

16th Rajdhani BOOK FAIR

4th DECEMBER to 15th DECEMBER 2015



INFORMATION BOOKLET



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16TH RAJDHANI BOOK FAIR-2015

The biggest Book Fair of Odisha

Registered under the Societies Registration Act of
XXI of 1860 vide Regd. No. BBS-564-15/2001-02

Venue :

EXHIBITION GROUND
BHUBANESWAR

Period :

From 4.12.2015 to 15.12.2015 (12 Days)

Contact :

Cell : 9437133368, 9692911843

Tele Fax : 0674-2540171

Email : rajdhanibookfair@gmail.com

presidentrajdhanibookfair@yahoo.co.in

Website :

www.rajdhanibookfair.com

Address for Correspondence :

President, Rajdhani Book Fair
Qrs.No. 3R-1, GRIDCO Colony
P.O. Bhoi Nagar, Bhubaneswar-751022
ODISHA



ABOUT THE ORGANISATION

The Rajdhani Book Fair has been organised by the Book Fair Committee comprising of a group of writers. The committee has started its endeavour in the Millenium year 2000 and successfully completed 15 years of service. It is the biggest book fair of Odisha.

Publishers, Distributors & Book Sellers from all over the country alongwith Educational Institutions, Study Centres, Govt. Organisations, NGOs, PSUs, Banks & Insurance Sectors are participating in the fair. Moreover nearly 8 lakh footfalls of intellectuals, educationists, booklovers & general readers are experienced in the fair during 12 days. As it is the biggest Book fair of the state all possible care has been taken to make it a successful publicity campaign and excellent forum for advertisement. It is a reliable organisation which provides unique opportunity for sales promotion & publicity. It also facilitates the participants to interact with their target audience.

BOOK FAIR COMMITTEE

- PRESIDENT** : **Dr. Upendra Kumar Jena, M.A., Ph.D, PGJMC**
Ex-Deputy Manager (PRO) of GRIDCO/OPTCL
Resercher of Odia Childrens' Literature
Editor of The Kuni Raija (Odia Childrens' Magazine)
Writer of Childrens' Literature, Freelancer and Organiser.
- SECRETARY** : **Sri Bidhu Bhusan Pattanayak, B.A., B.Ed.**
Writer of Childrens' Literature, Editor of Tiki Fula
(OdiaChildrens'Magazine)
- CONVENOR** : **Sri Ramesh Chandra Swain, Sr. Journalist, Freelancer.**
Editor of Kuantara (Odia Childrens' Magazine)
Writer of Childrens' Literature
- COORDINATOR** : **Sri Kali Prasad Das, B.A., B.Lib.Sc.,**
Ex-Chief Librerian of Odisha Secretariat,
Senior Writer and Editor
- MEMBERS** : **Sri Bira Kishore Pradhan, Retd. Teacher (President Awardee)**
Writer of Childrens' Literature
Sri Akul Chandra Nath, Writer of Childrens' Literature
Sri Brahmananda Nayak, Writer of Childrens' Literature
Smt. Kamalini Mallick, M.A., Writer of Childrens' Literature, Anchor



INVITATION

To

All Publishers / Distributors / Book Sellers,
All Educational Institutions / Coaching & Study Centres,
All Banking & Insurance Sectors / Govt. Organisations / NGOs
All Organisations deal with Educational Materials

Sub : Booking of stall in 16th Rajdhani Book Fair-2015

Dear Sir / Madam,

Bhubaneswar the capital city of Odisha has rapidly grown up within a few years & presently crossed 15 lakhs of population. It has 7 Universities, 50 Arts, Science & Commerce Colleges, 4 Medical Colleges, 25 Management Colleges, 100 Engineering Schools & Colleges, 200 Odia & English Medium Schools, 300 Coaching & Study Centres. In addition to the above 1000 Govt. Offices, Banks, PSUs, NGOs & Private Sectors have also emerged to a healthy extent. Needless to say that in the last few years Bhubaneswar has won a place among the top Educational Centres of India. Keeping in view the requirement of books for students, teachers, researchers, general readers as well as Schools, Colleges, Institutions & Public libraries, the Rajdhani Book Fair has been organised in Bhubaneswar since 2000 by some writers of Odia literature which has now secured a position among the top book fairs of India.

Since the pre-winter period in Odisha is very suitable and the students & book lovers prefer to visit the fair during this period with their family & friends the Book Fair Committee have decided to organise the fair from 4.12.2015 to 15.12.2015 for 12 days. It is the biggest book fair of Odisha & more than 70 thousand visitors visit everyday.

