



From
Sri P.Chinna Thataiah
Mission Director, MEPMA
Guntur .

To
All the Project Directors,
PDs of GVMC, VMC

Lr. Roc. No. 521 / Exh / 15 / C, Date: 12/6/2017

Sir,

Sub: - MEPMA – MEPMA Bazaar – Conducting Monthly and quarterly MEPMA Bazaars at District headquarter towns - certain instructions - Regarding.

Ref: - Action plan 2017-18

As part of promoting Income Generation Activities, self employment, and Micro-enterprises programmes, many of the urban SHGs have successfully launched many products developed through their own skills supported by EDP trainings 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 State, Regional and District level .

MEPMA has also participated regularly in the AP pavilion India International Trade Fair, at Pragathi Maidan, New Delhi by the SHGs for display cum sales of their products.

With this experience, it is decided to conduct Monthly/Quarterly/occasionally (festivals, Holidays, special days Independence day, Republic day etc;) MEPMA Bazaars at District level to encourage marketing of SHG products.

Hence, all the Project Directors are requested to conduct Monthly MEPMA Bazaars at District and Corporations. Melas and MEPMA BAZAARS for remaining ULBs having more than 1 lack population as decided by the PDs basing on requirement can be organized once in a quarter and update the Participants, sales particulars in online reports.

The Project Directors are requested to send the proposals at once for 6 months for conducting of Melas/MEPMA Bazaars at District/ULB level. The expenditure can be met from IEC component.

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 Livelihoods team of this office.

Encl: Detailed Guidelines

Yours faithfully,

MISSION DIRECTOR

12.6.2017

ANNEXURE

Guidelines:

- All the Project Directors, MEPMA, should conduct MEPMA Bazaars covering all ULBs.
- The Project Directors should 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 20 and maximum of 30 stalls shall be planned per exhibition.
- Care shall be taken regarding the security of the women & their products
- 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.
- 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 shall be arranged.
- The Project Directors, MEPMA is directed to mobilize the SHG products beneficiaries from all the towns.
- 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.,
- Services like water supply, sanitation and cleanliness of the exhibition venue can be availed from the municipal corporation concerned.
- 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.
- Project Directors issue ID cards for the participants from SHGs
- A process documentary / documentation shall be made using photos and voice reflections and videos of the exhibitions /MEPMA Bazaars.
- 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.
- Visitors' books shall be provided at the Stalls for recording the views of the Visitors.
- The Project Directors shall send the details as under after completion of MEPMA Bazaars which is conducting once in a month @ all corporations once in quarter at all Municipalities having more than 1 lack population.

Name of the District:

S. No	ULB Name	Name of the Participating SHG/SLF	Participant Name	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 Project Directors to ensure that the above activity is planned and executed completely to the satisfaction of all concerned.


MISSION DIRECTOR

12.6.2017