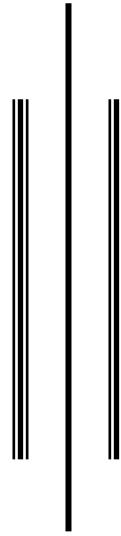


*A Brief proposal on*

**CHITWAN MAHOTSAV- 2075**

***"The Pride of Chitwan"***



**Organized by:**

Chamber of Commerce and Industry-Chitwan  
District Coordination Committee, Chitwan  
Bharatpur Metropolitan City, Chitwan



***Venue:*** Exhibition ground, Narayani River Bank, Narayangarh, Chitwan

***Date:*** Poush 25 to Magh 4, 2075

***(9<sup>th</sup>-18<sup>th</sup> January, 2019)***

## CHITWAN MAHOTSAV-2075

### Background

Chitwan is centrally located district of Nepal which is rich in natural bio-diversity including micro-flora and fauna. It is situated in the southwestern part of Province No. 3 with Bharatpur, the fourth largest city of Nepal, as its district headquarters. It covers an area of 2,238.39 km<sup>2</sup>(864.25 sq mi), and in 2011 had a population of 579,984 (279,087 male and 300,897 female) people. Bharatpur is a commercial and service centre of central south Nepal and major destination for higher education, health care and transportation in the region. It has always been the most happening place for commercial and industrial activities and has made a big leap in the poultry industry which now supplies over 60% of the poultry needs of the country. Besides agriculture, Chitwan has been rapidly growing as a medical and education city in recent years. Many national level hospitals and community colleges have been in existence for several years now while several privately owned polyclinics, medical colleges and hospitals are in the pipeline. Chitwan has also proven a place of convenience for higher studies for students from all over Nepal due to its strategic central location, mild temperature and low cost of living. In addition to that a majority of population here have also been involved in traditional wholesale and retail business including tourism and manufacturing industries. In recent years Chitwan is also enriched with agro based product as well.

Having abundant resources and getting industrialization through human activities are in one side. Thousands of business people have been running their business and traditional people are conserving their tradition, culture and customs in their own way, which are the ornaments of tourism and national wealth as well. This treasure must be revealed amongst the customers and stakeholders, for its promotional activities undoubtedly play crucial role.

In course of promoting the Nepali business 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 23 years commencing from **2053 B.S.** Altogether 11 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 CCIC is going to organize a Province level (Province No 3) festival entitled as **Chitwan Mahotsab -2075** as its 12<sup>th</sup> Edition tentatively from **25<sup>th</sup> Poush to 04<sup>th</sup> Magh 2075** (i.e.09 to 18 January 2019) at Narayani exhibition ground, Narayani river bank, Chitwan. Especially we are focusing on 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.

In this context, Chamber of Commerce and Industry-Chitwan, District Coordination Committee, Chitwan and Bharatpur Metropolitan City have again joined hands to organize this event in the Narayani River Exhibition Ground. This event is scheduled to run a ten days from the 25<sup>th</sup> of Poush to 5<sup>th</sup> Magh 2075 (9<sup>th</sup>-18<sup>th</sup> January, 2019). 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. For the same purpose this proposal has been prepared and presented.

### **Main Objectives**

- To foster rapid growth and development of economic activities within the district.
- To create the environment for investment opportunity in the region
- To promote the tourism industry in this region.
- To promote agriculture and related enterprises within the district.
- To promote Information and Communication Technology in the district.
- To bestow the latest progression Information Technology and industrialization.
- To initiate interaction with the producers, traders and the concerned promotional authorities.
- To create forum for buyer-seller interaction.
- To introduce innovative technology.
- To create the plat form for business matchmaking
- To encourage public private partnership in the development of the district.
- To promote and preserve the religions, languages, literature, arts and cultures within the district.
- To assist Chitwan in declaring the one of the best destinations of the country.
- To magnetize the attention of the Government on promoting the economic activities in the region.
- To assist Chitwan in maintaining as the Milestone of Business and Hub of agriculture, health, tourism and education.
- To Promote and enhance the poultry industry of Chitwan in its extended form nationally and internationally.

