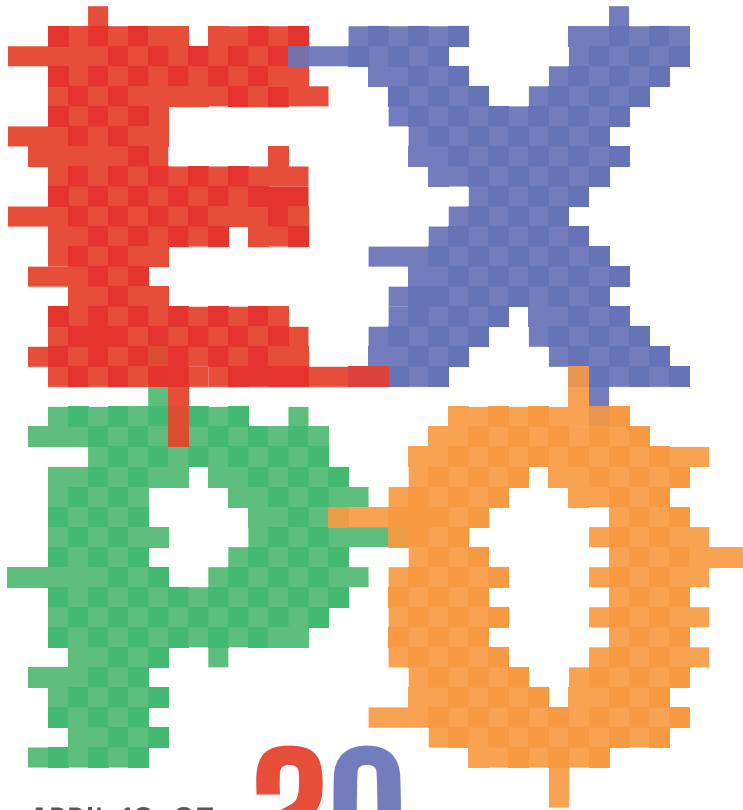




Govt. of Kerala
Department of Co-operation



GOVT. OF KERALA CO-OPERATIVE



APRIL 18-25
MARINE DRIVE
KOCHI

20
22

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Background

Cooperative Movement in Kerala has now become a key player in all sectors of Kerala. Be it investment, financial service, education, health or marketing; it has literally transformed itself into an entity, integral to the overall growth of the State. It has to its credit notable achievements, which are not just confined to the State, but also acknowledged at national and international levels. Cooperative movement has been pivotal to many a government programs in Kerala. The Cooperative Expo 2022 will take place coinciding with the first anniversary of the Government of Kerala. Apart from serving as an event to exhibit and market its products, visitors to the expo will also get an opportunity to understand the achievements of the co-operative movement, the challenges undertaken as well as some of its popular activities.

Strength of Co-operative Movement in Kerala

The Co-operative Movement in Kerala has a solid foundation and impressive track record in terms of financial stability and sound infrastructure to generate adequate funds. Kerala has a wide network of Co-operatives engaged in various promotional activities, particularly in agricultural credit and banking, public distribution system, distribution of agricultural commodities, marketing, agro processing, consumer activities, public health, education, housing, insurance and infrastructure development, scheduled caste and scheduled tribes development, women development etc. and have recorded an impressive progress in serving people belonging to various economic backgrounds. More than 16,000 societies are functioning under the control of the Registrar of Cooperative Societies (RCS).

Besides, more than 7000 Co-operative societies in various sectors such as Industrial, Dairy, Fisheries, Handloom, Coir etc. are functioning in the State under the control of other functional Registrars.

