

A Brief Proposal on

CHITWAN MAHOTSAV-2081

The Pride of Chitwan.



Venue: Exhibition Ground, Narayani River Bank, Narayangarh, Chitwan

Date: Poush 25 to Magh 10, 2081 (9 Jan to 23 Jan, 2025)

Organized by: Chamber of Commerce and Industry-Chitwan



CHITWAN MAHOTSAV-2081

Background

Chitwan, a district nestled in the heart of Nepal, boasts abundant natural biodiversity, with its lush landscapes teeming with diverse flora and fauna. Situated in the southwestern part of Bagmati Province, with Bharatpur as its bustling district headquarters, Chitwan serves as a hub for commerce, education, healthcare, and transportation in central south Nepal. Over the years, it has emerged as a thriving center for various industries, notably the poultry sector, which now caters to over 60% of the country's poultry needs. Alongside agriculture, Chitwan has witnessed rapid growth in healthcare and education facilities, making it an attractive destination for students seeking higher studies.

Moreover, the district's strategic central location, moderate climate, and affordable living costs have made it a preferred choice for students from across Nepal. Traditional wholesale and retail businesses, tourism, and manufacturing industries have also flourished in Chitwan, contributing to its economic vitality. In recent years, the region has seen a rise in agro-based products, further diversifying its economic landscape. While Chitwan's prosperity is evident through its industrialization and preservation of tradition and culture, there's now a concerted effort to capitalize on this momentum and foster economic growth. The focus has shifted from navigating through the challenges posed by the pandemic to embracing a future of prosperity and economic expansion.

In course of promoting the Nepali business and aiming to assist in reviving the cove especially Nepalese products to the entire competitive business environment, some of the promotional activities are to be inevitably carried out. Amongst many other approaches and techniques trade fair, exhibition and festivals are most popular and effective tools to enhance and boosting the Nepalese business. Keeping this idea in mind Chamber of Commerce & Industry - Chitwan has been organizing trade fair, exhibition since last 28 years commencing from **2053 B.S.** Altogether 14 Festivals (including regional, national level) have been successfully organized and eventually helped in the promotion of not only the local business but also facilitated in the national economy of the nation.

In course of giving continuity in such activity and aiming to assist in reviving the COVID-19 affected and recession stricken economy CCIC is going to organize a festival entitled as **Chitwan Mahotsav -2081** as it's 15th Edition tentatively from **25th Paush to 10th Magh 2081** (i.e. 9 to 23 January 2025) at Narayani exhibition ground, Narayani river bank, Chitwan. Especially we are focusing on tourism and the exportable Nepalese products based on agriculture, handicraft, floriculture, apiculture, poultry, and products of medium and large scale industries as well. More than 5 hundred exhibitors will be participating in the program and five hundred thousand visitors will

observe the carnival. On the occasion national & International level seminars, workshop and business matchmaking will also be organized. The event will be the venue for exchanging not only the goods and services but also the culture, sentiments and relationship build up with the business people of Nepal and neighboring countries like Indian, China, Bhutan and Bangladesh. Beside these many more recreational and adventures events will be the extra concentration of the event.

Chitwan Mahotsav, the biannual event has played a key role in protecting and enhancing the economic activities of Chitwan district and inspired the local entrepreneurs to put forth their best in a grand display of their skills, entrepreneurship and competence. The Mahotsav is an essence of mutual cooperation between local organizations and authorities, breeding understanding as well as a unity of purpose in Chitwan's development. This type of act has become one of the best examples of Public Private Partnership Program nationally and internationally as well. Past experience shows that this extraordinary event has bred a sense of identification, nationalism and belonging here, thereby encouraging an impressive display of the diversity in flora and fauna, technology, culture, people, tradition, skills; fostering a faith that we will all prosper and live a better life by sustaining a healthy growth in trade and entrepreneurship within the district.

On the other hand multiple sectors, economic growth slammed by more than two years' long pandemic and lock down. It has hit Nepal's tourism, entertainment, and transport sectors hard, slamming projected economic growth and pushing three in every five people working in small or micro enterprises out of jobs. Industrialists, Corporate houses, Importers, exporter, farmers and professionals have gone profoundly pessimistic. At this moment a broad, fast and dynamic action is to be carried to reconcile the current economic scenario. On behalf of private sector, the event (Chitwan Mahotsav) will be a tool to spray the ray of hope in the entire Nepalese economy. As the tourism is the severely hit sector by the pandemic and expecting for the resilient tourism the event is expected to be more meaningful and crucial.

