

A proposal on

CHITWAN MAHOTSAV- 2069

"Pride of Chitwan"

Organized by:

Chamber of Commerce and Industry-Chitwan, Narayangarh
Bharatpur Municipality, Chitwan
District Development Committee, Chitwan
Ratnanagar Municipality, Chitwan
Ratnanagar Chamber of Commerce and Industry, Chitwan

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

***Date:** Poush 25 to Magh 5, 2069*

(9th - 18th January, 2013)

CHITWAN MAHOTSAV-2069

BACKGROUND:

Chitwan is the one of the major tourist destinations of Nepal. Wild life, Narayani river bank, the national park, exotic views, different kind of animals, tharu culture and tradition reflect Chitwan district wonderfully. Chitwan, the inner terai valley is situated in the southern part of central development region of Nepal. Besides tourism activities, the city from few years back has been rapidly adopting the economic growth, in terms of increasing industrial activities, agricultural productions and transformed as commercial hub in really short span of time. Poultry is one of the major products for which Chitwan is renowned. The capital of poultry has been fulfilling the need by supplying above 60% of its demand. In addition to agriculture and tourism, Chitwan has been rapidly growing as a medical and education city in recent years.

Chamber of commerce and industry is an umbrella unit of entire business entrepreneurs which raise voice for the betterment of business society. Chamber of Commerce and Industry – Chitwan is one of that which has been promoting the trade, industry and business sector of the entire district since its establishment.

Chitwan Mahotsav, an event that not only promote trade and industry but also contributing for socio-economical development at local level by protecting culture, tradition of the Chitwan district. It is one of the best examples of Private Public Partnership (PPP) program that was started from the year 1997 the first time in Nepal. One of the most eagerly awaited biannual events of entire district is once again observed as its ninth edition with name of "**CHITWAN MAHOTSOV-2069**". The Mahotsav has become vital as it encourages business, increase access of business networking, and enhance mutual cooperation among local organizations, authorities for the achievement of common goal of Chitwan's development. This mega event reflects the prosperous and economically developed Chitwan as it provides the platform for trade and industry where they acquire the big opportunities of exposure, promotion and networking among huge market.

The year 2012/13 has been declared as the Nepal Investment Year (NIY) by the government of Nepal. This campaign of government seeks to double the foreign direct investment (FDI) in the country. Chitwan has immense resources in the field of agriculture, health education and tourism. The Chamber of Commerce and Industry-Chitwan in this season of Chitwan Mahotsav is going to organize an international workshop on a theme of "**Investment Opportunities in Central Region**" ("**INVEST CHITWAN 2013**") in order to explore and expand economic activities in Chitwan.

The ninth version of Chitwan Mahotsav is going to be organized jointly by Chamber of Commerce and Industry-Chitwan (CCIC), Bharatpur Municipality, District Development Committee (DDC) Chitwan, Ratnanagar Municipality and Ratnanagar Chamber of Commerce and Industry. The ten days long event will be scheduled form 25th of Poush to 5th of Magh 2069. This is the most promising event that provides vibrant platform helps to explore Chitwan.

OBJECTIVE:

The prime objective of the Mahotsav is to encourage and promote business sectors (trade, commerce and industry), to preserve local art and culture and contributing toward the socio-economical and cultural development of Chitwan district. Beside this it caters the following specific objectives:

- To promote the trade, industry and business of entire district
- To promote agriculture, tourism and other potential sectors of the district
- To increase the market of local products and services
- To identify the potential market for the investment purpose
- To organize workshops and conference on different issues related to business promotion and investment.
- To create linkage and networking among buyer and seller
- To encourage public private partnership in the development of the district
- To promote and preserve the religious, language, arts, culture and tradition of the district
- To promote Nepal Investment Year 2013.

