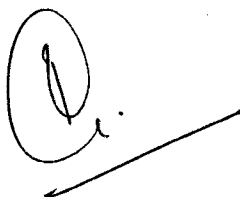


**Minutes of the meeting on Adivasi Mela 2021 held on 07.01.2021 through virtual mode & On-the-Spot visit by the Principal Secretary on 08.01.2021.**

A virtual meeting of the Committee constituted for organisation of Adivasi Mela 2021 was held on 07.01.2021 under the Chairpersonship of the Director, ST at 4.30 PM through virtual mode to decide on the number of stalls, nature of stalls and other arrangements to be made keeping in mind the Covid-19 protocol. Director, SCSTRTI, Director SC Welfare, Additional Secretary, SSD, Joint Secretary, SSD and OSD, SSD attended the same. Director, SCSTRTI made a PPT presentation indicating background and details of the arrangements made in the earlier years and activities to be taken up during the Adivasi Mela 2021. After threadbare discussions on several important points and issues in the virtual meeting and On-the-Spot visit by the Principal Secretary on 08.01.2021 FN hours, following decisions were taken:

1. Adivasi Mela 2021 would be held from 26.01.2021 till 09.02.2021 in the Adivasi Exhibition Ground located at Unit-I, Bhubaneswar and its timing would be from 11 AM to 6 PM only.
2. Only 100 stalls would be set up within the Mela Premises. 90 stalls would be exclusively for the sale of tribal products and that too, through genuine & vibrant SHGs to be recommended only by the 22 ITDAs & 17 MPAs of the State. Number of stalls allotted to each ITDA /MPA has been worked out on the basis of number of Blocks in the concerned ITDAs and Number of villages in the concerned MPAs and the same is attached herewith as **Annexure-1**. Remaining 10 stalls will be provided for showcasing Government's initiatives / schemes / facilities for OPELIP & OTELP (2 stalls), I & PR Deptt.(2 stalls), Tourism Deptt.(2 stalls), OTDS & OMTES (2 stalls) and Tribal Museum (2 stalls). No sale will be made in those 10 stalls and only exhibits, IEC materials and best practices adopted will be showcased.
3. Size of each stall would be of 20 ft by 15 ft having 2 compartments, one for the display and sale of products and another for storage of products and accommodation of the sellers only.
4. Each ITDA/MPA to ensure that SHGs with good track record and exclusively of tribal are recommended. For each stall 3 persons are to be recommended for participation supported with Aadhar Card, Identity card displaying SHG/Agency as well as ITDA/MPA to which he/she belongs. COVID-19 negative report (RT-PCR) is also to be produced by the concerned participants /sellers at the time of joining in the Mela Ground on 23rd or 24th January, 2021, which ought to have been issued within 72 hours of joining in the Mela ground.
5. Transportation charges of the SHGs recommended and cost of obtaining medical (Covid-19) certificate would be met out of the interest money accrued with the concerned ITDAs/MPAs.
6. Construction and setting-up of the stalls are to be undertaken by the ITDAs/MPAs concerned through a Vendor in the tribal ethnic style and the cost is to be limited

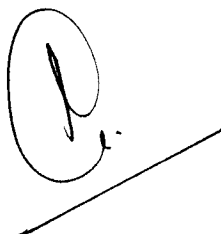


within Rs.50,000/- per stall, funds for which will be placed by the ATLC with ITDAs/Micro Project Agencies on or before 15.01.2021.