In this context, Chamber of Commerce and Industry-Chitwan is going to organize this event in the Narayani River Exhibition Ground. This event is scheduled to run a ten days from the 25th of Poush to 10th Magh 2081 (9th-23th January, 2025). This event will be an opportunity to the all stakeholders of business sector for fostering their markets and professionalism along with the conservation and promotion of locally practiced culture and tradition.

The Chitwan Mahotsav has historically played a pivotal role in boosting the economic activities of the district, empowering local entrepreneurs, and fostering a sense of unity and purpose in its development journey. As Nepal looks to rebound from the economic setbacks caused by the pandemic, events like the Chitwan Mahotsav serve as beacons of hope, signaling a renewed commitment to economic prosperity and resilience. In collaboration with the private sector, this event aims to invigorate the Nepalese economy and pave the way for a brighter future, where trade,

entrepreneurship, and cultural heritage thrive hand in hand.

For the same purpose this proposal has been prepared and presented.

Main Objectives of Chitwan Mahotsav - 2081

1. Assist in the economic recovery of the nation.
2. Foster rapid growth and development of economic activities within the district.
3. Create an environment for investment opportunity in the region.
4. Promote the tourism industry in this region.
5. Promote agriculture and related enterprises within the district.
6. Promote Information and Communication Technology (ICT) adoption in the district.
7. Introduce innovative technology.
8. Create a platform for business matchmaking.
9. Promote and preserve the religions, languages, literature, arts, and cultures within the district.
10. Assist Chitwan in declaring one of the best destinations of the country.
11. Encourage sustainable and environmentally friendly business practices.
12. Showcase the cultural diversity and heritage of Chitwan through various events and exhibitions.
13. Promote women entrepreneurship and empowerment initiatives.
14. Foster international trade relations and explore export opportunities for local products.
15. Provide a platform for startups and small businesses to showcase their innovations and products.
16. Enhance infrastructure development to support economic growth and investment.
17. Promote inclusive growth by ensuring participation from all sections of society, including marginalized communities.
18. Conduct skill development workshops and training programs to enhance the employability of local youth.
19. Support the development of eco-tourism initiatives to preserve natural resources and biodiversity.
20. Foster cross-border collaborations with neighboring countries for mutual economic benefits.
21. Facilitate job creation and employment opportunities within the district.
22. Establish linkages with international organizations and development agencies for technical assistance and support.

23. Advocate for policy reforms and regulatory measures to create a conducive business environment.
24. Conduct awareness campaigns on entrepreneurship, financial literacy, and business management skills.

Theme/ Slogan: Vibrant Chitwan (on the theme of Tourism and Agriculture)

Major Events

Let's immerse ourselves in the tapestry of events unfolding at the Chitwan Mahotsav, where the Chamber of Commerce & Industry-Chitwan has artfully woven together the four developmental cornerstones: Agriculture, Tourism, Health, and Education, forming the very fabric of district development. With Tourism taking center stage as the festival's overarching theme, a kaleidoscope of activities awaits. From immersive agricultural showcases to captivating educational seminars, from rejuvenating health expos to vibrant cultural displays, the Mahotsav promises a symphony of experiences that celebrate the essence of Chitwan's progress and potential. Step into a world where each event is a brushstroke, painting a picture of prosperity and growth in every sector, all under the vibrant banner of the Chitwan Mahotsav.

Trade Fairs:

The Mahotsav has a magical touch that transforms the entire metropolitan area into a vibrant carnival ground. Families feel drawn to the festivities, compelled to immerse themselves in the joyous atmosphere and indulge in spontaneous spending. This enthusiasm fuels a healthy competition among traders, each vying to present their finest offerings at the most competitive prices. It's no wonder that visiting the Mahotsav and securing deals on appliances has become a cherished tradition for the residents of Chitwan and its surrounding areas. What's more, many eagerly anticipate the event to align with their shopping schedules, ensuring a wide array of goods on display, making the Mahotsav a shopper's paradise. It's little surprise that stalls thrive and flourish amidst the bustling energy of the Mahotsav, as eager patrons flock to explore the diverse offerings and seize upon irresistible deals.

Promotion of Tourism Industry

Tourism takes center stage at this Mahotsav, with a primary objective of showcasing Chitwan as a premier tourist destination within Nepal. Visitors to the festivities will be immersed in a wealth of information highlighting Chitwan's natural splendor, its rich historical sites, sacred places, and serene shrines. Prospective entrepreneurs will find inspiration amidst displays showcasing potential

activities and attractions for both domestic and international tourists. Adding to the allure of the festival are elephant rides to Bees Hazari Taal and the tranquil waters of the Narayani River for boating or rafting adventures. Local visitors can also take advantage of discounted accommodations and dining options at popular tourist establishments in town.

