

Department of Consumer Affairs operate following schemes/Guidelines:

C) GUIDELINES FOR PARTICIPATION IN FAIRS/FESTIVALS/EVENTS

Department of Consumer Affairs participates in various fairs/festivals/events with the following objectives:-

- i. To organize, co-sponsor, participate in All-India level seminars, exhibitions, fairs and festivals to create awareness about various schemes and programmes of the Department.
 - ii. To disseminate information related to consumer awareness amongst the consumers of the country specially the consumers in rural and backward areas
 - iii. To guide the consumers of the ways to redress their grievances, etc
2. The Department of Consumer Affairs has been supporting and is committed to support important Exhibitions and events being organized in the country. The maximum financial support for such events would not exceed Rs. 30.00 lakhs and the quantum of such support and form of support would be decided by the Department of Consumer Affairs on a case to case basis considering the deliverables. In case the organizers or co-organizers are State Governments, the support in the form of grant would be provided to the State Governments. In other cases, the support may be given to the organizers. Such special events organized at the national level provide a large and effective platform for achieving widespread exposure and reach amongst a large target audience and receive widespread media coverage as well, thereby enhancing the profile of the event.
3. With a view to extend financial support to such events, it has been decided to place a mechanism as given below which will assess the potential to generate consumer awareness within the country. The total amount of financial support will however, not exceed 50 % of the total cost of the event.

(i) For financial support up to a maximum ceiling of Rs 10 lakhs

The assessment of the proposal would be done by the Joint Secretary handling the work of Publicity division

(ii) For financial support beyond Rs 10 lakhs and for proposals received directly and not in response to Expressions of Interest invited by the Ministry

In certain exceptional cases, where an event organized at the National level has exceptional merit in terms of scale, profile and importance, the exposure and reach offered: and it is felt that association with the event would benefit the “Jago Grahak Jago” campaign of the Department, but where the financial implications are more than Rs 15 lakhs and where proposals for financial support are received directly and not in response to Expressions of Interest invited by Department of Consumer Affairs, the proposals would be examined by a Constituted Committee, comprising the following officials:-

- i. Joint Secretary(Publicity) - Chairman

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| ii. Director(Publicity) | - Member |
| iii. Director(IFD) | - Member |
| iv. Director(BIS) | - Member |
- (iii) The Terms of Reference for the Committee would be to make recommendations based on an assessment of:-
- The potential of the event to promote tourism to/within the country.
 - The profile of the event, the target audience, the exposure/reach offered and the deliverables that would be provided.
 - The Superior/Constituted committee will indicate cost against each deliverable from the total amount recommended for financial support for a particular event. A minimum penalty of 25% and a maximum of 100% will be deducted from the amount indicated against each deliverable in case the deliverable is not realized as stipulated in the work order.
- (iv) Thereafter the proposal will be submitted for required concurrence/approval in the Ministry as per existing procedures, based on recommendations of the Constituted Committee.
4. Publicity division of Department of Consumer Affairs will initially examine the proposal seeking financial support more than Rs. 15.00 lakhs received and list out details and profile of the events, profile of the organizers, the total estimated cost of the event, other sponsors for the events, support requested for from the Department of Consumer Affairs and the deliverables offered. Any clarifications/additional documents required would be called for by Publicity division. The meeting of the Specially Constituted Committees (as listed in para 3 above) to assess and make recommendations on the proposals, would be convened within 3 days after submission of the details of the proposal by the Publicity division.
- 5. Events organized by the Government of India/State Governments/Corporations/Central PSUs/UTs:**
- (i) The following procedure will be followed for processing the proposals received:
- (a) Publicity division would examine the proposal received and list out details of the events, profile of the organizers, the support requested from the Department of Consumer Affairs and the deliverables offered. Any additional information/documents required would be obtained from the organizers.
 - (b) A meeting of the Constituted Committee would be convened within 3 days after submission of details of proposal by Publicity division to the Committee.
 - (c) The proposal would be examined by the Constituted Committee based on the quantum of support requested for, for assessment and recommendations.
 - (d) Thereafter the proposal would be submitted for required concurrence/approval in the Department as per existing procedures, based on the recommendations of the Committee.

Event organized by Private Sector for which requests are received directly and not in response to Expressions of Interest (EOI) advertisements issued:

In the case of major international events hosted in India where receiving proposals through the EOI route may not be feasible, proposals received directly would be considered by the Constituted Committee as at para 3 (ii) of these Guidelines, keeping in view requirements specified in the EOI document issued by the Department.

After the detailed proposal is submitted by Publicity division to the Committee, a meeting of the constituted Committee would be within 3 days for making recommendations on the proposal. Thereafter the proposal would be submitted for required concurrence/approval in the Department as per existing procedures, based on recommendations of the Constituted Committee.

Procedure for participation in fairs/festivals throughout the country:

- Participation of the Ministry on its own in the rural fairs and festivals of the country, specially where large number of people from rural and backward areas congregate may be done through its own officers/resources or through engagement of Event Management Agency/industry bodies selected, after following due procedure. If needed EOIs may be floated to select agency for fabrication of stalls at the fair/festival.
- If an agency is selected to represent DoCA, it should be mandatory for the agency to furnish an audited Income Expenditure Statement for the event.
- The selected agency shall submit a post event report along with the photographs, visitors books and visiting cards and invoice/bill.
- After receipt of these documents etc and on the basis of the report submitted by the representative of the Ministry, their payment will be released in one installment.
- Any of the associated body of the Department may be entrusted to participate in the fair/festival on behalf of the Department.
- In case, the location of the fair/festival is far away from any such fair/festival, State Governments may be requested to help the Department in taking space, shortlisting vendors, etc.
- The Department will decide the tentative fairs and festivals wherein Department can participate before the starting of the financial year.

Deliverables: The financial support for such events shall be provided against pre-identified deliverables in the form of branding, promotion and marketing opportunities for the Department of Consumer Affairs.

Payment Terms: Payment will be released only after the Event on submission of an invoice along with the following documents:

- (i) Statement of deliverables provided, along with supporting documents, photographs, CDs etc. as proof of deliverables provided.
- (ii) Statement of Expenditure and Income relating to the Event, duly verified by the Chartered Accountant or an equivalent authority, as may be required.
- (iii) A report on the Event and its outcome.

General Terms and Conditions:

- (i) Proposals for financial support should include complete details and profile of the event, an audience profile, expected expenditure (with the break-up under broad components of expenditure), names of other sponsors/sponsorship details, details and antecedents of the organisers and agencies involved in organizing the event, and any other relevant information pertaining to the event.
- (ii) All proposals for financial assistance should be received in the Department well in advance. No proposal under these guidelines will be considered for ex-post facto approval.

Financial support under these guidelines cannot be sought as a matter of right. This same would be provided, subject to availability of funds and relevance of the event. The Department of Consumer Affairs reserves the right to reject any proposal without assigning any reasons there of.