First
Itra & Sugandhi Mela

Venue :
Pitampura, Dilli Haat, North-West
Delhi

Dates:
25th, 26th & 27th March, 2011

Timings :
11.00 A.M. to 09.00 P.M.

Organized by:
DELHI TOURISM &
TRANSPORTATION DEVELOPMENT CORPORATION LTD

Government of NCT of Delhi,
Incredible India

In collaboration with:

Fragrance & Flavour Development Centre, Kannauj,
(Ministry of Micro, Small & Medium Enterprises),
A Government of India Autonomous Body
Delhi Tourism & Transportation Development Corporation Ltd. (DTTDC) proposes to organize India’s first “Itra & Sugandhi Mela” at Pitampura, Dilli Haat in North West Delhi. Pitampura, Dilli Haat is spread over an area of 7 acres and has a number of craft stalls, air-conditioned exhibition halls, Food Stalls, demonstration area and open plaza. The Haat is easily accessible by Delhi Metro and well connected with outer ring road and ring road of Delhi.

DTTDC proposes to highlight the ancient and rich heritage of India in the field of natural perfumes and essential oils. The technical support for the festival is being provided by Fragrance & Flavour Development Centre (FFDC), Kannauj. The festival would consist of the following:

1. Lecture on “Itra & Sugandhi & Aroma Therapy”.
2. Quiz for Children on “Itra & Sugandhi”
3. Live demonstration of rose water distillation.
4. Art of “Agarbatti and Dhoopbatti making”.
5. Sale and practical, demonstration of “Kuppi” making.
7. Competition of Itra, Sugandhi, wooden boxes and velvet boxes used for Itra and Sugandhi and Presentation of perfumes in traditional bottles.

Support and guidance of following associations is being received for organizing first “Itra & Sugandhi Mela”:

1. Essential Oil association of India, New Delhi
2. Fragrance & Flavour Association of India, Mumbai
3. The Attar & Perfumers Association, Kannauj
DTTDC would set up a number of stalls for display and sale of itra, perfumes, sugandhi and essential oils & allied products. The technical details of the stalls are as under:

Area: 10 ft. x 10 ft.
Charges: Rs. 5,000/- for three days including taxes

Stalls are free for members of the above three associations. The proforma for stall booking and registration is enclosed.

For further details, kindly contact:

Shri Susheel Saxena,
_Sr. Chief Manager_
_Delhi Tourism & Transportation Development Corporation Ltd.,_
18-A, DDA SCO Complex,
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Phone nos. 24647005, 24698431, 24618026, 24698393
Fax No. 91-11-24697352, 24610500

Shri Ashok Gupta,
_Manager (Events)_
_Delhi Tourism & Transportation Development Corporation Ltd.,_
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Phone nos. 24647005, 24698431, 24618026, 24698393
Fax No. 91-11-24697352, 24610500

Shri Shakti Vinay Shukla
_Dy. Director (fragrance & flavour)_
_Fragrance & Flavour Development Centre_
Ministry of MSME
**APPLICATION FORM**
**FOR**
**REGISTRATION/STALL BOOKING FOR**
First “Itra & Sugandhi Mela”

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<td>Designation</td>
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<td>Details of the items to be sold from the stall</td>
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<td>Details of Membership of industry association (EOAI, FAFAI or APAK if any)</td>
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Signature……………………………….

Name & Designation……………………

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Terms & Conditions :

1. The payment is to be made by bank draft in favour of Delhi Tourism & Transportation Development Corporation Ltd. payable at New Delhi.
2. Payment by cheque is not accepted
3. The registration/booking of the stalls is on first come first basis.
4. DTTDC reserves the right to allot the stalls.