



Annexure-I  
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**DIRECTORATE OF MARKETING**  
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**C I R C U L A R**

**Sub: Guidelines for Domestic Exhibitions under Marketing  
& Rural Employment Generation Programme (REGP).**

**Background:**

Organisation of exhibitions all over the country provides opportunity for marketing of Khadi & Village Industries products. In the process, Exhibitions also provide for showcasing the range of KVI products of various Institutions/REGP units. Accordingly, the Commission in its 546<sup>th</sup> meeting held on 27.6.2007 vide agenda item No. 5 and followed by partial modifications in its meeting held on 23.8.2007, has approved following revised guidelines for organising the domestic exhibitions of various levels like- National Level Exhibition, Zonal Level Exhibition, State Level Exhibition, District Level Exhibition etc. This Circular is issued in suppression of previous circulars on the subject issued till date.

**1. OBJECTIVE:**

- (a) To provide opportunity to small entrepreneurs, institutions to market their products in cities, towns otherwise beyond their reach.
- (b) To make the KVI products available to the consumers at their door step.
- (c) To facilitate the consumer to purchase genuine Khadi & V.I. products from different parts of the country under one umbrella.
- (d) To promote awareness amongst the consumers about the latest designs and varieties of fabrics, products etc. produced in KVI Sector.
- (e) To expose artisans, entrepreneurs about the latest designs/products from other producers.
- (f) To inculcate the spirit of competitiveness for marketing of KVI products amongst different producers.

(g) To liquidate the accumulated stocks of Khadi & V.I. products available with the implementing agencies of KVI sector.

## 2. CATEGORISATION OF EXHIBITIONS:

The exhibitions are broadly classified in 4 categories:

- |                   |   |                           |
|-------------------|---|---------------------------|
| (a) Khadi Utsav   | - | National Level Exhibition |
| (b) Khadi Darshan | - | Zonal Level Exhibition    |
| (c) Khadi Bazaar  | - | State Level Exhibition    |
| (d) Khadi Mela    | - | District Level Exhibition |

## 3. EXHIBITION PATTERN UNDER MARKETING/REGP:

### Under Directorate of Marketing:

Sr. No.	Level of the Exhibition	Minimum Duration	Minimum Stalls (*)	Minimum State/ District/ Institutions	Maximum Grant to be provided by KVIC	Expected Sales
						Rs. In Lakhs
	1.	2.	3.	4.	5.	6.
1.	National Level	30 days	200	All States	40.00	400.00
2.	Zonal Level	20 days	100	3 States	25.00	250.00
3.	State Level	15 days	75	40 Institutions	10.00	75.00
4.	District Level	7 days	25	10 Institutions	2.50	10.00

**N.B.** For Exhibitions organized in North Eastern Region, number of stalls, participants would be half of the figures indicated in col. (3) and (4) above whereas sales targets shall be 25% of the figures indicated in column (6) above.

Under Directorate of REGP:

Sr. No.	Level of the Exhibition	Minimum Duration	Minimum Stalls (*)	Minimum REGP Units/ KVI Institutions	Maximum Grant to be provided by KVIC	Expected Sales
						Rs. in Lakhs
	1.	2.	3.	4.	5.	6.
1.	National Level	30 days	200	200	40.00	80.00
2.	Zonal Level	20 days	100	100	20.00	40.00
3.	State Level	10 days	50	50	5.00	10.00
4.	District Level	5 days	10	10	1.00	2.00

**N.B.** For Exhibitions organized in North Eastern Region, number of stalls, participants would be half of the figures indicated in col. (3) and (4) above whereas sales targets shall be 50% of the figures indicated in col. (6) above.

**4. ELIGIBLE ORGANISERS:**

- (a) Departmentally by KVIC (State/Divisional Office/Other KVIC Departmental Units). In such case the State Board, KVI Institutions/State/National level Federation could be associated as partner agency.
- (b) Departmentally by KVIB
- (c) KVI Institutions aided by KVIC/KVIB of A & B category having at least 10 years of experience in Khadi field and with 10 or more workers/employees on their regular muster rolls to be considered. This can be exempted for NE States.
- (d) National/State Level KVI Institutions/REGP Units Federations

**5. MODALITIES FOR SELECTION OF ORGANISING INSTITUTION:**

In case of Exhibitions proposed to be organized through Directly Aided Institutions, offers to be invited from the directly aided Institutions through advertisement in newspapers or directly writing to the Institutions in the vicinity. Selection of Institution could also be done through a meeting of the Institutions wherein based on consensus, organising committee could entrust the organising responsibility to the directly aided Institution. However, in all such cases proper utilization of funds will be the responsibility of State/Divisional office only.