MAJOR EVENTS:

Trade Fairs:

This is the major part of the entire Mahotsav. The companies from varied industries, traders, entrepreneurs and organizations from local, national and international level will participate to promote their goods and services. Whether it is industrial or agricultural or commercial goods, trade fair at Mahotsav is a huge platform for the entrepreneurs to display and demonstrate their latest product to the potential buyer and examines recent market trends and opportunities. This is the most suitable place to observe the target buyers' need and interest very well.

The variety of goods on display is one of the widest. Little wonders that the stalls do superb business during the Mahotsav.

Promotion of Tourism Industry:

Chitwan Mahotsav is one of the best medium to promote Chitwan as a major tourist destination in Nepal. 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 shrine 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 compelling attraction at the festival will be elephant rides to Bees Hazari Taal and the Nagarban or boating/rafting in the deep, blue, serene waters of the Narayani River. Besides, organizer is trying to promote multifarious marine sports (like, Rafting, Kayak, Catter Raft, Bowling, cycling, boating etc.) during the events with the coordination and cooperation of private institutions.

Promotion of Agro Industry:

Dependency in agriculture for daily life has been slowly moving towards the commercialized agro based industries in Chitwan. From the past experience and the grand success of Krishi Mela in Chitwan Mahotsav, we will once again have an Agro Pavilion in Chitwan Mahotsav-2069. Basically Agro Pavilion will showcase agriculture products, advances in **agro-industry, livestock, modern farming, latest technologies and glimpses** of what the future can hold for the district. The blossoming poultry, dairy, fishery industry and vegetable farming 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. A part from this, a separate **"One Village One Product (OVOP) Pavilion"** will be created under Agro Pavilion that will focus on promotion of banana farming in Chitwan district. One Village One Product (OVOP) program in Nepal has been introduced by FNCCI in partnership with Ministry of Agriculture and Cooperatives, the Government of Nepal. Under the second phase of the program, CCIC has been undertaking the activities of OVOP program with specialized in banana. Likewise, agro products from local, national and multinational industries too will be on display in Mahotsav.

Conferences on Multifarious Issues:

In the occasion of Chitwan Mahotsav-2069, varied issues regarding economical development of Chitwan district will be put front to grab the special and quick reaction. Mahotsav being the perfect place 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. In the occasion of Chitwan Mahotsav-2069, CCIC is going to undertake an international workshop with a theme of **"INVEST CHITWAN 2013"** in order to explore and expand economic activities in Chitwan and support government's campaign of Nepal Investment Year 2012/13. This workshop caters the broad discussion, exploration and findings on investment opportunities in Chitwan district.

Cultural Show:

Chitwan is a potpourri of culture, tradition, and dresses, foods where people from a diverse background display genuine communal harmony. Throughout the Mahotsav, one can experience a profusion of folk music & dances of various regions, especially 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. You may find yourself lost amidst the romantic pairs crooning duet songs. 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.

Food Festival:

To make the Mahotsav more enjoyable, a food festival will be organized in the occasion of Chitwan Mahotsav-2069. Indigenous food such as chatamari, Bara, Yomari; various meat items of traditional newari community and locally produced agriculture products like laven, locally produced flavoured milk, ice-creams, 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.

Amusement Park

Amusement Park is the best and attractive place for the children and whole family at Mahotsav. This part of Mahotsav is the complete package of entertainment for all age group people that offers thrill and fun to everyone. Experience a bumpy creaky ride on a 'ronte ping' (medieval ferries wheel), other different rides, magic shows and different games will be available in this section for the entertainment and enjoyment prospect.