Moreover, we are keen on promoting a variety of aquatic sports such as rafting, kayaking, and jet boat rides. An interactive orientation program on tourism development is also in the works, offering valuable insights and networking opportunities for stakeholders. Throughout the Mahotsav, maps, brochures, and documentaries will be available to provide visitors with comprehensive information. Additionally, the event grounds will feature captivating displays including statues, wildlife replicas, and scenic depictions of tourism hotspots. As a special highlight, this year's festivities will include the management and promotion of a thrilling Zeep Line experience across the Narayani River, promising unforgettable adventures for all.

Agro Industry Promotion

A pivotal element of this Mahotsav is the Krishi Mela, a dedicated showcase of agricultural prowess, agro-industrial innovations, livestock advancements, and a glimpse into the future of district agriculture. Within a grand Agro Pavilion, visitors will be treated to a comprehensive display of agricultural excellence.

The burgeoning poultry and dairy sectors will be prominently featured, showcasing the remarkable progress achieved thus far and introducing visitors to the latest techniques and breeds. With vegetable farming emerging as a lucrative cash crop in Chitwan, visitors can expect to gain valuable insights into hybrid seeds, pesticides, and modern farming and irrigation methods.

Moreover, agro products from local, national, and multinational industries will be proudly exhibited, underscoring the diversity and quality of agricultural offerings. To further encourage agricultural enterprises, a competitive agro exhibition will be held, reflecting the evolving tradition of showcasing agricultural achievements at every Mahotsav in Chitwan. Similarly, on the occasion around 30 stalls will be provided to the farmers around Chitwan, Nawalparasi, Tanahun and Makawanpur a competitive agro exhibitions will be organized and 100 of farmers will be awarded.

Promotion of Nepal Made commodities.

In pursuit of diminishing imports and amplifying exports of Nepalese goods, this year's Mahotsav will feature dedicated "Made in Nepal" and "Made in Chitwan" Pavilions. Over the course of the 10-

day event, a diverse array of products from both Nepal and Chitwan will be showcased and actively promoted.

Promotion of Small and Medium Sized industry

During the period the products of Small and Medium sized industry will be displayed and promoted. On the other hand this year, a separate pavilion for the exhibition of machinery that are required for the Small and Medium size industry will be managed. It is expected that the visitors who are unemployed and are the returnee migrant will be benefitted from it. The availability of Machinery with small investment will lead the unemployed towards entrepreneurship and self-employment.

Conferences on diverse Issues:

The Mahotsav is also an excellent venue for conferring the burning issues and potentialities in varied sectors. With so many serious visitors and exhibitors alike, all of whom are deemed experts in their respective fields, meetings, seminars and conferences will be held on popular and urgent policy issues. Such meetings may capitalize on the wide variety of participants that will be available. The excellent conferencing facilities available with Chamber of Commerce and Industry-Chitwan will be an added advantage. National level conferences on tourism, agriculture, health, education will be organized.

Cultural Show/Program:

Chitwan district has been considered as miscellany of culture, tradition, dresses, foods where people from a diverse background display genuine communal harmony. Chitwan has become a separate entity that mingles the varied of culture comprising from east to the western part of Nepal. The mixed settlement with synchronization of cultural and traditional values is other additional value of the district. One may also sit back and enjoy the Tamang Selo, the Tharu Jhoomari, the Darai Stick Dance, the Gurung Chudka, the Newar Rajmati and the Brahmin Sajinis or swing to the rhythm of the young and energetic local bands. One may find himself lost amidst the romantic pairs crooning duet songs or experience a bumpy creaky ride on a 'rote ping' (medieval ferries wheel). Local artists will be proudly displaying their innings and aspiring along with established poets will be evaluating to share in their ethereal recitals. During the event national level bands and artists will be bestowing their performance amid huge mass.

Promotion of Handicraft

Many business houses especially women entrepreneurs have also been involved in manufacturing products related to handicraft. Handmade lokta sheet paper, paper bags, greeting cards, bamboo products, photo albums and frames, baby products are some of the handicrafts which will be available for sale in the Mahotsav. It will be a privilege for the handicraft industry to showcase their products to a large number of audiences visiting the Mahotsav.

Promotion of Apiculture and Floriculture

Chitwan is emerging as the main spot of apiculture and floriculture. With the dynamic modulation in agricultural diversification both profession have been making a significant space in Honey production and flowering. To the appearing entrepreneurs both occupations seem to have more striking career in Chitwan. Encouraging the existing and luring the budding entrepreneurs will be the next attempt during the festive. Two separate pavilions will be maintained to expose out. That exhibition will be of worthy visiting during the event period.

Promotion of Women Entrepreneurship

Chitwan stands as a fertile ground for entrepreneurship, with a notable rise in women entrepreneurs playing an integral role in business and industrial growth. Recognizing this significant contribution, the upcoming event will feature a dedicated pavilion spotlighting women entrepreneurship, providing them with a platform for promotion and recognition.