We hope your esteemed organisation shall prefer and make a plan to participate in 16th Rajdhani Book Fair for sales promotion, publicity & interaction with readers, writers, Institutions & general public.

We, therefore, request you to kindly send the application form duly filled in along with the stall rent as soon as possible to book a stall for participating in the fair.

Anticipating your positive response we remain.

Yours faithfully,

(Dr. Upendra Kumar Jena)
President, Rajdhani Book Fair



RULES & REGULATIONS

PARTICIPATION

All Book Publishers, Distributors, Book Sellers, Organisations dealing with Study materials, Educational Institutions, Study Centres, Tutorials, Govt. Organisations, PSUs, Banks, Insurance Sectors, NGOs, Associates and Food & Tiffin, Ice Cream, Tea & snack Stalls can participate in 16th Rajdhani Book Fair-2015 from 4.12.2015 to 15.12.2015.

BOOKING

Booking of stall can be made by submitting the Application Form duly filled in alongwith full payment of Stall Rent on or before 5.11.2015 either in person or by Speed Post. The Money Receipt followed by a Provisional Confirmation letter shall be provided at the time of booking.

ALLOTMENT

Allotment of stall shall be made on 4.12.2015 (7.30 AM) considering booking seniority, number of stalls & regular participation. However, the decision of the stall allotment committee shall be final & binding on all participants. No complaint against allotment shall be entertained.

CANCELLATION

The booking can be cancelled by the participant on or before 5.11.2015. No stall rent shall be refunded after 5.11.2015 at any circumstances. In case of absense of the participant & non occupation of the stall on the date of inauguration the booking shall be forfeited on the next day and the stall shall be declared Vacant and may be allotted to some other party as desired by Book fair committee and no money shall be refunded.

PROTECTION

Protection shall be provided to all stalls round the clock by deployment of private Security Guards from 4.12.2015 (7.30 AM) to 15.12.2015 (9.00 PM). Fire brigade & Police shall also be deployed during the time of Book Fair.

PROHIBITION

Encroachment in front of the stall is strictly prohibited. Participants are not permitted to use mike, loud speaker etc. However, on request, they may be permitted to blow very slow music in the stall without disturbing side stalls. But if complaint arises, the permission shall be withdrawn immediately and the plug point shall be disconnected without further notice.

PROFIT & LOSS

The Book Fair Committee shall not be responsible for any profit or loss in the business or damage due to natural calamities / accidents etc. during the fair period. The participant may insure their stalls at their own cost if they feel necessary.

ACCOMODATION

The outside state participants may arrange accomodation in nearby Hotels at their won choice & cost.

RIGHTS

The Book Fair Committee reserves the right to take any disciplinary proceeding or action against any participant or visitor in the event of violation of book fair rules & regulations & breach of peace in the fair. The decision of the president of Rajdhani book fair in any matter shall be final. For any further dispute, subject to Bhubaneswar Jurisdiction only.



STALL BOOKING

RATE CHART

RENT FOR BOOK STALLS

(All Publishers / Distributors / Book Sellers only)

1. **GENERAL BOOK STALL : Rs.7,500/- (10' x 10')**
(Provided with Carpet, Bookself, one Front Table, 2 Chairs, 2 Barlights)
2. **DELUXE BOOK STALL : Rs.9,500/- (10' x 10')** For Book stalls only
(Provided with wooden Platform, Carpet, Bookself, one Front Table, 2 Chairs, 2 Barlights)

RENT FOR EXTRA TABLE = Rs.300/-, EXTRA CHAIR=200, EXTRA RACK = Rs. 500
PLUG POINT = Rs.500/-, IRON GRILL GATE = Rs.5,000/-
FRONT CLOTH CLOSING = Rs.15/- (per Sft.)

RENT FOR DISPLAY STALLS

*(Educational Institutions, Study Centres, Tutorials, PSUs, Banks,
Govt. Organisations, NGOs, Associates & Insurance Sectors)*

1. **DISPLAY STALL (DELUXE) : Rs.9,500/- (10'X10')**
(Provided with wooden Platform, Carpet, One Front Table, 2 Chairs, 2 Barlights)
2. **CENTRE STALLS : Rs.45,000/-(20' x 20')**
(Provided with wooden Platform, Carpet, Front Table, 10 Chairs, 8 Barlights, Plug point, back side closing with 3 sides open.)

