



From
The Mission Director,
MEPMA,
Hyderabad.

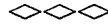
To
All the Project Directors of MEPMA
and Addl Commissioner, GHMC

Lr.Roc.No. MEPMA-EXH/EXGR/1/2018, Dated : -04-2019

Sir,

Sub: MEPMA – HMRL – Taruni Fair from 13-04-2019 to 12-06-2019 for 60 days at Madura Nagar Metro Station, Hyderabad -Participation of Urban SHGs from all the districts to facilitate marketing the products made by SHGs of Urban areas - Nominations –Requested – Regarding.

Ref:- Lr.No. 70/GM(W)/HMR/2019/1147, dated: 30.03.2019 from Managing Director, HMRL, Hyderabad.



I invite your attention to the subject and reference cited. In the reference cited, the Managing Director, Hyderabad Metro Rail Ltd., Hyderabad has informed HMRL proposed to develop the commercial area of the AIMPC catering to the needs of women i.e., all the requirements of women shall be made available in the complex and the commercial area will be allocated to the entrepreneurs, who propose to sell the women centric material.

In this regard, HMRL intends to organize “Taruni Fair” by erecting 120 temporary stalls and allotting them to the entrepreneurs preferably women entrepreneurs for exhibit and sale of women centric requirements from 13.04.2019 to 12.06.2019 (60) days. The concession tariff for self Help Group (women) for 60 days exhibition and sale for one stall (3 mtrs X 3 mtrs) will be Rs. 8,000/- + Electricity charges as per actual.

The Managing Director, HMRL has requested to nominate (50) Self Help Group (Women) to participate in “Taruni Fair” for exhibit and sale of goods, consumables etc., mainly catering to women needs. The stall establishment charges of Rs. 8000/- shall be borne by concerned SHG women only.

In this connection, all the Project Directors of MEPMA and the Addl Commissioner of GHMC are hereby instructed to nominate (01) SHG member from each District and (10) SHG members from GHMC to participate in “Taruni Fair” for marketing their own products from 13-04-2019 to 12-06-2019 for 60 days at Madhura nagar Metro Rail, Hyderabad.

Criteria for selection:

- Should be a member of SHG.
- Should be own product (**women related products only**) from unit of SHG.
- TLFs have to select the SHG manufacturers in their SLF/TLF meetings and identify the SHG members who have own product.

Pre-conditions for setting up of stalls:

- **HMRL will provide the stalls to the SHGs with cost of Rs. 8000/- + electricity charges (actual) for 60 days. Payment should be made by participant.**
- Stalls will be allotted those who submit DD for Rs. 8000/- in favor of **“Hyderabad Metro Rail Ltd”** by 12.04.2019.
- Accommodation for the SHG women provided within the Exhibition premises only with common Toilets and Bath room facilities
- Project Directors of DPMUs shall issue ID cards to the participants.
- Transport arrangements have to be made by the participants (own arrangements) to reach Hyderabad by 12/04/2019 to take over the allotted stalls.
- Participants can prepare their display boards in **cloth banners** for display at their stalls consists of SHG name, place/town, product’s name, promoted /supported by MEPMA etc.(Type design will be given by PD)
- Participants are instructed not to use plastic bags and alternatively use non woven bags.
- All the participants should follow Exhibition dress code.
- **Using Cylinder or electrical stoves in the stalls is strictly prohibited.**

Therefore, the Project Directors, DPMUs and the Addl Commissioner of GHMC are requested to send the information in the prescribed Proforma to reach this office on or before 10-04-2019, so as to enable this office to furnish information to the HMRL

Name of the District:

S.No	Name of the ULB	Name of the Participant	Name of the SHG	Designation in SHG/PWD SHG/SLF (Leader/ Member)	Name of the Product	Contact Mobile No.
1	2	3	4	5	6	8

MISSION DIRECTOR

Signature valid

Digitally signed by TK SREEDEVI
Date: 2019.04.09 10:33:22 IST
Reason: Approved