Food Festival:

On the occasion of Chitwan Mahotsav 2081 food festival will be of venue of next attraction. To make the Mahotsav more pleasant and mesmerizing, the food festival will be organized as it has also been a trend of Mahotsav . Indigenous food such as Chatamari, Bara, Yomari; various meat items of traditional Newari community and locally produced agriculture products like laven, locally produced flavored milk, ice-creams, local fast food typed foods etc will be served during the festival. A separate committee will be formed to manage sound system, electricity, water, traffic, food safety and hygiene, and cultural program during the food festival. A concert will also be organized and food belonging to different ethnic community will be put for sale to a wide number of visitors. The food festival will be a good occasion for people to eat, drink, interact and take a break away from the busy work life. Its been a spectacular occurrence within the entire festival duration in the past and has been expected to the same in this happening Chitwan Mahotsav 2081 too.

Major Attraction of the event

1. Over 500 exhibitors.
2. About Five hundred thousand visitors are expected.
3. Exhibitors/visitors from all over the country and from neighboring countries will be participating.
4. Massive publicity and sale of indigenous and foreign products.
5. Sale of goods and services at attractive discounts.
6. Direct contact with consumers and opportunity for feedback information.

7. A National level exhibition of Nepali culture and traditions of different ethnic groups.
8. Ramailo Mela(Children amusement Park)
9. Exhibition of indigenous settlement within Mahotsav premises
10. Promotion of the tourist industry.
11. Elephant Rides.
12. Boating/rafting
13. A magnificent rally to kick off the Mahotsav.
14. Agri-product competition
15. Art exhibition.
16. National Duet song competition.
17. Livestock exhibition.
18. Promotion of the Information Technology.
19. Beach volleyball competition
20. Slow cycle race
21. Cultural Programs
22. Pavilion of Machinery (Applicable for small and medium industry)
23. Made in Nepal and Made in Chitwan Pavilion
24. Bus Restaurant (Restaurant within the bus and travelling around bharatpur)
25. Dog show
26. Startup conference

Organizers: Chamber of Commerce & Industry- Chitwan

Promoters: Bharatpur Metropolitan City Office- Chitwan
District Coordination Committee- Chitwan

Targeted Exhibitors

- Small and medium enterprises (SMEs) from various sectors.
- Innovators and startups showcasing new products or technologies.
- Educational institutions offering courses or programs related to business and entrepreneurship.
- Financial institutions providing services such as loans, investment, and insurance.
- Industry associations and chambers of commerce representing specific sectors or regions.
- International trade promotion agencies facilitating trade between Nepal and other countries.

Products to be exhibited

- All kinds of Industrial Agricultural & Consumer goods & services,
- Technology, Information and Others
- Handicraft Products
- Apiculture and floriculture
- Handicrafts,
- Made in Nepal and Made in Chitwan Products
- Machinery
- Health and wellness products
- Renewable energy solutions
- Educational materials and resources
- Financial and banking services
- Sports and outdoor recreation equipment

Amenities for exhibitors

- Clean Drinking Water
- Telephone / Free WiFi
- Insurance facilities (Fire, theft)
- Parking facilities
- Toilet facilities
- Award to best exhibitor
- Uninterrupted Power Supply
- Strong Security Provision
- Conferring Token of Love and Certificate of participation
- Exhibitors Manual and list
- Exhibitors orientation

Number of Stalls

500 + number of Stalls (Local, National & International)

Stall distribution (Prioritization)

- Made in Nepal pavilion
- Made in Chitwan Pavilion
- Micro, Small and Medium Enterprises (MSMEs)
- Cottage industries (Representation for seven provinces)
- Auto Pavilion
- Agro Pavilion
- IT Pavilion

- Electric and Electronic Pavilion
- Agriculture, Education, Health and Tourism

Date and Venue

Date : Poush 25- Magh 10, 2081 (9th-23th January, 2025)
 Opening Hours : 9:00 am - 6:00 pm daily
 Venue : Exhibition Ground, Narayani River Bank, Narayangarh, Chitwan

Last Date of Stall reservation: 30th Mangshir 2081 (15th December, 2024)

Visitors

- No. of visitors expected: Six Hundred thousand
- Businessmen, entrepreneurs, traders (exporter & importer) cooperatives, trade and professional association.
- Government institution / agency in the field of manufacturing, trading and service delivery
- Research and Development Institution/Agency
- Scientist, scholar & expert
- General public buyers
- Students

Management

One Steering Committee for the effective function and management of the Mahotsav has been formed in the chair of the President of Chamber of Commerce & Industry - Chitwan including the office bearers of CCIC, Past president and Main coordinators of past Chitwan Mahotsav. Over all management has been planned by forming the following committees.

