

**Delhi Tourism & Transportation Development
Corporation Ltd.**

18-A, DDA, SCO, Complex, Defence Colony, New Delhi-110024

F.No Events/517/11/DTTDC/2019 10877
Dated:-12th December, 2019

Minutes of the meeting

**Minutes of the meeting held with the Organizing Committee
Members for the forthcoming Garden Tourism Festival-February
2020**

The first meeting of the Organizing Committee, for the 33rd Garden Tourism Festival-2020, was held in the conference hall of DTTDC Head Quarter on 3rd December, 2019. The following officers were present:-

From DTTDC:

- i) Shri Sudhir Sobti, Chief Manager (PR & Events), DTTDC
- ii) Shri Vikram Paul, A.M (Events), DTTDC
- iii) Shri Ajay Kaushik, Asstt. Director (Horticulture), DTTDC
- iv) Shri Vijendra Panwar, A.M (WS), DTTDC

From Outside Agencies:

- i) Shri S.K Mathur, Former Director, Rashtrapati Bhawan
- ii) Shri Y.P Singh, President, Indian Nurserymen Association
- iii) Shri Ashok Kumar, Director (Hort.), D.D.A.
- iv) Shri S. Chellaiah, Director (Hort.), NDMC
- v) Shri R.K Singh, Director (Hort.), EDMC
- vi) Shri Ashish Priyadarshi, Director (Hort.), NDMC
- vii) Dr. Alok Singh, Director (Hort.), SDMC
- viii) Shri Rais Ali, Dy. Director (Hort.), NDMC
- ix) Shri Jitender Kaushik, Asstt. Director, NDMC

The following issues were deliberated and decided:

1. **Dates of the event:-** It was unanimously decided by all the members that dates for Garden Tourist Festival should be kept as **14-16 February, 2020**, i.e. 3rd week of February so that it does

not clash with other leading flower shows, such as Noida/Gr. Noida, Delhi University etc.

2. **Theme:-**The following options were deliberated for the theme:

- i) Organic Wealth For your health
- ii) Nurture a Garden-nourish yourself
- iii) Green Balcony, an oxclinic
- iv) Green Balcony #Green Delhi/ छत्र पर बागवानी #हरी दिल्ली

After detailed deliberations, on the suggestion of Dr. Alok Singh, Director (Hort.), SDMC, it was considered that keeping in view the space constraint in the houses of Delhites, citizens are majorly left with an option of utilizing the space in balconies and the trend is looking upward. It was felt that there is a need to educate the citizens about utilizing the space for gardening in balconies. It was therefore considered that we may opt for the theme of "**Green Balcony #Green Delhi**". All heads of the civic bodies were requested to appropriately project this theme through their display at the Garden Tourism Festival.

Action:- (All Civic Bodies)

3. **Participation of Pvt. Agencies:-**In order to increase the participation of agencies, Sh. Y.P. Singh, President, Indian Nurserymen Association, was requested to motivate and bring at least 05 private agencies for participating in the category of **Theme Garden**

Action:- (Sh. Y.P.Singh, INA)

4. **Flower Mandi:-**It was decided to approach Delhi Flower Mandi based in Ghazipur to set up a stall at the festival for sale of variety of flowers for the visitors. This will be an added attraction for visitors, and the society to be given free space in the Garden area.

Action:- (Sh. Y.P.Singh, INA/ DTTDC)

5. **Delhi Park & Garden society:-** In order to have more participation, committee members suggested that Delhi Park &

Garden society, Govt. of Delhi, may also be invited to participate in the display area. DTTDC to write a letter to the Society with a copy to Secy. (Environment) GNCTD.

Action:- (Sh. Ajay Kaushik, AD, DTTDC)

6. **Eco-clubs**:-DTTDC to write to Secy. (Education) and Secy. (Environment), Govt of Delhi for participation by inviting various school environment clubs/Eco-clubs based in Delhi.