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## 6. RELEASE OF FUNDS:

The funds of the purpose would be provided in advance by the Director (Marketing) and Director (REGP) to the State/Divisional Office. The State/Divisional Offices in turn will extend the funds to the organising authority to be decided by the organising committee. The State/Divisional Office as given in col. 5 of the table under para (3) above shall consider the expenditure to the extent of actual expenditure on the exhibition subject to maximum limit. However, State Board/Organising Institutions can meet additional expenditure from out of their resources.

Full sanctioned amount will be released to the concerned State/Divisional Directors by Director (Marketing/REGP). It will be the responsibility of the concerned State/Divisional Director to refund the unspent balance, if any and also portion of IRG as applicable to the Directorate of Marketing/REGP within one month of completion of the Exhibition.

For exhibitions organized through Institutions, the release of funds to be done by the State/Divisional Offices in installments as under:

1.	35%	Alongwith work order against bank guarantee of adequate value.
2.	50%	On completion of erection of stalls and other arrangement to be certified by an officer authorized by the organising committee
3.	10%	On receipt of report of completion of exhibition including photos and other formalities prescribed by the organizing committee/State/Divisional Director duly recommended by the organising committee
4.	5%	After receipt of complete receipt & payment accounts with item-wise statement of expenditure, refund of IRG amount and unspent balance etc. duly verified by the accountant

## 7. STALL PARTICULARS:

Criteria of allotment of stalls may be as under:

Sr. No.	Particular	Khadi Exhibition	REGP Exhibition
a)	Khadi	60%	30%
b)	REGP	20%	60%
c)	Others	20%	10%

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Where adequate Khadi Institutions are not available, such balance stalls to be allotted to V.I. Institutions/REGP Units. Similarly, wherever REGP and V.I. participants do not form requisite number such balance stalls could be allotted to Khadi Institutions (Organising Committee to take final decision)

**(b) Size of Stalls:**

The stalls should be of standard size of 3x3 mtrs. or 3x2 mtrs. whereas Khadi Institutions could preferably be allotted 3x3 mtrs and the REGP units could be preferred for allotment of 3x2 stalls.

**(c) Stall Rent:**

Particulars	3x3 mtr. Stall		3x2 mtr. Stall	
	Maximum	Minimum	Maximum	Minimum
National Level	Rs.10, 000/-	Rs.3, 000/-	Rs.5, 000/-	Rs.1, 500/-
Zonal Level	Rs.5, 000/-	Rs.2, 000/-	Rs.2, 500/-	Rs.1, 000/-
State Level	Rs.3, 000/-	Rs.1, 500/-	Rs.1,500/-	Rs. 750/-
District Level	Rs.2, 000/-	Rs.1, 000/-	Rs.1, 000/-	Rs. 500/-
* Corner stalls and stalls in the front row and vintage points to be charged higher rent (say 10 to 25% higher)				

The Implementing Committee may decide stall rent in respect of REGP Units. Concessions shall be available to following categories from the above payments/collections:

(a)	Participants from NE States	50% concessions
(b)	Departmental Sales Outlets	50% concessions
(c)	Training and other administrative functions	Free

**8. INTERNAL RESOURCE GENERATION (IRG) :**

It is mandatory for the organizers to generate maximum possible resource (IRG) from the following activities:

- (a) Sponsorship of the event by the State/Central Govt. Agencies/Banks/Insurance Co. etc.
- (b) Sharing of Publicity expenditure etc.
- (c) Food stalls, Amusement park for children.

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(d) Entry Tickets. Entry Tickets for the event should be optional and may be decided by the Organising Committee. Tickets may be introduced for "Cultural Programme/Fashion Shows" to be decided by Organising Committee. It is needless to mention that cultural programme should be on rural life, Gandhian thought, Ethos & culture of the organization. It will be the personal responsibility of the State/Divisional Director to ensure that fashion show and cultural programmes are organised as per ethos and culture of the KVIC and in no case vulgar dance is performed.

**The suggested minimum charges as follows:**

Sr. No.	Level of Exhibition	Food Stall/ Entertainment Stall charges	Entry Ticket
1.	National Level	Rs.25,000/-	Rs.5/-
2.	Zonal Level	Rs.10,000/-	Rs.2/-
3.	State Level	Rs.5,000/-	Rs.1/-
4.	District Level	Rs.2,000/-	NIL

The amounts shown above are minimum, however, considering the potentialities, the organising committee could prescribe higher amounts.