MAJOR HIGHLIGHTS OF THE EVENT:

1. Over 300 exhibitors will participate.
2. About four hundred thousand visitors are expected.
3. Exhibitors/visitors from all over the country 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. Unforgettable experience at the Putali Bazaar Food Festival.
9. Promotion of the tourist industry.
10. Elephant Rides.
11. Boating/rafting, Koyak, Catter raft, etc.
12. A magnificent rally to kick off the Mahotsav.
13. Agri-product competition

14. Art exhibition.
15. Livestock exhibition.
16. Promotion of the Information Technology.
17. Opportunity for you to share in the development of Chitwan.
18. Promotion of Nepal Investment Year 2013

PRODUCTS TO BE EXHIBITED:

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

NUMBER OF STALL:

350 number of Stalls. (Local, National & International)

DATE AND VENUE:

Date : Poush 25- Magh 5, 2069 (9th-18th January, 2013)
 Opening Hours : 9:00 am - 6:00 pm Daily
 Venue : Exhibition Ground, Narayani River Bank, Narayangarh, Chitwan

LAST DATE OF STALL REGISTRATION: 29th Mangshir 2067 (14th December, 2013)

VISITORS:

- No. of visitors expected: 4 lakhs
- Businessmen, entrepreneurs, traders (exporter & imported) 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

STALL TYPES AND CHARGES:

S.N.	PARTICULARS	NRs.	IN WORDS
1	Exclusive Stall:	40,000.00	Forty Thousand
2	Business Firm/Company having above 3 crore (30 Mil.) authorized capital:	20,000.00	Twenty Thousand
3	Business Firm/Company having above 50 lakhs (5 Mil.) to 3 crore (30 Mil.) Authorized capital:	16,000.00	Sixteen Thousand
4	All Restaurant Business (Without ice-cream):	25,000.00	Twenty-Five Thousand
5	Business Firm/Company having 50 lakhs (5 Mil.) authorized capital:	12,000.00	Twelve Thousand
6	Private Hospital (More than 100 beds)	12,000.00	Twelve Thousand
7	Private Hospital (Less than 100 beds)	10,000.00	Ten Thousand
8	Floriculture, Nursery and Beekeeping Business:	7,000.00	Seven Thousand

9	Handicraft Industry and Institutions (Participating in income generating):	6,000.00	Six Thousand
10	Government Office, Hospital & Educational Inst. and other NGOs:	6,000.00	Six Thousand
11	Ice-cream Industry	12,000.00	Twelve Thousand
12	Money Exchange and Co-operatives:	6,000.00	Six Thousand
13	Finance Company/ Development Bank/ Insurance Company:	15,000.00	Fifteen Thousand
14	Commercial Bank:	18,000.00	Eighteen Thousand
15	Restaurant (Tea, coffee restaurant only):	10,000.00	Ten Thousand
16	Panipuri	15,000.00	Fifteen Thousand

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 consist 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.

SPECIAL DISCOUNTS: (STALL RENTALS)

1. 20% special discount to member firms of CCI-Chitwan & Ratnanagar CCI.
2. 10% discount to exhibitors booking two stalls.
3. 15% discount to exhibitors booking more than two stalls.

An exhibitor is entitled to receive only one facility among categories (a) (b) and (c).

FACILITIES TO EXHIBITORS:

1. Proper security arrangements
2. Fire/theft insurance cover
3. Telephone facilities
4. Parking facilities
5. Toilet facilities
6. Certificates for the exhibitors.
7. Prizes will be awarded to the best stall.

PROMOTION/PUBLICITY OF THE EXPO:

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

BENEFITS TO THE EXHIBITORS:

1. Opportunity to promote the latest products and services to the potential customers.
2. Help in identifying the needs of the consumers and to produce and market the goods accordingly.
3. An opportunity to gain valuable information about the competition in the related product market of the exhibitors.
4. An opportunity to gather information regarding the recent advancements in industry, farm tools and information technologies through seminars and workshops.
5. An opportunity to foster partnership between different business houses and to establish long term networking between entrepreneurs.
6. An opportunities to attract the target customers in low marketing expenses
7. Generating business/sales leads and strengthening companies' position among competitors.

PAST MAHOTSAVS AT A GLANCE:

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	425	350000	Foods, Iron & Engineering, Furniture, Crafts, Industrial Consultants, IT, Plastic, Garment, Dairy Pavilion etc.

The End.