

COTTAGE AND SMALL INDUSTRIES FAIR GUIDELINE 2018

1. Introduction

Access to market is a critical determinant of success for Cottage and Small Industries (CSIs) development. Much of CSIs access to both domestic and international market is dependent on quality and extent of linkages industries have with their clients. Thus, the Department will organize an annual dedicated CSI Fair to support our entrepreneurs in introducing locally produced products and innovative services to the consumers. The stall may be provided free of cost to all the participants.

2. Objective

- To introduce new and locally produced products
- To promote creative and innovative services
- To promote and market the locally produced products
- To encourage inter-business linkages and networking
- To inculcate the culture of entrepreneurship
- To exchange business related information and ideas

3. Event Management

The establishment of the entire required infrastructure for the fair such as stall and other necessary utility services shall be outsourced to a local event management firm. The firm shall be selected based on a competitive bidding process as per the existing rules and regulations of the Royal Government of Bhutan.

3.1 Infrastructure and services to be provided by the Event Management Firm:

- Stalls (structure, flooring, carpet, light point, table, chair, name fascia with stall number, fan and heaters)
- Stage with carpet (if required)
- VIP tent and required accessories (such as podium, "thokey", "marchang set", etc.) for opening and closing events
- Sound system with microphone
- Traditional Bhutanese gate
- One toilet for every 12 stalls
- Professional security service
- Water and power supply connection
- Dustbin for every stall
- Cleaning services
- Use of proper and appropriate stall materials
- Kitchen provision/space for every restaurant
- Event banner
- Event management services round the clock

4. Responsibilities of Participants

- Price list to be displayed on each item on display

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- Punctuality in opening and closing of the stall
- Equipment / furniture / stalls provided to be properly taken care off
- Good customer service
- Decorum to be maintained
- Cleanliness in and around the stall
- Wear national dress at all times during the fair
- Professional display of the products
- Display of banner / printouts / brochure by the participants to include information on products, process, origin, use of raw materials and the contact details.

5. Responsibilities of the Department

5.1 Formation of Working Committee

Prior to the fair, the Department shall constitute a working committee who shall carry out the following assignment:

- i) Advertise in media for inviting interested participants
- ii) Selection of Participants
- iii) Necessary preparatory work
- iv) Seek necessary clearance and approval from various agencies such as Department of Trade, lease of space from Thromde or Dzongkhag authorities, BAFRA, RBP etc.
- v) Supervise the works outsourced to the Event Management
- vi) Monitor the event period
- vii) Ensure smooth conduct of the fair and
- viii) Promote the event through media

5.2 Selection of participants

The working group committee shall select the participants based on the following criteria but not limited to:

- Locally produced CSI products and services
- Regional/Dzongkhag representation
- Women and youth representation
- New and innovative products and services

In case of excess stall, it may be allotted to medium scale industries

6. Duration of the fair

The duration of the fair shall not be more than 5 days.

7. Validation

This Guideline shall be reviewed as and when felt necessary by the Department.