7. Crowd control and traffic management in and around the Mela Ground is to be looked after by the Commissionerate Police and a meeting in this regard is to be held by 12.01.2021.
8. Payment facilities through online / digital mode are to be provided to each stall for easy transaction of the cost of the products to be sold.
9. TDCCOL to ensure hassle free e-commerce/e-business facilities, so that online purchase of tribal products could be facilitated for the convenience of the general public, who are interested to buy those products. The online business transactions may be reported to the Department to calculate the gross turn over in the Adivasi Mela, 2021.
10. Beautification, display of flowers and cleanliness within the Mela Ground is to be ensured by the ATLC through its vendors. Minor repairs, renovations and colouring of the walls, Buildings, structures, Water supply and sanitation systems etc. existing within the Adivasi Exhibition Ground is to be taken up by the R & B & PHD wings of the Government and the expenditure in this concern is to be borne out of budgeted provisions of the ATLC.
11. Food (Breakfast with Tea, Lunch, Snacks with Tea, Dinner) for the participants are to be arranged centrally by the ATLC through its Vendor and none is to be allowed to cook food or lit stoves etc. within the Mela premises. A daily menu chart may be displayed for information of the participants.
12. Pre-recorded tribal dances will be shown under cultural program through virtual mode by the Agency selected by OCAC between 6 to 7 pm everyday during the 15 days Adivasi Mela. On 30.01.2021 evening, due to observance of Martyr's Day, Bhajans would be showcased as in previous years
13. Account number with IFSC code of each participant is to be provided by the ITDA/MPA concerned for easy transfer of wages to be paid to the tribal participants for the mela period out of the funds placed with ATLC for Adivasi mela.
14. SOPs for the Visitors, Participants, Officials, Volunteers etc. are to be developed, approved and communicated by the ST & SC Dev. Department for its strict adherence within the Mela period.
15. SSD Department to ensure communication of the details of the tasks to be performed and the precautionary measures to be adopted in respect of participants in Adivasi Mela to the concerned PA, ITDAs & SOs of MPAs with copies to the Collectors concerned.
16. Provision for functioning of Control Room, Police Camps, Health Camps, Fire Officer's Camps, Help Desks, Desks for Digital Marketing with bathroom facilities and an ATM at the entry point of the Adivasi Mela ground is to be ensured.

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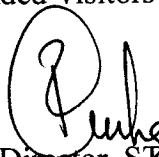
17. Due publicity is to be made through Press-notes about the limited stalls and nature of participation limiting only to those recommended by ITDAs & Micro Projects.
18. Insurance of the entire Event is to be done by the ATLC, as was being done in the previous years.
19. OCAC would provide details for undertaking the virtual segments by the Vendor, which are to be considered & approved by the SSD Department.
20. Adequate number of toilets (50 including the available ones in the mela premises) will be provided in the Adivasi Ground premises for use by the Participants, Visitors & Officials. Adequate man-power will be deployed through the approved Service Provider to sanitize & clean with disinfectants once in every half an hour duration. The cost will be met from funds placed with the ATLC for the event. A dedicated team of officials/ volunteers will be deployed for its strict supervision & monitoring. Mobile toilets from BMC may also be requisitioned on need basis.
21. Hand-wash & Sanitizer will be provided to the participants, at an hourly basis, by the ATLC through a dedicated team which would ensure its strict adherence. Cost will be borne out of the funds placed with ATLC.
22. At the entry point, all the Visitors & Participants as well as Officials will go through a thermal screening process and provided with hand sanitizer to ensure safety. Only those with normal temperature and wearing masks will be allowed entry.
23. In the Pandal, a very big screen will be installed in which documentaries/ clippings of life and culture of tribal communities available with SCSTRTI (Tribal Museum) will be displayed throughout Mela from 11 am to 6 pm. Seating for the purpose will be limited to 50 with social distancing.
24. ITDAs/Micro Projects will be instructed not to use polythene in the stalls and the packaging of products must be made of permissible eco-friendly materials.
25. Only one gate of the Mela ground (Gate no.4) will be opened for entry of the visitors for crowd management. Gate no.3 of the Adivasi Mela Ground is to be used only by the officials on duty & VIPs/ dignitaries and for exit including for emergency purposes. This may be discussed with police administration separately.
26. Adequate number of private security personnel will be deployed (in 3 shifts) through approved Service Provider and the cost is to be met out of the funds provisioned for Adivasi Mela, 2021.
27. Hoardings will not be displayed, as was done in earlier years. However, newspaper advertisement (through I & PR Deptt.) will be given about inauguration of Adivasi mela in the 26<sup>th</sup> January morning edition papers (2 of English and 6 of Odia language) and scroll will be given in the TV channels, cost of which will be met from funds placed with ATLC for Adivasi Mela.
28. A Press Note will be released on 11.01.2021 after the preparatory meeting due to be held in the SCSTRTI under the Chairpersonship of the Principal Secretary.

