

ANNEXURE

Guidelines:

- The Project Directors, MEPMA, Visakhapatnam, Krishna, Chittoor and Warangal shall conduct Regional MEPMA Bazaar covering their Regions and Districts.
- The hosting Project Directors, MEPMA shall closely coordinate with concerned Dist. Authorities on day to day basis from the time of planning the exhibition, till the time of closing of the exhibition.
- Due process (tenders etc) shall be followed in setting up the stalls.
- A minimum of 25 and maximum of 50 stalls shall be planned at each of the Regional Exhibitions as above.
- Care shall be taken regarding the security of the women & their product
- Due forth safety measures shall be taken.
- Care shall be taken to ensure that concerned SHGs participation with their products which are of high quality and class.
- Participation in such exhibitions shall be for a minimum period of 5 days and maximum of 25 days.
- Preparatory arrangements like publicity on MEPMA Bazaar through the Community Based Organizations, no.of banners, pamphlets etc shall be planned well in advance.
- Venue identification, Stalls arrangements and display of products made by SHGs under USEP, UWSP & Bank linkages programmes shall be arranged.
- The hosting district Project Director, MEPMA is directed to mobilize the SHGs products beneficiaries from all the towns of the concerned region through concerned PDs, MEPMA.
- Invite the wholesalers to interact with the prospective beneficiaries to work out market linkages for SHG products.
- On the first day, there shall be an inauguration of MEMPA stalls by prominent personalities like MPs, MLCs , & M.L.As etc.,
- On the second day, there shall be one day specific training programme on marketing and entrepreneurship development training. Working lunch & refreshments shall be arranged for the participants.
- Services like water supply, sanitation and cleanliness of the exhibition venue can be availed from the municipal corporation concerned.
- For public regulation and security at exhibition, Project Directors to converge with police department.

- Participants can prepare their display Boards in flexi banners to display at their stalls consists of SHG name, place/town products name, promoted / supported by MEPMA etc., including MEPMA, GoAP logo.
- PDs, MEPMA shall issue ID cards for the participants from SHGs
- A process documentary / documentation shall be made using photos and voice reflections and videos of the exhibition /Mela.
- Participants shall make their own travel arrangements to reach the venue and get back to their places of stay.
- Necessary support/advice/guidance shall be provided to the SHGs in the matter of decorating the stalls, arrangements for exhibition of their products inside the stalls so that they catch the eye of the visitors to the stall.
- MEPMA shall extend the support to all towns / Mission cities in allotment of stalls @ 1 per each town / mission city.
- Accommodation shall be provided for the participating SHGs /products beneficiaries.
- Visitors' books shall be provided at the Stalls for recording the views of the Visitors.
- Certificates of appreciation shall be issued to the participants after completion of exhibition.
- The Project Directors shall send the details as under

Name of the District:

S. No	ULB Name	Name of the Participating SHG/SLF /TVS	Participant Name SHG member/ USEP beneficiary	Designation in SHG/SLF (Leader/ Member)	Products Name to be displayed	Quantity of Products displaying	Contact Mobile No.
1	2	3	4	5	6	7	8
1							

- It shall be the total responsibility of the hosting Project Director to ensure that the above activity is planned and executed completely to the satisfaction of all concerned.

Sd -Anita Ramachandran
MISSION DIRECTOR


ADDL. MISSION DIRECTOR