1. Main Committee 1000 Members
2. Steering Committee 21 Members
3. Sub-Committees (functional) 30 committees

Sub- Committee (Functional committees)

S.N.	Name of Committee
1.	Finance Management Committee
2.	Evaluation and Governmental and nongovernmental organization Coordination Committee.
3.	Mahotsav premises construction Committee
4.	Exhibitors Management Committee

5.	Mahotsav Management and Made in Nepal/Chitwan Mgmt. Committee
6.	Mahotsav Promotional committee
7.	Tourism Promotion Committee
8.	Inspection and Supervision Committee
9.	Stage and Main gate construction Committee
10	Education Promotion Committee
11.	Cottage and Small Industry Promotion Committee
12.	Children Amusement Park Management Committee
13	Agricultural Promotion Committee
14	Secretariat Management Committee
15.	Sports Organizing and Mgmt. Committee
16.	Seminar and Workshop organizing Committee
17.	Rally (Shova yatra) Management Committee
18.	Internal Security Management Committee
19.	Exhibitors Management Committee
20.	Cultural programs Organizing and Mgmt. Committee
21.	Women Entrepreneurship Development Committee
22	Publication Committee
23	Health Committee
24	Ticket Management Committee
25	Rafting and Water sports management committee
26.	Parking Management Committee
27	Information Technology Management Committee
28	Welcome and Hospitality committee
29.	Food Festival Management Committee
30.	Stage Management committee

Arrangement of the Stalls

- The size of the stall will be 10'x 10' (including the roof)
- Proper provision of water and electricity will be made in the stall.
- A stall will consists of a table, 2 chairs, an electricity point, a bulb and a tube light.
- Ample space will be provided in the stall for different activities.

- Free Wi-Fi Facility will be provided to all stall holders/exhibitors
- Dome stall for auto, IT and Electronic pavilion

Stall Type and Cost

S.N.	Particulars	NRs.
1	Exclusive Stall:	1,00,000.00
2	Business Firm/Company having above 1 crore (10 Mil.) authorized capital:	40,000.00
3	Utensils, Kitchen appliances, electronics, eye glass, watch	40,000.00
4	Food items (Sweets, Pau, Bhujija, Dalmoth, pickle etc)	35,000.00
5	All Restaurant Business (Without ice-cream):	60,000.00
6	Private Hospital /Medical college	25,000.00
7	Governmental Hospitals and Offices	25,000.00
8	Floriculture, Nursery and Beekeeping Business:	20,000.00
9	Handicraft Industry and Institutions, Women Entrepreneurs	20,000.00
10	Money Exchange/Transfer and Co-operatives, Finance Company/ Development Bank/ Insurance Company	20,000.00
11	Ice-cream Industry	60,000.00
12	Educational institutions, Consultancy	40,000.00
13	Commercial Bank:	40,000.00
14	Restaurant (Tea, coffee restaurant only):	40,000.00
15	Automobiles	60,000.00
16	Panipuri	30,000.00
17	Fancy (Bag, Shoes, Slippers, cosmetic)	45,000.00
18.	Readymade Garments, Fancy	35,000.00
19	Diary/Poultry/Agro	20,000.00
20	Furniture	30,000.00
21	Social organizations (Nonprofit making organization)	20,000.00
22	Agro Machinery	30,000.00
23.	Multi National Company	50,000.00
24	Panipuri, dolls, chiniphula	50,000.00
25.	Herbal Products	15000.00
25	Others	30,000.00

Special Discount (Stall Rental)

1. 20% special discount to member firms of CCI-Chitwan
2. 10% discount to exhibitors booking two stalls.
3. 10% discount for the member form of DCCI/Municipal Chambers up on recommendation letter by CCI
4. 15% discount to exhibitors booking more than two stalls.

An exhibitor is entitled to receive only one facility among categories (1) (2) and (3).

Promotion/Publicity of the Expo/Mahotsav

1. Advertisements in local and national daily newspaper
2. Brochures, folders, stickers, pamphlets, cine slides, banners at strategic locations.
3. News briefings in Kathmandu, Pokhara and Chitwan.
4. Letters to all relevant offices
5. Publicity through local FM station
6. Publicity through local cable network
7. Publicity through social media
8. Publicity through other chambers of commerce and industry and government offices nationwide.
9. Dissemination of information regarding the Mahotsav through the official website of the Chamber of Commerce and Industry- Chitwan (CCIC) – www.ccichitwan.org.np

Mahotsav Sponsor Provision and Benefits

There is the provision of sponsoring the event. The sponsorship may vary as per the contribution that a business firm/company/organization makes. The provision is as follows;

A. Main Sponsor:

Any firm/business organization shall pay the total amount of NRs. 25, 00,000.00 (Two Million and five hundred thousand) to the organizer. Only one firm will be involved as the Main Sponsor.

