

**GOVERNMENT OF PUDUCHERRY
DEPARTMENT OF TOURISM**

SCHEME FOR THE PUDUCHERRY SHOPPING FESTIVAL 2009-2010

Preface

The Department of Tourism has included the Shopping Festival in the Annual Plan and Action for the year 2009-2010 and envisaged as an annual event lasting for a particular period, every year. The project aims for a big leap in the sector of Tourism, Trade and Commerce. Through this shopping festival, it is proposed to make Puducherry Union Territory a destination of shopping and thereby promoting Shopping Tourism.

Objectives of the Festival:

- Develop Shopping Tourism.
- Increase tax revenue of the State
- Boost local trade and commerce
- Create employment opportunities
- Increase sale of traditional handicrafts.

Criteria for participation:

- Any trader/merchant either big or small in Tourism, Hospitality, Self Help Groups/ Government Aided Societies selling handicrafts, handlooms, Jewellery, Electronics & Consumer Durables, all kinds of retail outlets like, Textiles & Margin Free Shops, Hotels/Restaurants/Cottages/Resorts, Shopping Malls, Health Clubs, Ayurveda Care Centres, Automobile Shops, Traditional Handicrafts Offices, etc., belonging to Puducherry UT can participate in the festival.
- The participation is valid for the period of the festival i.e from 23.12.2009 to 31.1.2010.

Except for:

- Hospitals
- Other life saving equipments dealers

Strategy:

An Apex committee was formulated involving the representatives of all category of trading community under the chairmanship of Hon'ble Chief Minister, Puducherry and vice-chairmanship of Hon'ble Tourism Minister vide G.O. Ms.No4//2009/TSM dated 14.10.2009 and G.O.Ms.No.6/2009 dated 21.12.2009.

Festival will be conducted by the Director of Tourism in Puducherry Region.

In Karaikal region, the festival will be organized by the District Collector with assistance of Sub-Committee members

In Yanam & Mahe Regions, Regional Administrator will organize the festival with assistance of the local trading community.

The festival will be conducted for the current year from 23.12.2009 to 31.01.2010 in all four regions of the UT, subject to extension of period, if any.

The Government shall take care of the publicity, entertainment, illumination & lighting, Media campaign, Draw of Prizes and conducting the inaugural and valedictory functions.

This will be incurred from the budget under the scheme of "Tourism Promotional Activities".

of the Department of Tourism.

The allocation of budget for the current financial year is as follows:

Puducherry- Rs.38.00 lakhs

Karaikal - Rs.14.00 lakhs

Yanam - Rs.10.00 lakhs

Mahe - Rs. 8.00 lakhs

Traders Budget:

The money generated from the traders by means of registration fee and purchase of coupons will be used to purchase prize articles.

The Scheme of Prizes

PRIZE	Article	Puducherry	Karaikal	Mahe	Yanam	Total
1 st Prize	Car	6	2	1	1	10
2 nd Prize	E-Bike	60	20	10	10	100
3 rd Prize	Domestic Tour Package	60	20	10	10	100
4 th Prize	Table Top Wet grinder	120	40	20	20	200
5 th Prize	Mixie	1200	400	200	200	2000
6 th Prize	Rice Cooker	1200	400	200	200	2000
7 th Prize	Iron Box	1200	400	200	200	2000
Consolation Prize		12000	4000	2000	2000	20000
TOTAL		15846	5282	2641	2641	26410

The Distribution of serial numbers of prize coupons:

Sl. No	Region	Starting Coupon No.	Ending Coupon No.	Total Coupons
1	Puducherry	0100001	1300000	12,00,000
2	Karaikal	1300001	1700000	4,00,000
3	Mahe	1700001	1900000	2,00,000
4	Yanam	1900001	2100000	2,00,000
			Total	20,00,000

The method of Draw:

The counterfoils of the prize coupons will be collected from the vendors/ME and a data of distribution of coupons will be computerised. A date for draw of prizes will be notified in the local newspapers to draw attention of the Tourists/public. The venue will be arranged to facilitate the tourists/public to witness the draw. Members from the Government (Senior Officials), Consumer Forum, Chamber of Commerce, Eminent Personalities will be adjudging the draw. Officials of Department of Planning and Research, Government of Puducherry will conduct the draw the numbers for prizes of Ist to Consolation in open and transparent manner. The result will be published in the local newspapers on the next day and the prizes will be distributed to the Winners by the Government after recovering the Income Tax from the winners. This Draw will be conducted separately by the Government in Karaikal, Mahe and Yanam.

The Act:

The act of sale of coupons, selection of winners by draw, etc. attracts the definition of "Prize Chit" under Section 2(e) of the Prize Chits and Money Circulation Schemes(Banning) Act 1978. The Director of Tourism, Puducherry/The Collector, Kariakal/Regional Administrators of Yanam and Mahe as an authorized Officer on behalf of the Government of Puducherry are permitted to conduct the prize chit under Section 11(a) of the Prize Chits and Money Circulation Schemes(Banning) Act 1978.