## **Major Events**

Since Chamber of Commerce & Industry- Chitwan has been adopting four development sectors (Agriculture, Tourism, Health and Education) as the binding pillars in the development of district, main concentration will be paid for the stated sectors. Meanwhile other scores of activities will be carried out in the period. Some of the events are estimated to organize which are mentioned as follows;

### **Trade Fairs:**

Past experience has shown that the Mahotsav creates carnival like atmosphere in the whole Metropolitan city area. People find themselves under compulsion to bring their whole families along and spend freely. That may be the reason why many traders compete with each other to put on their best display and offer their cheapest too. The trend of visiting Mahotsav, booking some of the appliances during the festival period has become the habit of the dwellers of Chitwan and its periphery. Most interestingly, people tend to schedule their shopping habit for the event period.

Hence, the variety of goods on display is one of the widest, so multiple products will be displayed that will ease in . Little wonders that the stalls do superb business during the Mahotsav.

### **Promotion of Tourism Industry**

Propagating Chitwan as a major tourist destination in Nepal is one of the main objectives of this Mahotsav. Visitors to the festivities will be treated to a wide range of information on Chitwan's natural beauty and diversity, places of historical interest, holy places and shrines to be visited and to be entrepreneurs may ponder over the display on possible activities as well as places of interest for future tourists: internal and external. Another Pulling factor at the festival will be elephant rides to Bees Hazari Taal and the Nagarban or boating/rafting in the deep, blue, tranquil waters of the Narayani River. Local visitors may also avail themselves of the discounted rooms and restaurants at the popular tourist hotels and eating-places in town. Besides, organizer is trying to promote multifarious marine sports (like, Rafting, Kayak, cycling, wartz jet boat etc.) In addition to these activities the organizer is planning to conduct the interaction cum orientation program on tourism development during the event period. Maps, tourism brochures and documentaries will be displayed during the Mahotsav period.

### **Agro and Poultry Industry Promotion**

A very important component of this Mahotsav is the Krishi Mela. Agriculture produce, advances in **agro-industry, livestock, modern farming and glimpses** of what the future can hold for the district will be on display at its grandest in a separate Agro Pavilion. The emergent poultry and dairy industry will present in full strength too, educating visitors to the extent of the progress already achieved as well as introducing them to the latest techniques and breeds available. Vegetable farming as a cash crop is very popular in Chitwan these days and a visitor can gain a wealth of knowledge about the hybrid seeds and pesticides used as well as methods of modern farming/irrigation. Agro products from local, national and multinational industries too will be on display. The competitive agro exhibition is to take place to encourage the agro enterprises as it has become the trend of each Mathotsav in Chitwan. Beside it, Chitwan is considered to be

the Egg basket of Nepal whereas the poultry supply of Nepal has 60% occupancy in national market. In this Mahotsav, the prior concentration will be paid in its further promotion of poultry via poultry pavilion.

### **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.

### **Cultural Show:**

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.

### **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.

### **Food Festival:**

On the occasion of Chitwan Mahotsav 2075 food festival will be of venue of next attraction. To make the Mahotsab 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 2075 too.

### **Major Attraction of the event**

1. Over 500 exhibitors.
2. About Four 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 Mahotsab premises
10. Promotion of the tourist industry.
11. Elephant Rides.
12. Boating/rafting
13. Popular game Wrestling
14. A magnificent rally to kick off the Mahotsav.
15. Agri-product competition
16. Art exhibition.
17. National Duet song competition.
18. Livestock exhibition.
19. Promotion of the Information Technology.
20. Beach volleyball competition
21. Slow cycle race
22. Cultural Programs

**Organizers:** Chamber of Commerce & Industry- Chitwan  
District Coordination Committee- Chitwan  
Bharatpur Metropolitan City Office- Chitwan

### **Targeted Exhibitors**

- Producers, Manufacturer, traders and Service delivery business organization of Nepal and neighboring countries
- Governmental and Nongovernmental organizations

### **Products to be exhibited**

- All kinds of Industrial Agricultural & Consumer goods & services,
- Technology, Information and Others
- Handicraft Products
- Apiculture and floriculture