**9. DISTRIBUTION OF IRG AMOUNT:**

**The IRG amount generated is to be shared as under:**

(a)	To cover the excess expenditure (over and above sanctioned funds)	50%
(b)	Refundable to KVIC	25%
(c)	To be retained by the organising agency (KVIB/Institution)	25%

However, in the event of excess expenditure is less than the 50% IRG amount as detailed at (a) above, such excess IRG amount will have to be refunded to KVIC alongwith mandatory 25% payment.

In case of exhibitions organized departmentally, entire 50% vide (b) and (c) above shall be refundable to KVIC. Organisers may be advised to find avenues for maximizing IRG. IRG if any, may be deducted from over all sanctioned grant.

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**10. ELIGIBLE ITEMS OF EXPENDITURE:**

The broad items of expenditure with approximate cost range shall be as under:

1.	Ground Rent/Hall Rent	15%
2.	Erection of pavilion/stalls -(3X3 or 3X2 mtrs)	35%
3.	Decoration of Stalls	
4.	Theme Pavilion	
5.	Electricity Charges	
6.	Transportation, Conveyance charges	
7.	Back up Support like Insurance, Security, First Aid, etc.	5%
8.	Buyer-Seller meets in National & Zonal Level Exhibition.	5%
9.	Fashion show (Compulsory in all level of exhibition) and Cultural Events	10%
10.	Publicity including press conference	
11.	Printing & Stationery	20%
12.	Leaflet & presentations at the trade inquiry stall	
13.	Inaugural & Valedictory function	
14.	Shields and trophies for participation/performance	
15.	Tech. Demonstrations	5%
16.	Data collection & survey of visitor's	
17.	Misc. Contingency	5%
18.	<b>Total</b>	<b>100%</b>

**NB:**

1. Considering actual requirement of the venue of the exhibition organising committee may re-appropriate the items of the expenditure within the overall sanctioned limit.
2. Wide publicity for the exhibition to be done before commencement of the exhibition and such pre exhibition expenses could be made out of regular publicity budget.
3. Joint Publicity with the participating units to be popularized to control the expenditure within sanctioned budget.
4. Cash payment of more than Rs. 5,000/- is not permitted in single case.

**11. ELIGIBLE PARTICIPATION:**

**Following agencies are eligible to participate:**

- (i) All certified/Directly aided Institutions, financed units of KVIC and State KVI Board, Departmental units of KVIC.

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- (ii) Units financed under REGP
  - (iii) In all major and middle level exhibitions, one stall shall be provided to local MDTC for disseminating Training facilities and also various schemes of KVIC (no rent payable)
  - (iv) There should be synergy between Coir Board, NSIC, SIDO etc. while organising the exhibitions. These organisations may be allowed more stalls at normal rent.
  - (v) Information counter in which all the publicity of KVIC on various schemes & programmes should be displayed for public awareness.

**12. ASSISTANCE TO PARTICIPATING INSTITUTIONS/REGP UNITS FROM NORTH EASTERN REGION:**

- (i) To and fro traveling expenses (Sleeper Class Rail Fare) for two persons from KVI Institutions/REGP unit by the shortest route.
- (ii) Transport charges to KVI Institutions/REGP Units restricted to freight by goods train up to 100kg. Weight.
- (iii) 50% concession in the stall rent for Institutions/REGP units from N.E. Region participating in Non- N.E. Region exhibitions.
- (iv) Considering the difficult geographical location, hilly terrain and high transportation cost Institutions/REGP units of N.E. Region will be entitled to the above assistance mentioned at (i-iii) and the reimbursement will be made as per public transport.

**13. ORGANISING COMMITTEES :**

Primarily there shall be two levels of committees, i.e. Implementing Committee and Finance Committee. The roles and responsibility of both the Committees for all the different level of Exhibitions shall be:

**The Exhibition Implementing Committee:**

- (i) Decide the venue
- (ii) Decide the implementing agency
- (iii) Decide the broad framework of the exhibitions.
- (iv) Decide Board contour of programme



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- (v) Earmark the funds for various activities
  - (vi) Fix the stall rent
  - (vii) Allocate the stalls
  - (viii) Decide the various events proposed
  - (ix) Set targets and monitor the same
  - (x) Any other decision in respect of organization of exhibition.

