

Subject : Participation in National Exhibition (DIVYA KALA MELA) at India Gate (road leading to KG Marg/Shahjahan Road, near statue of Netaji Subhash Chandra Bose) scheduled to be held during first week of December 2022 (2nd -6th December 2022) – reg.

Sir/Madam,

National Handicapped Finance and Development Corporation (NHFDC) is a CPSE under Administrative control of Dept. of Empowerment of Persons with Disabilities (Divyangjan) [DEPwD], Ministry of Social Justice & Empowerment, GoI incorporated u/s 25 of Companies Act, 1956 (now section 8 under companies Act, 2013). It provides concessional loans to persons with disabilities for setting up/augmenting the self-employment ventures and for higher studies. In addition, Corporation provides skill training to PwDs under DEPwD scheme.

2. In order to provide a bigger platform to showcase and market the products/services offered by the PwDs, DEPwD is supporting the national exhibition- Divya Kala Mela – an Exhibition-cum-Fair to exhibit/sale of products made by Persons with Disabilities (PwDs) from 2-6th December, 2022 at India Gate (road leading to KG Marg/Shahjahan Road, near statue of Netaji Subhash Chandra Bose), New Delhi.

Venue/Place of Exhibition	India Gate (road leading to KG Marg, near statue of Netaji Subhash Chandra Bose), New Delhi
Date	2-6 December, 2022
No. of stalls available	100
Cost of Stall	Free of cost to PwDs and Organizations working for PwDs.
Sales of the Product	It will be pleasant weather in Delhi. Further, the venue due to its historical importance attracts lot of visitors making it suitable for showcasing the potential of products and marketing. The corporation will also advertise the events through Newspapers, Social Media and invites etc. Further, daily cultural events are planned for attracting people in the fair.
Business Meets	NHFDC will also be arranging business meets for the participating organization during the event for bulk sales orders. It will also give opportunity for guidance in product development.
Other Benefits	Some financial assistance to cover part travelling cost/daily expenditure shall be extended to eligible PwDs/ Artisans/ artists / entrepreneurs. Support in boarding and lodging will also be extended to

	outside participants.
Awards/Recognition	The participating Entrepreneur/ Organization will be judged on set parameters for consideration for following categories of award - best displayed stall, best sales, innovative products etc. The selected ones will be receiving Trophies and cash reward from the dignitaries.
Taking Over of Stalls	The stalls will be allotted one day advance for smooth setting up of stalls before inaugural.

3. As you and/or your esteemed organization is successfully working for the empowerment of PwDs and has developed good marketable products made by the PwDs, the Grand Exhibition will be the right platform to showcase the work done by your organization and market the products made by the PwDs.

4. Since the time is short, it is requested to kindly send your confirmation to participate in Exhibition-cum-Fair in the **enclosed format along with the certificate**. Your confirmation may be sent to NHFDC (via email) alongwith above details for participation in the above Grand Exhibition at New Delhi from 2nd-6th December, 2022.

5. Kindly confirm your interest for participation by return e-mail at Email: nhfdcexhibition@gmail.com

6. In case of any query you may contact the following:

- i) Dr. Vineet Rana, General Manager (P&A) 011-45803730, Extn. 216
- ii) Sh. Arun Kumar, Chief Manager : 011- 45803730, Extn. 243
(Mobile/Whatsapp-7289882761)
- iii) Mrs. Poonam Grover, Assistant Manager
- iv) Ms. Aditi Chaudhary, Executive
Office No. 45803730, Extn. 230 & 231

7. Kindly note that the stalls are limited and hence your participation **must reach by 20.11.2022 positively through e mail along with the format, write-up on your products and few photographs of the products**. Further, we wish to clarify that we have not authorized any organization/person for allotment of stalls in the above exhibition.

Yours sincerely,

(Dr. Vineet Rana)
General Manager (P&A)

Encl : as above.

NATIONAL HANDICAPPED FINANCE AND DEVELOPMENT CORPORATION

**Unit No. 11&12, F-79 & 80, Ground Floor, DLF Prime Tower
Okhla Phase-I, New Delhi – 1100020**

PARTICIPATION FORM

Name of the organization :

Name of the participating PwD/Organisation :

Address :

Contact person :

Phone/mobile/email :

S.No.	Product detail/ description	Approx cost per piece	Quantity proposed to be displayed in exhibition	Potential of Sale

- Enclosure :
1. Brief Write-up of the participating organization/participants
 2. Write up on the products to be displayed
 3. Photographs

CERTIFICATE

This is to certify that the products proposed to be displayed and sold in Divya Kala Mela- Exhibition-cum-Fair at India Gate (road leading to KG Marg/Shahjahan Road, near statue of Netaji Subhash Chandra Bose) from 1-7th December, 2022 are made with the participation of the Persons with Disabilities. The products are safe for use and no child labour is involved in the production process.

Authorized signatory

Name of the Organization : _____

Phone : _____

Email : _____