### **Amenities for exhibitors**

- Cleaning 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

### **Number of Stalls**

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

### **Date and Venue**

Date : Poush 25- Magh 4, 2075 (9<sup>th</sup>-18<sup>th</sup> January, 2019)  
Opening Hours : 9:00 am - 6:00 pm daily  
Venue : Exhibition Ground, Narayani River Bank, Narayangarh, Chitwan

**Last Date of Stall reservation:** 29<sup>th</sup> Mangshir 2075 (15<sup>th</sup> December, 2018)

### **Visitors**

- No. of visitors expected: Five 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 Mahotsab has been formed in the chair of the President of Chamber of Commerce & Industry- Chitwan including the head of organizers, head of political parties, head of administration and Security. To assist the steering committee following Main Committee and sub- committees (functional committees) will be formed and be actively functional.

- |                                |               |
|--------------------------------|---------------|
| 1. Main Committee              | 1000 Members  |
| 2. Steering Committee          | 31 Members    |
| 3. Sub-Committees (functional) | 29 committees |

### Sub- Committee (Functional committees)

S.N.	Name of Committee
1.	Finance Management Committee
2.	Stall Evaluation Committee
3.	Mahotsab premises construction Committee
4.	Exhibitors Management Committee
5.	Mahotsab Management Committee
6.	Mahotsab 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

**Stall Type and Cost**

S.N.	Particulars	NRs.
1	Exclusive Stall:	60,000.00
2	Business Firm/Company having above 3 crore (30 Mil.) authorized capital:	25,000.00
3	Business Firm/Company having above 50 lakhs (5 Mil.) to 3 crore (30 Mil.) Authorized capital:	22,000.00
4	Business firm having 50 Lakh ( 5 Mil.) Authorised Capital	15000.00
5	All Restaurant Business (Without ice-cream):	30,000.00
6	Private Hospital (More than 100 beds)	15,000.00
7	Private Hospital (Less than 100 beds)	8,000.00
8	Floriculture, Nursery and Beekeeping Business:	7,500.00
9	Handicraft Industry and Institutions (Participating in income generating):	8,000.00
10	Government Office, Hospital & Educational Inst. and other NGOs:	5,000.00
11	Ice-cream Industry	25,000.00
12	Money Exchange/Transfer and Co-operatives:	8,000.00
13	Finance Company/ Development Bank/ Insurance Company:	15,000.00
14	Commercial Bank:	22,000.00
15	Restaurant (Tea, coffee restaurant only):	12,000.00
16	Panipuri	20,000.00
17	Fancy (Bag,Shoes,Slippers, cosmetic)	20000.00
18.	Readymade Garments	25000.00
19	Diary/Poultry/Agro/Medicinal herbs	10000.00
20.	Others	

**Arrangement of the Stalls**

- The size of the stall will be 10'x 9' (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

### **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](http://www.ccichitwan.org.np)

### **Benefits to the exhibitors**

The event has already proven its efficiency and relevancy through the organized programs. It is undoubtedly a huge carnival to both service providers-beneficiaries, producers- consumers, producers-promoters and other business as well non-business organization. Basically the event is expected to allow the following advantages.

1. Opportunity to promote the new products and services to the existing and potential customers.
2. A platform to establish a business to business relationship between and among the stakeholders.
3. Help in identifying the needs of the consumers and to produce and market the goods accordingly.
4. Helps in recognizing the after sale/service impact by collecting the response of users/consumers.
5. An opportunity to gain valuable information about the competition in the related product market of the exhibitors.
6. An opportunity to gather information regarding the recent advancements in industry, farm tools and information technologies through seminars and workshops.
7. An opportunity to foster partnership between different business houses and to establish long term networking between entrepreneurs.

8. Helps in nationalizing the local product and internationalizing the national products.
9. Widening the production, processing, and distribution and consuming pattern.
10. A venue for the study of comparative benefit area of business.
11. A huge market place within a single roof.

### **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. 15,00,000.00 (Fifteen Hundred thousand only) 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 in 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. 7,50,000.00 (Seven Hundred fifty Thousand only )

#### **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 3, 00,000.00(Three hundred thousand only) 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. 5,00,000.00 (Five Hundred thousand only) 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 Mahotsab.

