



Annexure-I  
147

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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.

