

Directorate of Marketing
खादी और ग्रामोद्योग आयोग
KHADI & VILLAGE INDUSTRIES COMMISSION

सूक्ष्म, लघु एवं मध्यम उद्यम मन्त्रालय, भारत सरकार
Ministry of Micro, Small & Medium Enterprises, Govt. of India
3, इला रोड, विले पार्ले (प), मुम्बई - 400 056
3, Irla Road, Vile Parle (W), Mumbai 400 056
Tel: 022-26716680, Fax: 022-26241738

No: KVIC/MKT/EXH/Guideline-Plan/2013-14/1044 से 1219 Date: 02.12.2013 04.

CIRCULAR

Sub: National Level Exhibitions-budget, duration and necessary guideline for implementation-reg.

Ref: 1. MKT/Exh/Plan/2006-07/2007-08, dated 3.9.2007

2. MKT/EXH/Guideline-Plan/2012-13/901, dt: 09.11.2012

The Commission in its 618th meeting held on 29.10.2013, reviewed the existing guidelines for the National Level Exhibition based on the note submitted by the Directorate of Marketing, containing the facts that the existing financial pattern was devised in 2007-08 and there has been considerable increase in the cost for organizing exhibition. The Commission after due deliberation approved following:

- Since approval of the Government for enhancement of exhibition budget has not yet been received, the budget of National Level Exhibition for the current year shall remain at ₹ 40.00 lakhs only, but the period of exhibitions may be brought down to three weeks (21 days) instead of 1 month. The arrangement shall however be reviewed at the beginning of the next financial year for further consideration.
- Guidelines for National level Exhibition to be implemented immediately.

Above modification may kindly be taken note of while conducting the National Level Exhibitions during 2013-14, in accordance with the guideline issued vide Circulars referred above.

This is issued with the approval of competent authorities.

S. K. Singh
Director (Marketing) 3/12/13

To

- All Zonal Dy. CEOs, KVIC.
- All State/Divisional Directors, KVIC.
- All State Khadi & Village Industry Boards.
- All Industry/Programme Directors.
- All Director/Managers, KGBs.

Copy to:

- All Members of the Commission
 - Secretary to Chairman
 - OSD to CEO
 - AO to FA
 - Dy. Director to CVO
 - PA to Jt. CEO
 - Director (IT) with a request to upload in the website.
 - Director (Publicity) with a request to publish in the forthcoming
- Doc (BKH)*
9/12/13