

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**

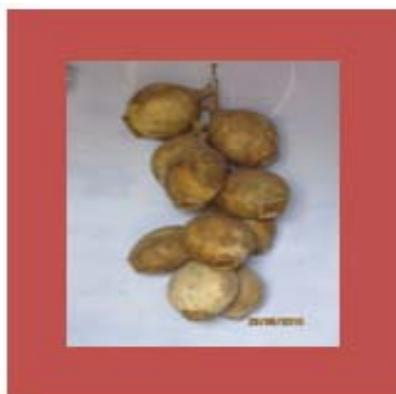
**Government of NCT of Delhi,
Incredible India**

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.
6. Sale and display of perfumes, itra and essential oil.
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,

Defence Colony, New Delhi-110 024

Phone nos. 24647005, 24698431, 24618026, 24698393

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Shri Ashok Gupta,

Manager (Events)

Delhi Tourism & Transportation Development Corporation Ltd.,

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Shri Shakti Vinay Shukla

Dy. Director (fragrance & flavour)

Fragrance & Flavour Development Centre

Ministry of MSME

A Govt. of India Autonomous Body
Makrand Nagar
Kannauj – 209 726
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E mail: svskannauj@indiatimes.com



**APPLICATION FORM
FOR
REGISTRATION/STALL BOOKING FOR
First “Itra & Sugandhi Mela”**

Name of the applicant	
Designation	
Company	
Complete address of the Company	
Phone nos. Office Mobile	
E-mail address	
Details of the items to be sold from the stall	
Details of Membership of industry association (EOAI, FAFAI or APAK if any)	
Details of the bank draft number	



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.

