



खादी और ग्रामोद्योग आयोग
KHADI AND VILLAGE
INDUSTRIES COMMISSION

सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार
Ministry of Micro, Small & Medium Enterprises, Govt. of India,
DIRECTORATE OF MARKETING/GOVT.SUPPLY

No. KVIC/Mkt/BRL Gift Voucher/2016-17

18th July 2016

CIRCULAR

Sub: Bulk Retail Linked Gift Voucher Scheme – Reg.

I. BACKGROUND:

1. Providing life style gift vouchers to buyers on bulk retail purchases by popular corporate houses and marketing agencies is the new gifting trend and marketing strategy for alluring favoured patrons and multiplying foot falls in retail showrooms and outlets.
2. As a part of KVICs initiative in aggressive marketing it is proposed to introduce "Bulk Retail Linked Gift Voucher Scheme" in KVIC Departmental Sales Outlets across the country.
3. Under this scheme, DSO's will provide Gift Vouchers on single cash memo purchases made by customers across sales counters of DSOs in the following slabs and the gift vouchers shall be redeemed against purchase of any Khadi & V.I. products across the counters of the respective DSOs:-

SL	PURCHASE AMOUNT (Rs.)	AMOUNT OF GIFT VOUCHER (Rs.)
1	More than Rs. 10,000 up to Rs. 20,000	Rs. 500
2	Above Rs. 20,000 up to Rs. 30,000	Rs.1,000
3	Above Rs. 30,000 up to Rs. 40,000	Rs. 1,500
4	Above Rs. 40,000 up to Rs. 50,000	Rs. 2,000
5	Above Rs. 50,000 up to Rs. 75,000	Rs. 3,000
6	Above Rs. 75,000	Rs. 5,000

4. The scheme while offering incentive to its valued patrons shall also enhance the sales of gift and novelty items in the DSOs.
5. The scheme shall be applicable to all DSOs under Directorate of Marketing.

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6. The funds for the Gift Voucher Scheme shall be met form out of trade margin of the individual DSOs.

II. MODALITIES OF THE SCHEME

1. The 'Bulk Retail Linked Gift Voucher Scheme' shall consist of attractive 'BRL - Gift Vouchers' in the denomination of Rs. 500/- Rs. 1000/- Rs. 1500/- Rs.2000/- Rs. 3000/- and Rs.5000/-.
2. The 'Bulk Retail Linked Gift Voucher' shall be provided to customers as reward on single cash memo purchase amount at the following rates:-

SL	PURCHASE AMOUNT (Rs.)	AMOUNT OF BRL GIFT VOUCHER (Rs.)
1	More than Rs. 10,000 up to Rs. 20,000	Rs. 500
2	Above Rs. 20,000 up to Rs. 30,000	Rs. 1,000
3	Above Rs. 30,000 up to Rs. 40,000	Rs. 1,500
4	Above Rs. 40,000 up to Rs. 50,000	Rs. 2,000
5	Above Rs. 50,000 up to Rs. 75,000	Rs. 3,000
6	Above Rs. 75,000	Rs. 5,000

3. The vouchers of 'Bulk Retail Linked Gift Voucher Scheme' shall be similar to the vouchers of 'Gift Voucher' Scheme which has already been notified vide Circular No. KVIC/Mkt/Gift Voucher/2016-17 Dated 10.6.2016 with approved design.
4. The BRL Gift Vouchers shall be redeemed through purchase of KVI products at the DSO's from where the BRL Gift Vouchers were issued.
5. The Gift Voucher Scheme shall be applicable only on single purchase amount / bill and not on cumulative amount of purchase / several bills.
6. The validity of the BRL Gift Voucher shall be for a period of six months from the date of issue.

III. THE SALIENT FEATURES OF THE SCHEME ARE AS UNDER:-

- (a) Value of BRL Gift Voucher will be redeemed on presentation by the bearer of the BRL Gift Voucher through choice of KVI products of value of voucher at the designated DSO from where the BRL Gift Voucher was issued.
- (b) This BRL Gift Voucher cannot be exchanged for cash or cheque.

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- (c) KVIC will not be responsible for the loss or damage of the BRL Gift Voucher.
- (d) No duplicate will be issued for the loss or damage of the BRL Gift Voucher.
- (e) BRL Gift Voucher has to be redeemed in full and partial redemption will not be allowed.
- (f) Cash will not be refunded if purchase value is less than BRL Gift Voucher value.
- (g) Purchases exceeding the value of the BRL Gift Voucher should be settled by cash/credit card.
- (h) The BRL Gift Voucher is redeemable only during the validity period and the validity shall not be extended under any circumstances.

IV. THE FOLLOWING PRECAUTIONS TO BE TAKEN FOR AVOIDING DUPLICITY OF BRL GIFT VOUCHERS:-

1. Unique serial number to be allotted to each BRL Gift Voucher.
2. Printing of BRL Gift Voucher to be done at one point i.e. by KGB, Delhi.
3. KGB, Delhi, shall send the BRL Gift Voucher printed at their level with hologram etc., to all the designated DSO's.
4. Signature of Manager of DSO's is to be affixed on each BRL Gift Voucher before issue.
5. The date of issue of the BRL Gift Voucher should be computer printed on the BRL Gift Voucher to avoid tampering of the dates.
6. BRL Gift Voucher may contain Water mark / Holo Gram of KVIC.

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7. The printing of the BRL Gift Voucher will be undertaken by K.G.B New Delhi. Each BRL Gift Voucher will have a Serial Number and 'Hall Mark'. Initially Vouchers will be printed in the following denominations and quantity and distributed to the seven DSOs:-

Sl.	Denomination of BRL Gift Voucher in (Rs.)	Quantity to be printed
1	500	20,000
2	1000	15,000
3	1500	10,000
4	2000	5,000
5	3000	2,000
6	5000	1,000

* The actual quantity of vouchers to be printed may vary from time to time depending on market conditions.

8. It has also been decided to felicitate regular and bulk purchasers by garlanding the customers with Khadi yarn garlands and performing "Tika Aarti" at the respective DSOs.

This is issued with the approval of competent authority.



Dy. Chief Executive Officer (Mkt.)

To:

1. Jt. Chief Executive Officer / Manager KGB, New Delhi.
2. All Directors / Managers of DSO's.
3. All Zonal Dy. CEOs, KVIC.
4. All State / Divisional Directors, KVIC.
5. All Industry / Programme Directors.
6. Secretary to Chairman.
7. OSD to CEO.
8. A.O to F.A.
9. A.O to CVO.