Jurisdiction:

All disputes are subject to the exclusive jurisdiction of the Courts of competent jurisdiction in Puducherry U.T. only.

Benefits to Participants:

- Government managed initiative.
- Creating an additional shopping season in the U.T.
- A unique opportunity to create better brand awareness for sponsor.
- Major events to promote sales.
- An unusual chance to push sales in other areas also.
- Focused all over the State.
- Big prizes for consumers.
- Very advantageous season for Shopping - Peak Tourist season.
- Right time for product placements.
- Activation specific to the product.
- **Extensive media coverage:** Concentrated coverage in Print, Visual and FM Radios Inside and Outside Puducherry Union Territory. Additional digital coverage.
- **Advertisement Coverage:**Print, Electronics, Digital & Outdoor with identity / logos of sponsors to inform and educate the consumers. Advertisements through big events like Pre-Launching Ceremony, Opening Ceremony, Prize Draw, and Closing Ceremony.
- **Cultural Events:** Continuous programmes like orchestra, Dance, Comedy show, Mimicry show, Light Music, etc by Cine Film artists.
- **Illumination:** The important shopping streets will be illuminated and erected with arches to give festive mood.

Responsibility of Registered shops

- The shops should affix their own official seal for identify the shops during draw.
- They should insist the customers to enter their full name, address and phone numbers in the counterfoil.
- The coupon to be distributed against a quantum of purchase shall be decided and displayed with sign and seal in the Cash Counter & Entrance to avoid confusion among the buyers.

Benefit to Customers

Customers will get Mega Prizes to Consolation prizes as detailed..

Advertisement Campaigns

Extensive advertising campaigns including:

- Major newspapers
- Visual media
- FM stations

- Special publicity prize schemes through media branding
- Hoardings shows
- Auto/Bus branding

Identification of Shops:

- There will be signage, posters, danglers exhibited in front of the shops.

The Rules and regulations:

- The participation in the festival is open to all retail/wholesale/manufactures/hospitality establishments etc in Puducherry Union Territory. Each participant will be listed as Member Establishment (ME).
- Establishment may participate along with their branches from all parts of Puducherry UT.
- The member establishment has to pay Rs.1000/- as registration fee.
- Each member can buy prize coupons of Rs.5/- each and can buy unlimited coupons.
- The coupons will be sold by the Directorate of Tourism in Puducherry and Collector, Regional Administrators will be incharge for sale of coupons in the regions of Karaikal, Yanam and Mahe respectively.
- The festival in the each region will be conducted separately and money generated by them by means of sale of coupons and registration fee will be spent in the respective region in terms of purchase of prize articles.
- The acceptance of the ME for the participation in the festival will be considered only after the payment of registration fee if paid as cheque duly cleared by the bank.
- On confirmation, the ME can buy the coupons from the Authorities.
- The ME can participate as a customer from any other participating outlet and can be a winner in the festival.
- The coupons cannot be transferred or resold to another ME/Person/Company. Any information received in this regard with the proof will be dealt with serious consequences as the organizers may deem fit.
- All remaining coupons will become defunct after the festival and cannot be refunded at any time.
- The record of the issued coupons will have to be maintained by the ME for any future cross checking and may be required to be submitted to the organizers at any time during or after the festival ends.
- All coupons issued by the ME to customers must carry the stamping of ME's Name and Address.
- Coupons will be divided in to two parts; one part will be retained by the ME, the other part will be handed over to the purchaser.
- The ME should ensure the name, address, phone number of the purchaser are filled up clearly in the counter foil of the coupon.
- It shall be the responsibility of the customer to ensure that his counter foil coupon has been completely filled and deposited with the ME.
- The ME has full responsibility to ensure that the coupons are thoroughly checked and the serial numbers are printed on the prize coupons.
- The ME will be distributed one or two Entrance Arches and will be very prominently displayed in the façade.
- The ME can carry out any individual advertisement or alternate promotion for his

outlet or brand during the period of the festival and can also offer any value additions or specific offers or special discounts during this period.

- The ME may also during the period of the festival use the festival logo or name in any of their own advertisements and promotions.
- In case of any ME not following the rules of the festival his participation in the festival will be terminated.
- The ME needs to display the criteria for giving coupons.
- **Coupons shall be given to customers at no additional costs against goods purchased by them from the participating ME.**

Any disputes/queries regarding the festival may be brought to the following:

Puducherry Region:

Thiru P.Mathew Samuel, Director of Tourism,
No.40, Goubert Avenue, Pondicherry 605 001.
Phone : 0413-2333590, Fax:0413-2221022

Karaikal Region:

Dr.N.Vasanthakumar,I.A.S.,
District Collector, Karaikal,
Ph : 04368 – 222025, Fax : 04368 – 228070

Mahe Region:

Thiru.E.Vallavan,
Regional Administrator, Mahe.
Ph : 0490 – 2332960, Fax : 0490 - 2336700

Yanam Region:

Thiru.Appa Rao,
Regional Administrator, Yanam
Ph : 0884 – 2321223, Fax : 0884 - 2321843