**The Finance Committee shall -**

- (i) Float the tenders
- (ii) Decide the executing agencies (contract/s)
- (iii) Fix the stall rent
- (iv) Approve the payment terms
- (v) Settle the Bills

**14. COMPOSITION OF COMMITTEES :**  
**(A) Exhibition Implementing Committee:**

SN	Members	National & Zonal Level	State & District Level
1.	Chairman	Zonal Member, KVIC	State/Divisional Director
2.	Member	Zonal Dy. C.E.O.	Representative of CEO State KVI Board
3.	Member	C.E.O./F.A. State KVIB	Secretary/Chairman of Organising Agency
4.	Member	Secretary of leading KVI Institution/Federation	Secretary of leading KVI Institution/ Federation
5.	Member	Representative of REGP Federation.	Representative of leading REGP unit
6.	Member	Accounts Officer	Accounts Officer
7.	Member Convener	State/Divisional Director	Asstt. Director/Dev. Officer, State/Divisional Office

**(B) EXHIBITION FINANCE COMMITTEE :**

SN	Members	National & Zonal Level	State & District Level
1.	Chairman	Zonal Dy. C.E.O.	State/Divisional Director
2.	Member	State/Divisional Director	Representative of F.A. State KVI Board
3.	Member	F.A. State KVI Board	Chairman of organising KVI Institution/ Federation
4.	Member	Secretary of leading KVI Institution/ Federation	Representative of REGP Federation
5.	Member	Representative of REGP Federation	Accounts Officer.
6.	Member	Accounts Officer	Asstt. Director State/Divisional Office.
7.	Member Convener	Asstt. Director of State/Divisional Office.	Secretary of organising KVI Institution/Federation/Asstt. Director/ Development Officer of State/ Divisional Office.

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**TERMS & CONDITIONS FOR ORGANISING EXHIBITIONS:**

1. Non-Khadi Textile shall not be permitted in the Khadi exhibitions under Marketing Programme. Violation, if observed/noticed, would attract stern action against the organizer of the exhibition. It would be the exclusive responsibility of the organizers and the concerned State/Divisional Director to ensure that participating units in the exhibition(s) hold authentic instrument like Khadi Certificate by Khadi institutions, Recognition Certificate by REGP units. The concerned State Directors to cross check the same.
2. The venue for the exhibitions to cover Grounds/premises under control of Central/State/Local Government Bodies or Charitable Trusts/Academic Institutions, etc. and if none is available, then through Public Tender process. Implementing Committee to decide the venue.
3. Calendar of Exhibitions with other details to be widely announced/publicized through news papers Ads, Circulars, placed on the notice boards of all the office of KVIC, State KVIB and other important offices including publishing in Jagriti and Website etc. Such pre exhibition expenses for advertisement could be met from Publicity Budget.
4. In National, Zonal and State Level Exhibition, one stall to be provided free of cost to MDTC for generating awareness about the schemes and programmes of KVIC and also the training facilities available. The products of the trainees could also be marketed through this stall.
5. In addition to the stalls for sale/display/demonstration, National and Zonal Level Exhibition shall cover the following activities :
  - (i) Theme pavilion
  - (ii) Live demonstration
  - (iii) Creation of data bank of the participants
  - (iv) Developing product directory/catalogue with photographs and specifications.
  - (v) Buyer-Sellers meet
  - (vi) Fashion Show (It is mandatory in all level of exhibition) Fashion show/Cultural programme must adhere to basic ethos of the organization and be in tune with the sentiments of the local traditions. It is needless to mention that cultural programme should be on rural life, Gandhian thought, Ethos & culture of the organization. It will be the personal responsibility of

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the State/Divisional Director to ensure that fashion show and cultural programmes are organised as per ethos and culture of the KVIC and in no case vulgar dance is performed.

- (vii) The latest technology should be reflected in the National Exhibition as the current year events.
  - (viii) All state should be represented in "National Exhibitions" Latest Technology developed by MGIRI and interface should be demonstrated.
6. In the event of higher demand, in the first instance one stall only may be provided to each Institution/Unit. In the event of excess capacity available, more than one stall to be provided to the Institutions/Units and the same process should follow for 3<sup>rd</sup> stall, if required.
  7. The issue of different State rebate available to units from different states in the same exhibition to be worked out in consultation with Directorate of Khadi Coordination separately.
  8. Expected sales target given for various exhibitions shall be monitored for achievement through daily summary sheet by the organizers. Such a summary should be analyzed for corrective steps during the course of the exhibition. Consolidated report should be submitted to Director (Marketing/REGP).
  9. For daily sales, separate registers should be maintained at the exhibition place and day-wise the Exhibition organizer records sales of each institution/unit daily.
  10. For National, Zonal and State level Exhibitions, Sales proceedings to be deposited in the Bank every day in Special Exhibition Account. Proper verification of sales must be ensured.
  11. Soon after inauguration of the exhibition detailed report stating the authority who inaugurated the event, number of stall under Khadi, V.I., and REGP separately should be reported to Director (Marketing/REGP). Sales reporting to Directorate of Marketing/REGP to be bifurcated into Khadi, V.I., and REGP unit sale.

