

Date:- 15-06-2023

Shri Sreekanth K.S
Assistant Commissioner (NBM – MIDH)
Shastri Bhawan, New Delhi-110001

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Reg: Organizing State Utsav / Melas at Noida Haat, Delhi NCR

Dear Sir,

We are pleased to inform you that Noida Authority has built Noida Haat, an Iconic project in Sector 33A, Noida City Centre. It is the perfect platform for promotion of Handloom, Handicraft, Artisans, Master Craftsmen, Cuisine, Culture, Tourism & Small-Scale Industries etc. Noida Haat is also self-equipped with Boarding & Lodging facilities for the participating Artisans and Master Craftsmen.

Noida Haat, an initiative and project of Noida Authority, Government of Uttar Pradesh, is being professionally managed through the Nodal Agency, M/s ITE India Pvt. Ltd.

As you are aware, Noida Haat has a regular Calendar of events wherein various State Governments, Departments' Artisans and Craftsmen, have been participating by displaying and selling Handloom and Handicraft products regularly since December 2019 onwards and the participating artisans have been appreciating the same.

The Rates applicable for participation at Noida Haat would be

Particulars	Details	Rate
Participation of artisans	In shops and open spaces – includes 1 table and 2 chairs	Rs. 1,180 per participant per day including GST
Boarding & Lodging	Includes bed and bedding in dormitory on site	Rs. 400 per bed per night +GST
Fooding	Veg Breakfast, Lunch, Dinner	Rs. 325 per person per day +GST
Promotion & Publicity	Marketing Plan can be Prepared	As per budget

*All above items are subject to availability

We suggest that it would be appropriate to showcase the Crafts and Talents of your State Artisans through participation at Noida Haat, under your "Marketing Assistance Schemes".

Hence, we request you to kindly advise the officials concerned to finalize the details and assign budgets to sponsor / confirm stalls of Artisans, Weavers and Craftsmen in, as per the above proposal.

We look forward to your Department organizing participation of the members and artisans of your state and assign budgets for assisting in the promotion of the same.

We look forward to your continued guidance and support for successfully organizing these events and are sure that it will become an annual feature for your Department at Noida Haat.

Yours Sincerely,
For Noida Haat - ITE Group


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