



Indian Council of Agricultural Research
Krishi Bhawan, New Delhi

File No.3(22) 2015-PR

Dated 4th July, 2016

OFFICE ORDER

Subject: Constitution of Committee to Consider Participation of ICAR in Exhibitions and *Kisan Melas* etc.

The Council regularly participate in various exhibitions which are organized by the Govt. departments, prestigious associations, etc at various places. The participation in exhibitions are meant to showcase the capacity, competence and strength of the Council for image-building, improving the visibility, help in promoting commercialisation of technologies developed by Council and its institutes.

It has been decided by the Competent Authority that the following Committee shall be constituted comprising of the following officials to consider and monitor the participation of ICAR in exhibitions and Kisan Melas, etc.:

- I) **Committee for Regional level exhibitions**
Chairman: Project Director, DKMA
Member: Assistant Director General (PIM)
Member: Deputy Secretary (GAC)
Member: Under Secretary (DKMA)
Member: Business Manager, ICAR
Member Secretary: CP&PRO, ICAR

- II) **Committee for National/International and Special Events:**
Chairman: Deputy Director General (Ag.Extn.)
Member: Assistant Director General (TC)
Member: Assistant Director General (PIM)
Member: Assistant Director General (Ag.Extn.)
Member: Director (Finance)
Member: Addl. Commissioner (Extn.), DAC&FW
Member Secretary: Project Director, DKMA

The above committee will be treated as a **rolling committee**. In case the exhibition/event is having a specific theme, then in such case the committee will be chaired by DDG from the respective SMD. The Committees will work on the basis of guidelines and checklist developed for this purpose.

This issues with the approval of Competent Authority.


(Anil K Sharma)
CP&PRO

Copy for information to:

1. All DDGs / ADGs, ICAR
2. Director (Finance), ICAR
3. Addl. Commissioner, DACFW, KB
4. Business Manager, DKMA
5. Sr. PPS to Secretary (DARE) & DG (ICAR)
6. PPS to Addl. Secretary (DARE) & Secy (ICAR)
7. PS to Addl. Secretary & FA (DARE/ICAR)
8. PS to PD, DKMA



Indian Council of Agricultural Research


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Subject: Guideline for Participation of ICAR in Exhibitions and *Kisan Melas* etc.

The guideline for participation of Indian Council of Agricultural Research in exhibitions and *Kisan Melas*, etc, approved by the Competent Authority is attached herewith for information. The guideline is also available on the ICAR's Website (www.icar.org.in).


(ANIL K Sharma)
CP&PRO

Encl: As above

Copy for information to:

1. All DDGs / ADGs, ICAR
2. Director (Finance), ICAR
3. Addl. Commissioner, DACFW, KB
4. Business Manager, DKMA
5. Sr. PPS to Secretary (DARE) & DG (ICAR)
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Guideline for Participation in Exhibitions, *Kisan Melas* and Agriculture Fairs etc.

1. The exhibitions may be dealt under two categories only:
 - a. Regional Exhibitions, involving maximum expenditure up to Rs. 9.5 lakhs
 - b. National/International and Special Events, involving total expenditure above Rs. 9.5 lakhs.

(The expenses will include rental charges for space, fabrication work in the pavilion, designing and printing of posters, arranging specific models or live material, transport and other miscellaneous items.)

2. The Committees will work on the basis of guidelines and checklist developed for this purpose. The Check List is appended separately as Annexure -2.

III) Committee for Regional level exhibitions will comprise of the following:

Chairman: Project Director, DKMA
 Member: Assistant Director General (PIM)
 Member: Deputy Secretary (GAC)
 Member: Under Secretary (DKMA)
 Member: Business Manager, ICAR
 Member Secretary: CP&PRO, ICAR

IV) Committee for National/International and Special Events:

Chairman: Deputy Director General (Ag.Extn.)
 Member: Assistant Director General (TC)
 Member: Assistant Director General (PIM)
 Member: Assistant Director General (Ag.Extn.)
 Member: Director (Finance)
 Member: Addl. Commissioner (Extn.), DAC&FW
 Member Secretary: Project Director, DKMA

The above committee will be treated as a **rolling committee**. In case the exhibition/event is having a specific theme, then in such case the committee will be chaired by DDG from the respective SMD.