**E. Entrance Ticket Sponsor**

Entrance ticket Sponsor shall pay total amount of 2,00,000.00 (Two Hundred thousand only) 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 sponzor will be published in the publications related to Citwan 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	15,00,000.00
2.	Co-Sponsor	7,50,000.00
3.	Supporting Sponsor	3,00,000.00
4.	Promoter	5,00,000.00
5.	Cultural Program Sponsor	4,00,000.00
6.	Food Festival Sponsor	3,00,000.00
7.	Restaurant Premises Sponsor	3,00,000.00
8.	Road Gate Banner Sponsor	3,00,000.00
9.	Official Bank	3,00,000.00
10.	Main Gate Sponsor	2,00,000.00
11.	Ticket Sponsor	2,00,000.00
12.	Agriculture Promotion Sponsor	2,00,000.00
13.	Poultry Pavilion Sponsor	2,00,000.00
14.	Indigenous Houses sponsor	2,00,000.00
15.	Auto Pavilion Sponsor	2,00,000.00
16.	Official Insurance	1,50,000.00
17.	Rally (Shova yatra) Sponsor	1,50,000.00
18.	Health Pavilion Sponsor	1,50,000.00

### 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

## Estimated Cost Break down

### I. Expenses

S.N.	Particulars	Amount	Total Amount
<b>A. Secretariat Expenses</b>			
	i. Staffing	15,00,000.00	<b>33,10,000.00</b>
	ii. Secretariat overhead cost	1200000.00	
	iii. Courier, ticket	30000.00	
	iv. Secretariat publication	100000.00	
	v. Photocopy, computing	300000.00	
	vi. Tea Snacks, meal etc.	150000.00	
	vii. Audit expenses	30000.00	
<b>B. Mahotsav Premises and Stall construction</b>			
	i. Stall Construction	3000000.00	<b>32,00,000.00</b>
	ii. Main gate and stage construction	200000.00	
<b>C. Promotional Expenses</b>			
	i. Press/ Publication	150000.00	<b>21,50,000.00</b>
	ii. Advertisement	200000.00	
	iii. Printing/Flex Advertisement	400000.00	
	iv. Advertisement via Newspapers/Radio/TV	1000000.00	
	v. Pamphlets, stickers, brochure	300000.00	
	vi. Press Meets	100000.00	
<b>D. Mahotsab Management</b>			
	i. Mahotsab Management	800000.00	<b>26,50,000.00</b>
	ii. Telephone and other	50000.00	
	iii. Electricity Management	700000.00	
	iv. Water supply and mgmt.	300000.00	
	v. Photo, Video, statistic collection	100,000.00	
	vi. Parking Management	100,000.00	
	vii. Mahotsav premises cleaning	3,00,000.00	
	viii. Sound System	25,0000.00	
	ix. Park Management	50,000.00	
<b>E. Program Expenses</b>			
	i. Cultural programs	1500000.00	<b>34,75,000.00</b>
	ii. Seminar, Workshops	200000.00	
	iii. Food Festival Management	100000.00	
	iv. Agriculture Promotion	300000.00	
	v. Tourism Promotion	150000.00	
	vi. Rally (Shova Yatra Management )	400000.00	
	vii. Cultural Program Management	500000.00	
	viii. Wildlife and Livestock promotion	25000.00	
	ix. Information Technology Management	50000.00	
	x. Health Service Management	50000.00	
	xi. Children Amusement Park Management	50000.00	
	xii. Sports Management	100000.00	
	xiii. Stall Evaluation	50000.00	

<b>F. Miscellaneous</b>			
	i. Prize	400000.00	<b>34,50,000.00</b>
	ii. Travel/transportation	100000.00	
	iii. Guest Hospitality	500000.00	
	iv. Insurance	100000.00	
	v. Security Management	700000.00	
	vi. City decoration	100000.00	
	vii. Souvenir Publication	400,000.00	
	viii. Exhibitors collection & Management	400000.00	
	ix. Chamber Park management	50000.00	
	x. Volunteer Mobilization	200000.00	
	xi. Main gate & Ticket house management	400000.00	
	xii. Others	100000.00	
		<b>Grand Total</b>	<b>1,82,35,000.00</b>