Amenities for the Main Sponsor:

- Two Special stalls will be provided.
- Name and Logo will be published in the publications like Brochures, folders, Pamphlets, banners, main gate, Main Banner of the stage.
- Name and logo of Main sponsor will be published on the entrance ticket.
- Name and logos will be broadcasted/included/Published in the jingles/advertisement of Radio/TV and Newspaper respectively.

- A venue will be provided to the sponsor to display the commercial advertisement.
- Token of Love and appreciation letter will be provided amid a closing ceremony by the chief guest.
- The name of the Main sponsor will be frequently spoken out during entire event duration.
- Banner and advertisement will be displayed along with the ticket ghar
- The Advertisement of Main sponsor will be included in the Souvenir of Mahotsav.

B. Co-Sponsor:

Any firm/business organization shall pay the total amount of NRs. 15,00,000.00 (one million five hundred thousand.)

Amenities for the Co- Sponsor:

- One Special stall will be provided.
- Name and Logo will be published in the publications like Brochures, folders, Pamphlets, banners, main gate, Main Banner of the stage.
- Name and logos will be broadcasted/included/Published in the jingles/advertisement of Radio/TV and Newspaper respectively
- Token of Love and appreciation letter will be provided amid a closing ceremony by the chief guest.
- The name of the Co- sponsor will be frequently spoken out during entire event duration.
- The Advertisement of Co- sponsor will be included in the Souvenir of Mahotsav.

Only one firm/company/business organization will be considered as the co-sponsor of the event.

C. Collaborating Organization (Sahayogi Sanstha):

Any organization/business firm/business organization shall pay the total amount of 10,00,000.00(One Million) to the organizer to be eligible as collaborating organization (Sahayogi Sanstha).

Amenities for the collaborating organization/institution:

- One Special stall will be provided.

- Name and Logo will be published in the publications like Brochures, folders, Pamphlets, banners, main gate, Main Banner of the stage.
- Name and logos will be broadcasted/included/Published in the jingles/advertisement of Radio/TV and Newspaper respectively
- Token of Love and appreciation letter will be provided amid a closing ceremony by the chief guest.
- The name of the collaborating organization/institution will be frequently spoken out during entire event duration.
- The Advertisement of collaborating organization/institution will be included in the Souvenir of Mahotsav.

D. Promoter

As a promoter of the event, the promoter shall pay total amount of NRs. 1,00,000.00 (One million Rupees) to the organizer.

Amenities for the Promoting organization/institution:

- One Special stall will be provided.
- Name and Logo will be published in the publications like Brochures, folders, Pamphlets, banners, main gate, Main Banner of the stage.
- Name and logos will be broadcasted/included/Published in the jingles/advertisement of Radio/TV and Newspaper respectively
- Token of Love and appreciation letter will be provided amid a closing ceremony by the chief guest.
- The name of the Promoter will be frequently spoken out during entire event duration.
- The Advertisement of Promoter will be included in the Souvenir of Mahotsav.

E. Entrance Ticket Sponsor

Entrance ticket Sponsor shall pay total amount of 5,00,000.00 (Five Hundred Thousand.) to the organizer.

Amenities for the entrance ticket sponsor

- The advertisement of ticket sponsor will be included at the rear side of the ticket.
- A Banner including name and logo of the sponsor will be hang at the ticket counter.

- Name and logo of sponsor will be published in the publications related to Chitwan Mahotsav.
- Verbal announcement of ticket sponsorship will be expressed during the event.
- Token of Love and appreciation letter will be provided amid a closing ceremony by the chief guest.

F. Program/Activity/event Sponsor

The advertisement of program sponsor will be announced /advertised during the concerned program/activity. The name and logo will be printed at the Certificate of participation as well (E.G. in beach volley ball competition, the name and logo of event sponsor will be published in the certificate) and token of love and letter of appreciation will be provided to the program sponsor.

Following programs will get the program sponsor by providing the below mentioned amount to the organizer.