FOOD STALLS

1. **FOOD STALLS, ICE CREAM : Rs.10,000/- (12' X 10')**
(Provided with Carpet, Front Table, 2 Chairs, 2 Barlights, Water, Dustbin)
2. **TEA & SNACKS : Rs. 7,500/-**
3. **OTHERS : Rs.3,000/-**

ADVERTISEMENT CHARGES

FIXING OF ADVERTISEMENT ON ELECTRIC POLE / GROUND STANDY : Rs.2,000/-
(The Advertiser shall provide the framed Advt. material at a size of 2' X2')

LAST DATE FOR BOOKING OF STALL : 5.11.2015 (THURSDAY)



INSTRUCTIONS FOR PARTICIPANTS

1. For participation in Rajdhani Book Fair, it is required to submit the application form along with stall rent in Book Fair Office either in person or by Speed Post/Courier for booking of stall.
2. A Provisional Confirmation letter along with Money receipt shall be handed over at the time of booking. If you have sent the form by Speed post / Courier and not received the Money receipt and Provisional Allotment letter within 10days please enquire immediately.
3. Allotment of stall shall be made on 4.12.2015. The allotment list shall be displayed at 7.30 AM at the main entrance of Book Fair
4. Please find the stall number from the list of allotment and take possession of your stall after 7.30 AM onwards.
5. Please collect the Entry Pass from Book Fair Office at the time of possession.
6. The Fair shall be inaugurated at 4.30 PM on 4.12.15 & the Exhibitors are requested to complete the decoration of their stalls by 4.00 PM. positively.
7. The Book Fair gate along with stalls shall be opened at sharp 1.30 PM. every day & the exhibitors are requested to enter at 1.30 PM positively by showing their Entry Pass at the gate.
8. Visitors shall be allowed after 2.00 pm every day. So, presence of the exhibitor before 2.00PM. is mandatory
9. Exhibitors are requested to bring their books, packets etc. if any, within 1.30 PM to 2.00 PM positively.
10. No vehicles shall be allowed to stand in book fair premises
11. Vehicles with book packets only shall be allowed to the fair premises between 1.00 PM to 2.00 PM. No vehicle shall be allowed to the fair premises before 1.30 PM or after 2.00PM.
12. Personal vehicle may be parked at the parking place provided near back gate by showing Entry Pass. The vehicle should be double locked & kept at own risk. Bicycles are not allowed in the parking.
13. The fair premises shall be closed at 9.00 PM every day. The exhibitors are requested to wait for some time in front of their stalls & ensure closing of their stalls before leaving the fair premises.
14. The exhibitors are not permitted to quit the fair ground before 9.00 PM on the last closing day. Gate Pass shall be issued after 9.00PM.
15. Please register your complaint / extra requirements if any in the complaint book available in the book fair office during the fair period.
16. Keeping discipline, showing good behaviour to co-participants, visitors and organisers shall be highly appreciated by the Book Fair Committee.
17. The Book Fair Committee may take disciplinary action against the exhibitor violating the rules & regulations of 16th Rajdhani Book Fair.



16TH RAJDHANI BOOK FAIR-2015

(The biggest Book Fair of Odisha)

APPLICATION FORM FOR BOOKING OF STALL

To

The President
RAJDHANI BOOK FAIR
Qrs.No. 3R-1, GRIDCO Colony
P.O. Bhoi Nagar, Bhubaneswar-751022
ODISHA

Sir,

We have gone through the Information Booklet as well as the Rules & Regulations of 16th Rajdhani Book Fair-2015 scheduled to be organised at Exhibition Ground, Bhubaneswar from 4.12.2015 to 15.12.2015 & submitted the following information along with the stall rent for booking of a stall for our participation.

1. Name of the Organisation.....
2. Full Postal Address.....
.....
.....
3. Name of the contact person.....
Cell.....email.....
4. Number of stalls required..... Size of Stall.....
5. Type of stall (a) GENERAL BOOK STALL / DELUXE BOOK STALL
(b) DISPLAY STALL / CENTRE DISPLAY STALL
(c) FOOD STALL / ICE CREAM / TEA & SNACKS / OTHERS
6. Payment (a) By Cash / Cheque / Draft Rs.....only.
(b) Bank Draft / Cheque No.....date.....
in favour of RAJDHANI BOOK FAIR payable at Bhubaneswar

7. DECLARATION

We do hereby declare that we shall be abided by the Rules & Regulations of 16th Rajdhani Book Fair-2015.

Date.....

SIGNATURE OF APPLICANT
(Seal)



INSTRUCTION

- Please book your stall as early as possible as the allotment of stall shall be made basing on Booking seniority, Number of stalls & Regular participation.
- Please submit the Application Form along with full Stall Rent on or before the last date by Person or Speed Post for booking of stall.
- **LAST DATE OF BOOKING : 05.11.2015 (Thursday)**



