

145-ITPO(11)/BDD/2018  
**INDIA TRADE PROMOTION ORGANISATION**  
Business Development Division

May 08, 2018

May 14, 2018

**OFFICE ORDER/Admn./535/18**

**Subject : Creation of Single Point Contact (SPC) mechanism in Business Development Division (BDD) in ITPO for 3<sup>rd</sup> Party organizers.**

1. It has been noticed for some time now that the organizers of 3<sup>rd</sup> Party events at Pragati Maidan have to meet/contact numerous officers and staff in ITPO so as to secure various services required by them in terms of hosting the events. Consequently, they face a lot of inconvenience and difficulty. This needs to be addressed without delay. In other words, ITPO is required to provide quality, timely and efficient services to organizers of 3<sup>rd</sup> Party events to be held at Pragati Maidan. Therefore, there is an urgent need to set up a 'one face to the customer' point in Business Development Division (BDD). This special mechanism will be known as the Single Point Contact (SPC).
2. DGM along with Senior Manager level officer in BDD Division will hereinafter be the 'Single Point Contact (SPC)'. This means that third party organizers will only contact this point and need not go to anyone else in ITPO for various services required by them in terms of hosting the events. This single point in BDD Division will in turn deal with the levels or points at Senior Manager/Manager/Deputy Manager levels (to be specified by concerned GMs/HoDs) in their relevant services divisions and provide a single window services to third party organizers. In case the SPC point in BDD is unable to provide any of such services, DGM/Sr. Manager will immediately bring the issue to the notice of GM (BDD) who will at once speak to the GM of the concerned services division and sort out the issue then and there. And that if the issue still persists, GM(BDD) will immediately bring it to the notice of ED/CMD for resolution. The whole idea is to ensure that third party organizers are provided efficient, timely and totally hassle-free services. This special mechanism being created in BDD in ITPO will be in public domain and made known to third party organizers through ITPO's website and otherwise.
3. It will be the personal responsibility of GMs/HoDs to make sure that this arrangement functions without any glitches. They will also ensure that there is fullest cooperation and seriousness by all the officers and staff in their respective divisions in so far as the functioning of this mechanism is concerned. Any laxity by any officer/staff will be viewed very seriously and GMs/HoDs will be liable to be held personally accountable in this respect.

4. In parallel, continuous efforts will continue to be made to provide all services online.
5. This comes into immediate effect and issues with the approval of CMD, ITPO.



(S.R. Sahoo)  
GM(BDD)

**Copy to:-**

DGM(DP)

SM (SK)

All officers / officials in BDD

**Copy for information to:-**

PS to CMD 

PA to ED 

All HODs

Vigilance

ITPO Website.