Sponsorship Details

S.N.	Title	Amount
1.	Main Sponsor	25,00,000.00
2.	Co-Sponsor	15,00,000.00
3.	Supporting Sponsor	10,00,000.00
4.	Promoter	10,00,000.00
5.	Cultural Program Sponsor	15,00,000.00
6.	Food Festival Sponsor	6,00,000.00
7.	Restaurant Premises Sponsor	10,00,000.00
8.	Road Gate Banner Sponsor	5,00,000.00
9.	Official Bank	5,00,000.00
10.	Main Gate Sponsor	5,00,000.00
11.	Ticket Sponsor	5,00,000.00
12.	Agriculture Promotion Sponsor	3,00,000.00
13.	Poultry Pavilion Sponsor	4,00,000.00
14.	Indigenous Houses sponsor	3,00,000.00
15.	Auto Pavilion Sponsor	3,00,000.00
16.	Official Insurance	5,00,000.00
17.	Rally (Shova yatra) Sponsor	2,00,000.00
18.	Health Pavilion Sponsor	2,00,000.00

A Glimpse of Past Mahotsav

S.N.	Events	Exhibitors	Visitors	Major products
1.	Chitwan Mahotsav – 2053	119	100000	Foods, Clothes, Iron & Engineering, Furniture, Crafts, Industrial Consultants etc.

2.	Chitwan Mahotsav – 2055	199	125000	Foods, Clothes, Iron & Engineering, Furniture, Crafts, Industrial Consultants etc.
3.	Chitwan Mahotsav – 2057	229	150000	Foods, Clothes, Iron & Engineering, Furniture, Crafts, Industrial Consultants etc.
4.	Chitwan Mahotsav – 2059	278	225000	Foods, Iron & Engineering, Furniture, Crafts, Industrial Consultants, IT, Plastic, Garment, etc.
5.	Chitwan Mahotsav- 2061	358	230000	Foods, Clothes, Iron & Engineering, Furniture, Crafts, Industrial Consultants etc.
6.	Chitwan Mahotsav-2063	405	236000	Foods, Iron & Engineering, Furniture, Crafts, Industrial Consultants, IT, Plastic, Garment, etc.
7.	Chitwan Mahotsav-2065	401	300000	Foods, Iron & Engineering, Furniture, Crafts, Industrial Consultants, IT, Plastic, Garment, etc.
8	Chitwan Mahotsav-2067	500	305000	Foods, Iron & Engineering, Furniture, Crafts, Industrial Consultants, IT, Plastic, Garment, Agro products
9	Chitwan Mahotsav-2069	512	350000	Garments, Foods, Iron & Engineering, Furniture, Crafts, Industrial Consultants, IT, Plastic, Garment, Agro products
10	Chitwan Mahotsav-2071	507	360000	Foods, Iron & Engineering, Furniture, Crafts, Industrial Consultants, IT, Plastic, Garment, Agro products
11	Chitwan Mahotsav-2073	515	375000	Foods, Iron & Engineering, Furniture, Crafts, Industrial Consultants, IT, Plastic, Garment, Agro products, garment
12	Chitwan Mahotsav-2075	584	500000	Agricultural, handicrafts, Industrial product, garments, tourism, IT, Fishery, Food, consultancy etc.
13	Chitwan Mahotsav -2078	500	150000	(Run only for 4 days)
14	Chitwan Mahotsav-2079	550	550000	Garments, Foods, Iron & Engineering, Furniture, Crafts, Industrial Consultants, IT, Plastic, Garment, Agro products, Made in Nepal