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12. Sales as detailed at above to be reported to Director (Marketing/REGP) as under :

i.	National & Zonal Level Exhibition	Daily Sales
ii.	State Level Exhibition	Weekly Sales
iii.	District Level Exhibition	Sales at the end of exhibition

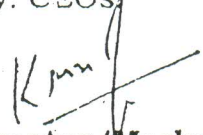
13. A report along with the Statement of expenditure for each Exhibition shall be submitted within one week from the date of completion of the exhibition in the prescribed format (copy enclosed - Annexure -I & II). Final accounting of the funds provided shall be the responsibility of State/Divisional Director.
14. While the Expenditure details in the prescribed format (Annex-II) are required to be sent to Director (Marketing/REGP), the vouchers are to be retained at respective State/Divisional office for audit there itself. In case of exhibitions organized through the State Boards, the audit is to be conducted at State KVI Board.
15. Failure to submit the exhibition reports as per above Annexures and refund of unspent balance with mandatory IRG amount in time will be viewed seriously by the Commission.
16. While organising the exhibition, institution wise/stall wise statement of opening/closing stock is maintained.
17. Insurance for the stock shall be made immediately one day prior to the exhibition and will be continued till the completion of the exhibition.
18. In order to ensure sale of quality goods in the exhibition, it is mandatory on the part of organizers and the concerned State/ Divisional Director to collect the samples of material(s) from the participants on random basis and send the same for testing to the nearby Govt./CSIR/Textile Associations/Textile Committee Lab and keep the test report to Director (Marketing/REGP) for further necessary action.
19. Whenever exhibition is linked with any mela/religious gathering, proposals for organising the same should be planned at least 3 months prior to the date of occasion/exhibition.
20. The agency should observe transparency and competitive bidding process for each item of major expenditure.

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21. Not more than one event/programme be allotted to any institution during a year.
22. Clearance from all the local Govt. authorities like Fire Brigade, Police, Municipal Committees should be obtained well in advance by the organizer of the exhibition.
23. There should be synergy between Coir Board, NSIC, SIDO etc. while organising the exhibitions. These organisations may be allowed more stalls at normal rent.
24. These guidelines shall not be applicable for Participation in any fair/exhibition organised by any other agencies or any function organised by KVIC for display & sale of KVI Products on special occasions which will be considered on case to case basis with the approval of FA & CEO.
25. Right to Information (RTI) Act shall be applicable for all exhibitions (including those organized by the Institutions)
26. More exhibitions may be organised within the approved budget, including IRG.
27. Organisers may be advised to find avenues for maximizing IRG. IRG if any, may be deducted from over all sanction.
28. Approved target for the financial year may be placed before Zonal Committee for internal adjustment, if any, before implementation by the concerned Zonal Dy. CEOs

  
Director (Marketing)

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**To**

1. All Members of the Commission.
2. Central Public Information Officer, KVIC, Mumbai-56.
3. All Dy. Chief Executive Officers, KVIC, Mumbai-56.
4. Personal Secretary to the Hon'ble Chairperson, KVIC, Mumbai-56.
5. A.O. to FA Cell
6. OSD to CEO Cell
7. All heads of Depts./Offices of the KVIC in and outside Mumbai.
8. All Sections in Central Office, KVIC, Mumbai-56.
9. All Managers of Departmental Sales Outlets.
10. Public Relation Officer, KVIC, Mumbai-56.
11. Grievances Officers, KVIC, Mumbai-56.
12. The Director (Publicity), KVIC, Mumbai-56. for publication in the ensuring issue of Jagriti.
13. Hindi Officer, Hindi Cell, KVIC, Mumbai-56. with a request to issue Hindi version of this Circular.
14. Director (IT), KVIC, Mumbai-56. With a request to place the circular on the Website of KVIC.