

I-ITPO/FFID-II/2011-12
INDIA TRADE PROMOTION ORGANIZATION
(Fair Services-II)

Dated: January 18, 2012

**Sub: Allocation of fairs amongst officers/HoDs to be held in India for the Year
2012-13 (Part - I)**

The Competent Authority has approved the allocation of work of various fairs in
India amongst officers/HoDs for the year 2012-13

S. No. (1)	Name of Fair (2)	Date/Period (Tentative) for the year 2012-13 (3)	Products on Display (4)	HoD/Supervising Officer/Team (5)	Remarks (6)
1.	Delhi Book Fair	September 1-9, 2012	Books, publications, journals	OSD(Admn)/SM (SB)	Fairs from Sl. No. 1-5 may be developed for maximum participation. Leather fair (Delhi) to be developed as flagship, Kolkata & Chennai to develop.
2.	Stationery Fair,	September 1-9, 2012	Educational & office stationery, teaching aids	OSD(Admn)/M (BLM)	
3.	14th India International Security Expo	Oct. 17-20 2012	Security and safety equipment and systems including disaster management	GM(VS)/DGM (JGS)/M(PRS)	
4.	India International Leather Fair (IILF), Delhi	July 26-28 2012	Leather, leather products, , fashion accessories, machinery and equipment, chemicals	HOD(FS-II)/DGM(PCS), M(KK)	
5.	India International Trade Fair	Nov .14 - 27, 2013	Multi-products and multi-sector show	HOD(FS-II)/DGM(DS)	
6.	Energy -Tech	Feb 2013	Energy management, alternative/ sustainable energies and related equipments	GM(TIRP)/SM (RKM)	Fairs may be developed & relevant ministries/industry be involved
7.	Enviro -Tech	Feb 2013	Environment-friendly technologies & systems, waste water management etc.	GM(TIRP)/SM(HM)	
8.	Nakshatra	Feb 25-March 4 2012	Astrology, Vastu, healing therapies etc.	OSD(Admn)/DG M(VK)	
9.	Aahar International Food Fair	Mar. 2013	Food, processed food, hotel & restaurant equipment & supplies	HOD(FS-II)/DGM(JGS)	
10.	Arogya (2011), New Delhi	To be finalised	Ayurveda, Siddha, Unani, Homeopathy & Naturopathy systems of medicine, Yoga, etc.	HOD(FS-II)/DGM(DS)	To be developed afresh with help of Ministry of Health/ AYUSH and a D.O letter to be put up from CMD to Secretary (AYUSH)

11	SAARC Fair (If by rotation it comes to India)	March 2013	Multi product show	HOD(FS- II)/DGM(VSM)	
12.	Fair on Hospital & Medical Products	To be finalised	Services, products and equipments of medical sector	OSD(NB)/DGM (SK)/M(VV)	Ministry of Health to be associated***
13.	Furniture & Furnishing Fair	August/Septem ber 2013	Furniture & furnishing	GM(PCS)/SM (RC)/Official from Publicity Division	To be developed in light of single brand retail initiative, and domestic industry alongwith concerned Ministries, etc.
14.	Fair on Gems & Jewellery	August/Septem ber 2012	Jewellery, gems and precious stones	GM(AA)/M(HS)/	
15.	Kosmetica – A Khoobsurat Show	Tentative September 2012	Beauty related products, fragrances, equipment for wellness centres, spas, parlours etc.	HOD(FS-II)/ DGM(VSM)/ M(BR)	Maiden event
16.	Printpack				The concerned HoD/GM(PCS) to take up the issue of Printpack separately as per the decision.

- The order (Part-II) relating to activities in regional Centres and additional fairs are being worked out separately.
- Teams for each event may be prepared by the concerned HoDs from their own Division in addition to the approved names shown in Column 5. The team for the event would require ED's approval.
- The respective teams may initiate actions to get the halls booked through BD Cell for the coming two years and identify the dates so that the next Calendar of Events of ITPO could be published by end March 2012.
- All the events shall have the facility of e-filing of application forms and e-payment and will also maintain a specific website of the event. The ITPO's website shall also be updated from time to time by the respective teams.
- Space allocation will be made by a Committee duly approved by the Competent Authority and will follow the pattern of Aahar and IITF..
- Events to be monitored as per the activity chart prepared with target dates.
- Each event will have a Steering Committee comprising of select stake holders.
- Each event shall have co-associates/co-organisers from EPCs/State Chamber of Commerce/EPCs/local organizations etc.

- The Fair Officer/team nominated will be responsible for initiation, mobilization and successful execution of the event. The main functions and responsibilities of fair officer/Project In charge, are as follows:-
 - Formulation of Rentals/Budget proposal and obtain approval of competent authority
 - Marketing the fair including preparing of mobilization letter/Brochure highlighting benefits of participation through ITPO. Efforts to be made to involve EPCs/Commodity boards concerned, based on product profile.
 - Allocation/allotment of space to exhibitors as per the policy framework.
 - Preparation/finalization/Issuance of Budget and Remittance orders.
 - Submission of accounts and revenue statement to Finance Division within 30 days of conclusion of the activity.
 - Submission of files, completion report along with feedback from participants and other details (brochure, invitation cards, press releases, fair guide etc.) of the event to the respective Desk in Fair Services II Division within 2 months of the conclusion of the event.
 - Deal with matters related to RTI, Parliament Questions, Audit etc. for the respective event.
 - For feedback reports of the participants of select events an agency is appointed, the expenditure shall be included in the budget of the respective event.
- Each project team to make efforts to get sponsorships and market advertisement points/buntings/hanging/signages/flagpoles etc. for revenue generation

N. Ishaque
(Ms. Naseem Ishaque)
General Manager

To: All concerned

Copy for kind information to:

- 1) PS to CMD
- 2) PA to ED
- 3) SGM&FA/OSD(NB)/(Admin)/GM(AA)/GM(PCS)//GM(VS)
- 4) All RMs

DGM (VK)

DGM (YKS)

DGM (SK)

DGM (JD)

SM (HM)

NB

20/1/2021

Narendra Bhooshan
Officer on Special Duty