भा.कृ.अ.प. – भारतीय कृषि अनुसंधान संस्थान, नई दिल्ली–110012 (भारत)
ICAR - INDIAN AGRICULTURAL RESEARCH INSTITUTE
(A UNIVERSITY UNDER SECTION 3 OF UGC ACT, 1956)
NEW DELHI - 110012 (INDIA)

डॉ० जे० पी० शर्मा
संयुक्त निदेशक (प्रसार)
Dr. J. P. Sharma
Joint Director (Extension)

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6-1-15

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jpscatat@gmail.com

Date 06-01-2015

Subject: **Request for advertisement in Souvenir and stall booking during Institute's *Krishi Vigyan Mela*-2015**

Dear Sir/Madam,

The Indian Agricultural Research Institute (IARI), Pusa, New Delhi, in its stride towards promotion of technological change for enhanced productivity and quality of agricultural produce is organizing its **Annual *Kisan Mela*** from March 10-12, 2015 on the theme " **IARI Technologies for Inclusive Growth".**

The IARI *Kisan Mela* will be an effective medium to promote the business of your products and services at *mela* site .You may also place an advertisement about your technologies in the Souvenir which will be distributed among thousands of participants including farmers, extension agents, scientist etc.

The charges for booking stall and advertisement are given below. You may visit the following web-site for more details of the *Mela* : **http://www.iari.res.in**

Table 1: Stall Rates

Type	Size	Rate per stall (₹)	
		Private Sector	**Public Sector/NGOs**
Covered paneled stall	3m x 3m	15,000/-	8,000/-
Covered Stalls	5m x 5m	10,000/-	5,000/-
Open Space	As per demand	(₹) 500/- sq. meter	(₹) 250/- sq.meter

(One table, two chairs and one electric point (5 amp) will be provided in each stall)

Table 2 Advertisement Rates for Mela Souvenir

Size	Black and White	Colour
Full page	Rs.15,000/-	Rs.20,000/-
Half page	Rs.10,000/-	Rs.15,000/-
Quarter page	Rs.06,000/-	Rs.11,000/-
Cover page Outer back)		Rs.30,000/-
Cover page (inner side)		Rs.24,000/-

The message of the advertisement may please be sent (in Hindi)/English medium) in hard as well as soft copy (preferably in MS World in CD).

The charge for the stall/advertisements may be sent through demand draft in favour of **'Director, IARI'**, New Delhi and sent to the undersigned positively by **February 20, 2015** .

Looking forward to your continued support for advertisement as well as meaningful participation in the *Mela.*

With kind regards,

Yours sincerely,

(J.P.Sharma)