



పట్టణ పేదరిక నిర్మూలన సంస్థ (ఆం.ప్ర)

MISSION FOR ELIMINATION OF POVERTY IN MUNICIPAL AREAS
Department of Municipal Administration & Urban Development, GoAP



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

To:
All the Project Directors,
The commissioner GVMC, VMC

Lr.Roc.No. 521 /LH Exhibition/ C, dated: .12.2018

Sir,

Sub: MEPMA – Regional SARAS – 2017 at Andhra University Engineering College Grounds , Visakhapatnam from 23rd December 2018 to 3rd January 2019– Participation of urban SHGs from all the Districts to facilitate marketing the products made by SHGs of urban areas – Requested – Regarding .

Ref:- Lr. No: 112/LH-NF/ SARAS/ 2018dated 15.11.2018 from CEO, SERP.

In the reference cited, the Chief Executive Officer ,SERP, AP, Vijayawada has informed that the SARAS – 2018 is to be organized from 23rd December 2018 to 3rd January 2019 at Andhra University Engineering college grounds, Visakhapatnam and MEPMA has decided to participate in SARAS for exhibition cum sale of SHG products .

In view of the above , the Commissioners, GVMC and VMC are requested to sponsor SHG members @ 25 each and all the Project Directors, MEPMA are requested to sponsor 20 SHG members from each district to participate in the Exhibition for marketing their products. 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 in their SLF/TLF meetings and identify the SHGs who have the own products.
- Priority to be given to SHGs who have not participated in the exhibition earlier.
- Priority to be given to the Senior SHGs (3rd ,4th ,5th 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.
- PD, MEPMA shall issue ID cards for the participants
- Participant SHGs shall reach Visakhapatnam by 22.12.2018 with their own transport to exhibit their products in the allotted stalls
- Participants can prepare their display Boards in flexi banners to display at their stalls containing of SHG name, place/town product name, promoted/supported by MEPMA etc;

The Commissioners of GVMC, VMC and Project Directors are requested to arrange to furnish the information in the following Proforma before 15.12.2018 ,to enable to finalize the selection process:-

Name of the District :

S. No	Name of the ULB	Name of the Participant	Name of the SHG	Date of formation of SHG	No.of Doses (amount)Bank linkage taken	Name of the product	Contact No
1							
2							
3							
4							

Yours faithfully,

K.V. Murthy
 Mission Director, MEPMA