than the figure during the previous exhibition.

Data available with the district industries commissioner show that as per investment pledge made during the Vibrant Gujarat Global Investors' Summits 2009 and 2011, companies from sectors such as engineering, tourism, healthcare, and infrastructure have expressed willingness to invest in Vadodara, Savli, Padra, Sinor, Vaghodia, Karjan, and Chhotu Udepur in the district.



Preparations are on for the five-day Vibrant Exhibition 2013, which is to start on Feb