The format of **Check List** has been designed and is attached herewith separately. The details are to be filled up in the check list by the exhibitors/organisers of the event for evaluation by the Committee.

3. The theme of the exhibition should be in tune with the mandate of ICAR i.e. related to spread of agricultural technologies (including animal sciences, fisheries, agricultural engineering and other allied sectors), good practices, farm inputs, farm tools and machinery, contingency plans, marketing of farm produce, farmers welfare etc.
4. Priority is to be given to exhibitions organised by different ministries and govt. departments or reputed societies being supported by the government.

5. If the event is organised by NGO or private sector, the organiser should have a good background in this area as depicted by the record of events organised and activities carried out in the past.
6. Profiles of other exhibitors likely to participate in the exhibition may also be considered or have participated on previous events organised by the exhibitors.
7. Expected total footfall and profile of visitors/audience may be considered.
8. The date and venue of the exhibition should be considered in view of access, feasibility for the Council and clash with other activities/events of the Council.
9. The infrastructure and facilities being provided by the exhibitor have to be defined and considered by the committee.
10. Rates quoted for rental charges of space should be reasonable and as per prevailing norms.
11. Sufficiency of funds for the particular exhibition.
12. Contract for designing the pavilion, developing the posters, display materials, exhibits, and other related expenditure will be incurred after following the provisions of GFR and orders/guidelines issued by ICAR/GOI from time to time.
13. Events incurring expenditure of 10.0 lakhs or more will be referred to the Dept of expenditure for seeking approval of the Secretary (Expenditure) as per MOF OM. dated 31 May 2010.
14. Expected outcome of participation must be considered in terms of value addition to our efforts related to showcasing and improvement in the visibility and image building of ICAR.

CHECK LIST
(PARTICIPATION OF COUNCIL IN EXHIBITIONS)

Title of the Exhibition	
Regional/National/International	
Date and venue	
Address of Organiser with contact number and email id	
Supported by	
Referred by any Ministry/Govt agency etc.	

Other Details (To be filled in by the organiser)

S No	Details	Remarks
1	Does the theme have a distinct relevance to the ICAR mandate?	
2	Who will inaugurate the exhibition?	
3	Are date and venue suitable and convenient, any other event being held during the same period?	
4	What is the professional standing and track record of the proposing body/organizer?	
5	Last 3 years' annual turnover (please attach supporting document)	
6	Has the proposing body organized any such event in the past? If yes, then no. of events organized	
7	List of participating agencies in each event	
8	What type of infrastructure for display will be provided by organizer?	
9	Undertaking that the organising agency/NGO is not blacklisted by Central/State Govt. agencies, is submitted or not?	

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10	Total estimated area for display/ no. of stalls to be booked and likely expenditure?	
11	Is rate quoted by body justified in relation to the brand value, venue, infrastructure and facilities offered?	
12	If there is any special discount for ICAR or Government agencies?	
13	Suggested area for display space	
14	If sufficient fund is available?	
15	Expected outcome through participation of Council in the exhibition and does it aim at tackling national, regional or global issues?	
	Approval/Decision of the committee* (To be signed by members and Chairman of the committee)	

- Column 10 -15 are for office use and not to be filled up by the organiser
- All the applications which are complete will be processed on file by the PR Unit of ICAR.
- Event/exhibition which do not satisfy the conditions or are incomplete will not be considered.
- A list of such applications will however, be put up to the Committee for information.
- The Director-General, Indian Council of Agricultural Research will have the power to relax any of the conditions mentioned above, for reasons to be recorded in writing.