

Unlocking Opportunities in Mustard Oil and Mustard-Based Honey

World Trade Center Jaipur, in collaboration with the Rajasthan Export Promotion Council, Department of Industries and Commerce and Government of Rajasthan organized the first-of-its-kind Buyer Seller Meet in Bharatpur, Rajasthan. The event aimed to address the growing trade opportunities in the Mustard Oil and Mustard-based Honey Industry and to highlight the potential of these products for export from India. Additionally, WTC Jaipur presented opportunities for exhibitors at the upcoming Global Economic Summit on FinTech: Accelerating The Digital Revolution to be held at World Trade Center Mumbai from 8-10 August 2024.

Deliberating upon the subject, Mr. P. R. Sharma, CEO, Rajasthan Export Promotion Council from April 1, 2022, to March 31, 2023, highlighted the steady growth of exports from Bharatpur, contributing significantly to the economic growth of Rajasthan. He said, "Some of the noteworthy exports from Bharatpur include Agro & Food Products such as natural honey, pepper, minerals and related products, petroleum products, drugs and pharmaceuticals, chemicals, plastics, wood products to name a few. We hope and wish the numbers grow from here and for the same, the council and all associative bodies joined today for this program are ready to provide active facilitation for exports."

Emphasizing on the role of adequate government support, Mr. Anurag Garg, Secretary, Federation of Rajasthan Trade and Industry, Bharatpur, said, "Today, Bharatpur offers abundant opportunities to trade and there is untapped potential for partnership in various sectors such as agro industries and tourism related industries such as hospitality, eco-tourism and related services. The favourable climatic conditions in the area for solar and wind energy generations also make it attractive for the renewable energy sector. The local government should focus on creating a favorable environment for investment through various measures like providing incentives, establishing vocational training centers and developing infrastructure such as industrial parks, roads and utilities."

World Trade Centre Jaipur welcomed the initiatives of the Honorable Chief Minister of the State, Mr. Bhajan Lal Sharma, who hails from Bharatpur and, since assuming office, has left no stone unturned for the growth and development of Rajasthan.

The Program was organised at Bharatpur, Rajasthan on February 01, 2024



In the pic: Mr. P. R. Sharma, CEO of the Rajasthan Export Promotion Council, and Mr. Navneet Agarwal, Assistant Director, World Trade Center Jaipur