Action:- (Events Division, DTTDC)

7. **Art Workshop**:-Deptt. of Art & Culture, GNCTD and College of Arts to be invited for organizing art workshop/Artist camp at the festival.

Action:- (Events Division, DTTDC)

8. **Live Pot Making**:-Sh. Y.P. Singh of INA offered that he will arrange Pot makers of the local area for demonstration of on the spot pot making.

Action:- (Sh. Y.P.Singh, INA)

9. **Participation by Indian Nurserymen Association**: It was agreed by Sh. Y.P. Singh, President, Indian Nurserymen Association, that they shall arrange a large participation in the flower display area by setting up a big hanger installation in the event, on the lines of the Flower Show organized by them in Pune, this year. Considering that this will be a major attraction for the visitors, the committee welcomed the idea.

Action:- (Sh. Y.P.Singh, INA)

10. **Life Time Achievement Award**:-During the course of deliberations Mr. Y.P Singh of INA, informed that INA will give away "Life Time Achievement Award" of Rs. 51,000/- to one selected best mali, on the lines of previous year. Sh. Y.P. Singh also agreed to sponsor cash prizes for participants in the Dahlia category competition on the basis of highest aggregate marks. The following cash prizes shall be in addition to the DTTDC regular cash prizes as per schedule:

Dahlia:-1st Prize worth Rs. 11,000/-
2nd Prize worth Rs. 5,000/-
3rd prize worth Rs. 2,100/-

Action:- (DTTDC)

11. **Participation of the President House:-**Shri Satish Mathur, former Director (Horticulture), President House, was requested to use his good offices to invite President House, (Horticulture Deptt.) for participating in Garden Tourism Festival 2020.

Action:- (Sh. Satish Mathur)

12. **Participation of Govt. Deptt. and others in NCR:-** Committee members suggested that DTTDC may invite leading Horticulture agencies/Horticulture societies/Corporate Houses/Hotels/Govt. & Semi Govt. Deptts. for participating in Garden Tourism Festival. To name a few:-NOIDA, Gr. NOIDA, HUDA, DU,YWCA,ASI,LG Elec., Manav Rachana University, DMRC, ITC, Indian Railways, Sunder Nurseryetc.may be contacted.

Letters to above mentioned agencies must be issued within a week time and should be followed-up personally.

Action:- (Sh. Ajay Kaushik, AD)

13. **Theme Garden:-**It was decided that trophy to all participants in the category of theme gardensto be given, however, winners for the 1st, 2nd& 3rdposition have to be adjudged.

Action:- (DTTDC)

14. Do's &Don'ts for the participants are to be printedin the schedule. Schedule (Qty: 600) shall be printed by Sh. Y.P. Singh, President, Indian Nurserymen Association, for participating agencies, as of previous year. Cover page of the schedule shall be used by the INA for its branding.

Action:- (AD (Horticulture)- DTTDC)

15. **Orientation Programme:-**It was decided that the senior members by the Horticulture Deptts. to hold an orientation session forthe gardeners/other concerned officials of the

participating agencies on 13.12.2019 to explain DO's & DON'TS for participating in the Garden Tourism Festival.

Action:- (Sh. Ajay Kaushik, AD)

16. It was decided that rental charges for the stalls to be allotted in the "Garden Bazaar" section should remain same as of previous year


17. **Drone Videography**:-Committee Member suggested that Videography through Drone may be undertaken of the festival to have an overview of the event.

Action:- (AM (Events))

18. Resident Commissioners to be requested for participation by the Horticulture Deptts. of the respective States in 33rd Garden Tourism Festival.

Action:- (DTTDC)

All Concerned.


Sudhir Sobti
Chief Manager (Events)

Copy for information to:

1. Sr. PS to MD & CEO, DTTDC
2. General Manager, DTTDC
3. Chief Manager (PR & Events) DTTDC
4. Dy. Manager (PR): to process for Publicity campaign of the event immediately.
- ✓ 5. Dy. Manager (IT): to upload information on website
6. File.


Sudhir Sobti
Chief Manager (Events)