

### **IBEF** Coverage

On

Press Release: IT IS MAKE IN INDIA AT DAVOS 2015





### <u>Index</u>

### Print

Date	Publication	Edition	Headline
18-01-	Navnagar	Mumbai	Make in India Lounge in Davos, 2015
2015			

Date	Publication	Headline	Links
14-01- 2015 14-01- 2015	IANS Business Standard	Make in India Lounge to replace India Adda at Davos  Make in India Lounge to replace India Adda at Davos	http://www.business- standard.com/article/news- ians/make-in-india-lounge-to- replace-india-adda-at-davos- 115011401409_1.html
14-01- 2015 14-01- 2015	Feedzilla.com  Newkerala.com	Make in India Lounge to replace India Adda at Davos  Make in India Lounge to replace India Adda at Davos	http://news.feedzilla.com/en _us/stories/world- news/asia/415746801?client_source =feed&format=rss  http://www.newkerala.com/ news/2015/fullnews-6443.html





14-01- 2015	sectornews.co.in	Make in India Lounge to replace India Adda at Davos	http://sectornews.co.in/mak e-in-india-lounge-to-replace-india- adda-at-davos
15-01- 2015	Yahoo.com	Make in India Lounge to replace India Adda at Davos	https://in.news.yahoo.com/india- lounge-replace-india-adda-davos- 100218377finance.html
16-01- 2015	Vancouverdesi.co m	Make in India Lounge to replace India Adda at Davos	http://www.vancouverdesi.c om/news/make-in-india-lounge-to- replace-india-adda-at-davos- 2/834846/





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## डाव्होस २०१५ मध्ये मेक इन इंडिया

२०१५ या कालायधीत डाव्होस येथे होत मुख्य राष्ट्रीय कार्यक्रम असून त्याची निर्मिती आस्तेल्या वर्ल्ड इक्नीमिक फोरम (इब्ल्यूइंट्रफ) पुतवणुकीचा ओच वाडवणे, कल्पकतेला या वार्षिक कार्यक्रमात आपले अस्तित्व चालना रेणे, कीशल्यविकास करणे, बौदिक अधोरेखित करायचे ठरवले आहे. ढाव्होसला मालमतेचे रक्षण करणे आणि दर्वेदार ठरपाइन नियमित भेट देनाऱ्यांचे की श्रायहर लगत पायाभूत मुविधा उभारणे वासाठी करण्यात असलेल्या इंडिया ब्रॅंड इकिटी फाउडेशन या आली आहे, असे अभिताम कांत, सचिव, केंद्र सरकारच्या बाजिज्य व उद्योग मंत्रालयाच्या हिपार्टमेंट ऑफ इंडस्ट्रीजल पॉलिसी औड

मानले जाते.

सरकारच्या मेक इन इंडिया उपक्रमाने प्रेरित असलार आहे. मेक इन इंडिया हा बेंद्र सरकारने ब्रॅंड इंडियाने, २१- ते २४ जानेवारी जाहीर केलेला प्रमुख उपक्रम आहे. हा नवा वाणिज्य विभागाशी दरवर्षी उभारल्या जाणाऱ्या प्रमोशन , वाणिज्य व उद्योग मंत्रालय, केंद्र इंडिया लाउंजसोयत घांगले संबंध आहेत. सरकार, यांनी सांगितले.मेक इन इंडिया भारतातील कॉर्पोरेटमधील मंडळी, प्रभावी लाउंजमुळे भारतातील व्यावसायिक सत्यता, येवास्वंत, सामाजिक उद्योजक, सिटिहन हुप वाजाततील आकांक्षा, स्पर्धेची स्थिती आणि व मीडिया यांच्यात डाव्होसमध्ये संवाद रंगतात. धोरणांबाबतचे प्रथ पडताळम्यासाठी संघी दिली हाव्योसमधील इंडिया लाउंज देशाच्या ग्रॅंड जाते, असे अपने दत शर्मा, मुख्य कार्यकारी क्रमेनच्या केंद्रस्थानी असते. भारतासीबत अधिकारी, आयबीईएक, यांत्री सांगितले. शेडले जाण्यासाठीचे उद्योग व मीडिया यांचे आयबीईएको भारतीय यहा, काँफी व आतिशव इंडिया लाउंज केंद्र खास असे स्पाइस चॉकलेट बांचे सक्रिय प्रदर्शन य सेवा यामार्फत प्रमोशन करण्यासाठी पंदा डाव्होस येथे भारतातील पहा, कॉकी व मसाले यांच्या देशाचा श्रॅंड संदेश केंद्र मंडळांशीयत भागीदारी केली आहे.





#### Online

### Newswire

## Make in India Lounge to replace India Adda at Davos IANS

In a subtle makeover, a Make in India Lounge to promote Prime Minister Narendra Modi's pet project shall replace the India Adda networking hub organised by the government annually at the World Economic Forum meeting at Davos.

India Brand Equity Foundation (IBEF), the branding and communication arm of the department of commerce, announced the makeover of the tea and coffee lounge in a statement here.

"The Make in India Lounge presents an opportunity to probe the India business reality, the market aspirations, the transformative competitive landscape and the compelling policy issues," said Aparna Dutt Sharma, chief executive, IBEF.

"IBEF has entered into partnerships with the Tea, Coffee and Spices Board(s) of India to promote the Made in India label through active showcase and service of Indian tea, coffee and very special spice chocolates. And Taj Hotels Resorts and Palaces partners with IBEF this year and is the hospitality partner for the India Lounge," the statement added.

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### Make in India Lounge to replace India Adda at Davos Business Standard

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http://www.business-standard.com/article/news-ians/make-in-india-lounge-to-replace-india-adda-at-davos-115011401409\_1.html





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https://in.news.yahoo.com/india-lounge-replace-india-adda-davos-100218377--finance.html





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