

**Mission for Elimination of Poverty in Municipal Areas (MEPMA)
Department of Municipal Administration and Urban Development
Government of Telangana**

From
The Mission Director,
MEPMA,
Hyderabad.

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

Sir/Madam,

Lr. Roc. No. MEPMA-EXH/EXGR/1/2018, Dated: -02-2020

Sub: MEPMA – NULM - National Exhibition-cum-sale of SHG/ALF/CLF/CLC Products from 28th March to 12th April 2020 during “Shehri Samridhi Utsav” – Submission of Nominations –Requested – Regarding.

Ref: Lr.No. K 12012 (9)/8/2019-UPA-I-UD-Part(9081170), dated: 19.02.2020 from the Under Secretary to GoI, Ministry of Housing & Urban Affairs, DAY-NULM Division.

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I invite your attention to the subject cited.

In the reference cited, the Under Secretary to GoI, Ministry of Housing & Urban Affairs (DAY NULM Division) has informed that the Ministry of Housing & Urban Affairs is celebrating a second edition of DAY-NULM “Pakhwada” named “Shehri Samridhi Utsav”, from 28th March to 12th April 2020 to extend the reach of DAY-NULM and showcase the various initiatives of different components of the Mission.

As a part of National level event, an exhibition-cum-sale of SHG/ALF/CLF/CLC products and Street Food Festival is being organized from 28th March to 12th April 2020 at the India Gate Lawns, New Delhi. The lodging and boarding including meals and local travel will be arranged by Ministry of Housing and Urban affairs.

In order to select the SHG/ALF/CLF/CLC products , you are requested to conduct requisite check of products before confirming the list as indicated below:

1. Care should be taken to sponsor high quality products that have good sale in Delhi and best selling products unique to the state should be encouraged.
2. Efforts should be made for product branding:
 - Packaging with dimensions and characteristics of the product.
 - Products must be tagged with description of price.

3. Hygiene and safety including packaging standards must be maintained for food items as per the standard GoI norms.

Criteria for selection:

- Should be a member of SHG.
- Should be own product from unit of SHG.
- **Priority to be given to the SHGs who have not participated in the exhibition earlier.**

In view of the above, all the Project Directors of MEPMA and the Addl. Commissioner, GHMC are requested to nominate SHG/ALF/CLF/CLC products to participate in the National event and send the information on or before 29-02-2020, so as to take further action in the matter.

Encl: Format

DIRECTOR

For MISSION

Copy submitted to Mission Director, MEPMA,TS for information

Signature valid

Digitally signed by B.S. SRINIVAS
Date: 2020.02.27 13:16:12 IST
Reason: Approved



