



**From**

Smt. Anita Ramachandran I.A.S.,  
Mission Director,  
MEPMA (IKP-Urban),  
Hyderabad.

**To**

The Project Directors of  
Vishakhapatnam, Krishna,  
Chittoor & Warangal DPMUs.

**Lr. Roc. No. 352 / Exh / 13 / C, Date: 24-04-2013**

Sir,

**Sub:** - MEPMA – MEPMA Bazaar – Participation of Urban SHGs in the Exhibitions at Regional centers at Vijayawada, Visakhapatnam, Tirupati & Warangal during April -June – Plan of action - Regarding.

**Ref:** - 1) This office Lr.Rc.No.1653/2011/USEP/D1, dated: 14-12-2012.  
2) Note orders of the Mission Director, MEPMA, dated: 09-04-2013

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As part of promoting Income Generation Activities (IGAs), self employment, and Micro-enterprises programmes, many of the urban SHGs have successfully launched many products developed through their own skills supported by necessary training provided to them by MEPMA. Further, MEPMA has also been providing suitable platforms for exhibition-cum-sales of such products, by participating in Exhibitions/Melas being organized in and around Hyderabad.

MEPMA has also participated in the recently concluded AIIE (Numaish) – 2013 by providing 100 stalls under the name and style as MEPMA BAZAAR. This participation has been well received by the visitors to the exhibition and won appreciation.

With this experience, it is decided to conduct Regional MEPMA Bazaars to encourage marketing of SHGs products.

In order to take up the above activities, it has been decided to sanction the budget to incur expenditure as under:

Sl.No.	Name of the Place	Period ( 2013)	Budget
1	Vijayawada	Last week of April	5.00 lakhs
2	Vizag	May	5.00 lakhs
3	Tirupati	First week of May	5.00 lakhs
4	Warangal	First week of May	5.00 lakhs


- The periods as above are only indicative and can be suitably followed as per the local requirements.

Hence, the Project Directors of Krishna, Visakhapatnam, Chittoor & Warangal are requested to ensure not to exceed the expenditure as mentioned above and intimate the venue, date and probable expenditure particulars for releasing the budget.

Detailed guidelines are made out and enclosed to this letter for implementation. We hasten to add that these guidelines may not be exhaustive, and further guidelines will be advised to you from time to time. For any clarification may contact Sri Adinarayana, IB Specialist of this office.

Encl: Detailed Guidelines

Yours faithfully,  
Sd/-Anita Ramachandran  
**MISSION DIRECTOR**



ADDL.MISSION DIRECTOR