Chitwan Mahotsav-2053



Chitwan Mahotsav-2055



Chitwan Mahotsav-2057



Chitwan Mahotsav-2059



Chitwan Mahotsav-2061



Chitwan Mahotsav-2063



Chitwan Mahotsav-2065



Chitwan Mahotsav-2067



Chitwan Mahotsav-2069



Chitwan Mahotsav-2071



Chitwan Mahotsav-2073



Chitwan Mahotsav-2075



Chitwan Mahotsav-2078



Chitwan Mahotsav-2079



Estimated Cost Break down

I. Expenses

S.N.	Particulars	Amount	Total Amount
A. Secretariat Expenses			
	i. Staffing	15,00,000.00	37,00,000.00
	ii. Secretariat overhead cost	12,00,000.00	
	Courier, ticket	1,00,000.00	
	iii. Secretariat publication	2,00,000.00	
	iv. Photocopy, computing	3,00,000.00	
	v. Tea Snacks, meal etc.	3,00,000.00	
	vi. Audit expenses	1,00,000.00	
B. Mahotsav Premises and Stall construction			
	i. Stall Construction	55,00,000.00	65,00,000.00
	ii. Main gate and stage construction	10,00,000.00	
C. Promotional Expenses			
	i. Press/ Publication	7,00,000.00	43,00,000.00
	ii. Advertisement	10,00,000.00	
	iii. Printing/Flex Advertisement	6,00,000.00	
	iv. Advertisement via Newspapers/Radio/TV	10,00,000.00	
	v. Pamphlets, stickers, brochure	5,00,000.00	
	vi. Press Meets (3 times: Ctown, Ktm, Ctown)	5,00,000.00	
D. Mahotsav Management			
	i. Mahotsav Management	10,00,000.00	40,00,000.00
	ii. Telephone and other	2,00,000.00	
	iii. Electricity Management	7,00,000.00	
	iv. Water supply and mgmt.	3,00,000.00	
	v. Photo, Video, statistic collection	500,000.00	
	vi. Parking Management	2,00,000.00	
	vii. Mahotsav premises cleaning	5,00,000.00	
	viii. Sound System	5,00,000.00	
	ix. Park Management	100,000.00	
E. Program Expenses			
	i. Cultural programs	20,00,000.00	60,50,000.00
	ii. Seminar, Workshops/Conference	3,00,000.00	
	iii. Food Festival Management	2,00,000.00	
	iv. Agriculture Promotion	5,00,000.00	
	v. Tourism Promotion Program	7,00,000.00	
	vi. Rally (Shova Yatra Management)	4,00,000.00	
	vii. Cultural Program Management	5,00,000.00	
	viii. Wildlife and Livestock promotion	2,00,000.00	
	ix. Information Technology Management	1,00,000.00	

	x. Health Service Management		1,00,000.00	
	xi. Children Amusement Park Management		5,00,000.00	
	xii. Sports Management		5,00,000.00	
	xiii. Stall Evaluation		50,000.00	
F. Miscellaneous				
	i. Prize		4,00,000.00	
	ii. Travel/transportation		2,00,000.00	
	iii. Guest Hospitality		5,00,000.00	
	iv. Insurance		2,00,000.00	
	v. Security Management		8,00,000.00	
	vi. City decoration		3,00,000.00	
	vii. Souvenir Publication		4,00,000.00	
	viii. Exhibitors collection & Management		4,00,000.00	59,50,000.00
	ix. Chamber Park management		50,000.00	
	x. Volunteer Mobilization		3,00,000.00	
	xi. Main gate & Ticket house management		5,00,000.00	
	xii. Token of Love		5,00,000.00	
	xiii. Tourism Documentary Preparation & display		5,00,000.00	
	xiv. Publication of tourism Guide book with map		900000.00	
			Grand Total	3,05,00,000.00

Conclusion

This time, the Mahotsav promises an entirely fresh experience with the introduction of pop-up architecture stalls, marking a departure from the traditional setup. Anticipated improvements in Chitwan's business landscape, and indeed the nation as a whole, suggest a boost in market visibility for both new entrants and established exhibitors, facilitating expanded market shares and new target audience engagement. Enhanced personal networking opportunities further underscore the transformative potential of this event.

In essence, this Mahotsav is poised to serve as a pivotal platform for the promotion of tourism, education, health, and agriculture, heralding a new era of economic growth and vitality for the nation.

Sample of how sponsor get mileage in promotional Activity
(Except Audio and Visual Promotion Matter)

चितवनको गौरव र गरिमामय प्रस्तुति
चितवन महोत्सव-२०७५

१४ औं **चितवन महोत्सव-२०७५**
चितवनको गौरव र गरिमामय प्रस्तुति

● पौष २५ - माघ ४, २०७५ | प्रदर्शनी मैदान, नारायणी नदी किनार, नारायणगढ ●

मुख्य प्रायोजक
SUPER GENERAL
Electronics and Home Appliances

आयोजक:
उद्योग वाणिज्य संघ-चितवन

मुख्य प्रवर्द्धक:
भरतपुर महानगरपालिका, किता कला संमिति, चितवन

सहभागी बनौं, अवलोकन गरौं, सफल पारौं ।

सह-प्रायोजक: Global IME Bank FIRST WALK SPORTS SHOES	सहयोगी संस्था: Modulus Furniture NYPEF CHITWAN CHAPTER	ISP Partner: WORLD LINK	सहयोगी संस्था: अनुराधा व्यवसाय कल्याण कॉलेज टेक्नोलॉजी, इलाम
प्रवर्द्धक: संस्कृति तथा पर्यटन मन्त्रालय, बाजुरा प्रदेश कृषि तथा पशुपंजी विकास मन्त्रालय, बाजुरा प्रदेश उद्योग, वाणिज्य तथा अर्थी मन्त्रालय, बाजुरा प्रदेश नेपाल उद्योग वाणिज्य महासंघ			
आधिकारिक विभा: prabha INSURANCE	रेट्रोब्रैंड परिसर प्रायोजक: Coca-Cola	मुख्य प्रवेशद्वार प्रायोजक: HYUNDAI, LAXMI	रौप्य गेट सौजन्य: अमृत
		प्रवेश टिकट सौजन्य: CGR	सि.सि. क्याजारा सौजन्य: MICRONET COMPUTER