



**From:**  
Sri.P.Chinna Thataih  
Mission Director, MEPMA  
Hyderabad.

**To:**  
All the Project Directors of DPMUs,  
PD GVMC and P.O VMC

**Lr.Roc.No. 521/LH Exhibition/ C, dated: 21.7.2016**

Sir,

**Sub:** MEPMA – Regional Exhibition for Krishna Pushkarams – 2016 at PWD Grounds of Vijayawada from 15<sup>th</sup>12.8.2016 to 23.8.2016 – Participation of urban SHGs from all the Districts to facilitate marketing the products made by SHGs of urban areas –Requested – Regarding .

**Ref:** Letter No. 76/SERP/HN-NF /Krishna pushkaralu/2016 dt.19.7.2016

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In the reference cited, Chief Executive Officer ,SERP,AP,Hyderabad has informed that the Regional Exhibition for Krishna pushkaralu is going to be organized from 12.8.2016 to 23.8.2016 at PWD grounds,Vijayawada.

In this regard ,MEPMA has decided to participate in Regional Exhibition from 12<sup>th</sup> to 23<sup>rd</sup> August 2016 at PWD grounds, Vijayawada for marketing the SHG products .

In view of the above , the project Directors ,MEPMA are requested to nominate 5 SHG members from each district in Handlooms,Handicrafts,Pooja samagri and Food items to participate in the Exhibition for marketing their products and also nominate the SHG members interested to maintain the food court in the Exhibition. The criteria for selection of SHGs and pre-conditions for setting up of stalls are as follows :-

**i)Criteria for Selection:**

- Should be a member of SHG
- The products to be exhibited in the exhibition should be own products of SHG women only
- TLFs have to select the SHG manufacturers having their own products and pass the resolution for selling of SHG own products
- Priority should be given to SHGs who have not participated in the exhibition
- Priority should be given to the Senior SHGs (3<sup>rd</sup> ,4<sup>th</sup> ,5<sup>th</sup> linkage SHGs)

**ii)Pre-conditions for setting up of stalls :**

- MEPMA will provide stalls to the SHGs at free of cost
- Accommodation for the SHG participants will be provided within the stall only with common toilets and bathroom facilities
- PD,MEPMA shall issue ID cards to the participants

- Participant SHGs shall reach Vijayawada by 10.7.2016 with their own transport to exhibit their products in the allotted stalls
- Participants have to prepare their display Boards in flexi banners to display at their stalls consisting of SHG name ,place/town product name ,promoted/supported by MEPMA etc;

The Project Directors are requested to arrange to furnish information in the following Proforma before 25.07.2016 without fail:-

Name of the District :

S. No	Name of the ULB	Name of the Participant	Name of the SHG	Old member/ New member	Corpus with the SHG	No.of Doses of (amount)Bank linkage taken	Name of the product	Contact Mobile No
1								
2								
3								
4								

Yours faithfully,

  
For Mission Director, MEPMA