



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: .12.2017

Sir,

Sub: MEPMA – Regional SARAS – 2017 at Andhra University Engineering College Grounds , Visakhapatnam from 22nd December 2017 to 3rd January 2018 – 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/VSKP/ 2017dated 6.11.2017.

In the reference cited, the Chief Executive Officer ,SERP, AP, Vijayawada has informed that the SARAS – 2017 is to be organized from 22nd December 2017 to 3rd January 2018 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 @ 20 each and all the Project Directors ,MEPMA are requested to sponsor 15 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 21.12.2017 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 15.12.2017 ,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,


Mission Director, MEPMA

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