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29. It was decided that the Vendor selected by OCAC for virtual segments will carry out the following four activities:

- I. Web streaming of pre-recorded cultural programs.
- II. A virtual village haat.
- III. Submerssive experience using the virtual tour and tour of the tribal huts in the Museum
- IV. Social marketing

30. It was also decided that there will be a portal for registration of the intending visitors to Adivasi Mela 2021 and depending upon the permissible timing, Visitors will be issued an e-pass for visiting the Mela at the convenient time slot of 30 minutes only. The entire activity will be managed by the Vendor selected by the OCAC for virtual segment, who will also facilitate registration of the intended visitors and their entry & exit at the scheduled day & time slots allotted to them.

  
Director, ST  
12/1/2020.

**GOVERNMENT OF ODISHA**  
**ST & SC DEVELOPMENT DEPARTMENT**

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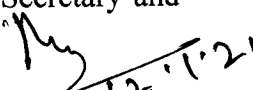
Memo No. 672 /SSD, Bhubaneswar Dated. 12 / 01 / 2021.  
STSCD-TPR. COMMT. 0010. 2020

Copy submitted to all Members/ MS, ATLC, Bhubaneswar for information & necessary action.

  
Joint Secretary to Govt.

Memo No. 673 /SSD, Bhubaneswar Dated. 12 / 01 / 2021.

Copy forwarded to the Senior PS to the Principal Secretary, ST & SC Development Department/ PA to the Director, ST for kind information of the Principal Secretary and Director ST, respectively.

  
Joint Secretary to Govt.

**Annexure-I****STATEMENT INDICATING ALLOTMENT OF STALLS TO ITDAs/MPs IN ADIVASI MELA 2021**

Sl. No	Name of the ITDAs/ Micro Projects	Number of Stalls allotted	Number of tribal participants from SHGs to be allowed
<b>ITDAs</b>			
1	Nilagiri	1	3
2	Tileibeni	1	3
3	Baripada	4	12
4	Kaptipada	2	6
5	Karanjia	3	9
6	Rairangpur	4	12
7	Champua	2	6
8	Keonjhar	4	12
9	Kuchinda	2	6
10	Bonei	2	6
11	Panposh	2	6
12	Sundargarh	4	12
13	Parlakhemundi	3	9
14	Th. Rampur	2	6
15	Gunpur	3	9
16	Rayagada	2	6
17	Jeypore	3	9
18	Koraput	4	12
19	Malkangiri	4	12
20	Nabarangpur	4	12
21	Baliguda	4	12
22	Phulbani	2	6
	<b>Total</b>	<b>62</b>	<b>186</b>
<b>MICRO PROJECT AGENCIES</b>			
1	BDA, Mudulipada	1	3
2	CBDA, Sunabeda	1	3
3	DKDA Kurli	2	6
4	DKDA, Parsali	2	6
5	DDA, Kudmulguma	1	3
6	HKMDA, Jashipur	1	3
7	JDA, Gonasika	2	6
8	KKDA, Belghar	2	6
9	KKDA, Lanjigarh	2	6
10	LDA, Morada	1	3
11	LSDA, Putasingh	2	6
12	LSDA, Seranga	2	6
13	PBDA, Khuntagaon	2	6
14	PBDA, Jamardihi	1	3
15	PBDA, Rugdakudar	2	6
16	SDA, Chandragiri	2	6
17	TDA, Tumba	2	6
	<b>TOTAL</b>	<b>28</b>	<b>84</b>
	<b>GRAND TOTAL</b>	<b>90</b>	<b>270</b>