

15

## DIRECTORATE OF MARKETING

No. MKT/DSOs/Review/2008-09

Date: 24<sup>th</sup> Sept. 2008  
25

### C I R C U L A R

**Sub: Monitoring of sales of Khadi and Exhibition.**

Directorate of Marketing sanctions exhibitions of various levels (National/Zonal/ State and Dist.) to the State/Divisional Offices to provide additional channel for marketing of KVI products by Institutions and REGP Units. Large no. of exhibition are organized all over the country leading to considerable sale of Khadi Products which in turn attracts rebate as in case of normal Khadi sale. It is therefore necessary that the sales are correctly reported in the exhibitions since it not only facilitates regulation of rebate payments but also provide a true picture about the customer preference for Khadi products. Hence, to ensure that the exhibition sales reported are genuine and authentic, it is decided to introduce following measures to be followed by the exhibition organizing agencies.

1. Sales proceeds of all the exhibitors are deposited in bank on day to day basis. If possible a temporary counter of a local bank may be arranged in the exhibition itself for depositing sales proceeds every day.
2. Centralized cash counter along with delivery counter to be opened under the control of exhibition organizing agency for accurate recording of sales and resultant cash collection. No exhibitor will be allowed to collect the sales proceed or delivery the products directly.

*h  
2008*

3. Each participating institution / unit will declare the inventory of the item-wise quantity and value of stocks brought for the exhibition. Subsequent inflow of material during the exhibition will also be entered in the stock register and at the end of the exhibition stock closing to be declared. The stock position may be verified during the exhibition. At the end of exhibition, the institution-wise stocks – sales position to be tallied invariably and reported to State / Divisional Office.
4. The Organizing agency may also open a separate bank account for the exhibition which will be duly verified by the Audit Team during the Audit to ascertain the financial transactions relating to particular exhibition.
5. The responsibility of maintaining the sales and stock register and depositing the daily sales proceeds will solely be of the agency implementing exhibition.
6. The State / Divisional Directors to ensure that for the exhibitions supported by KVIC, above guidelines are scrupulously followed by the organizing agencies, unless otherwise explicitly approved by Central Office.
7. State / Divisional Directors are directed to bring the guidelines to the notice of all concerned for compliance. Organizing Institutions / Federations which fail to implement the above guidelines will be liable for blacklisting by KVIC for organizing any future exhibition.

*hmv 2/28/20*

CHIEF EXECUTIVE OFFICER