The Co-operative Expo 2022

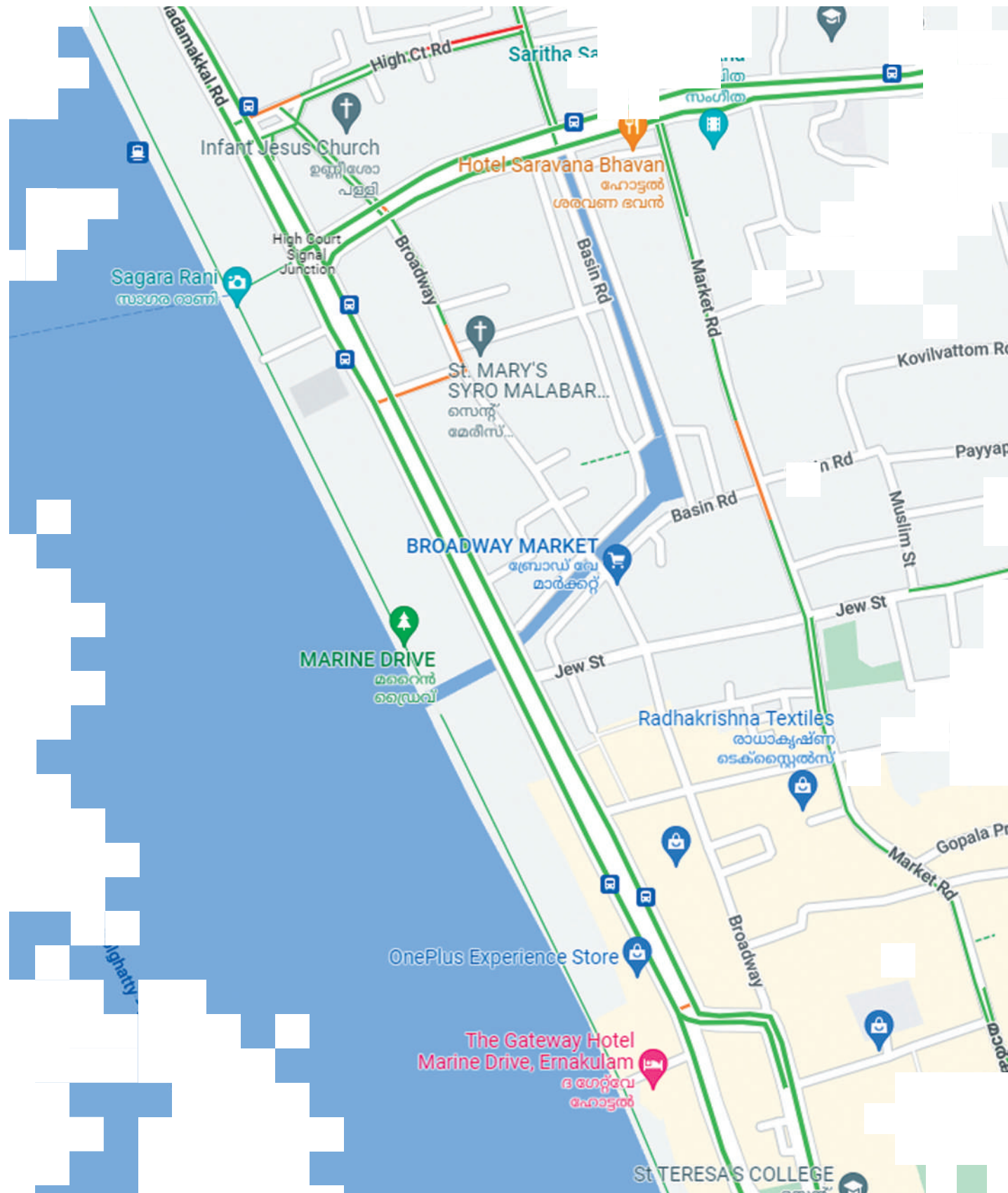
The Co-operative Expo 2022 opens up a unique platform to the Co-operatives of Kerala for the exhibition and trading of their products and an opportunity to showcase their achievements, challenges faced and the popular activities in the State, National and International levels. The Expo is intended to expose the role and strength of Co-operative movement in the State.

Why at Ernakulam ?

Kochi, the 'Queen of the Arabian Sea' is the largest and the most populous metropolitan area in Kerala. Situated in Ernakulam District, it is one of the best tourist destinations in the world and one of the topmost emerging future megacities in India. It is known as the financial, commercial and industrial capital of Kerala having the highest GDP and the highest GDP per capita in the State. Kochi has witnessed rapid commercialization and has today grown into the commercial hub of Kerala. Kochi is well connected to neighboring cities and states via road, rail, water and air. Taking all these into account, Kochi has been selected as the venue of Co-operative Expo-2022.

Out of the 16,112 Co-operative Societies in Kerala, more than 1500 Co-operative Societies including five Apex Societies are functioning in Ernakulam District under the control of Registrar of Co-operative Societies.

Expo Location Map



Exhibitors

- State, National and International level Co-operative Federations and Organizations
- Organizations which provide support to Co-operatives
- Government entities and offices which support Co-operatives
- Apex Co-operatives
- Producer Co-operatives
- Co-operative Boards
- PACS and other types of Co-operatives
- Sargaalaya Crafts Villegge
- Kerala Arts & Craft Villegge, Kovalam

Highlights at a glance

- Easy access to the venue from the city
- Very cost-effective
- Wide media coverage
- Participation of all major co-operative institutions
- Huge promotion through advertisement via Newspapers, FM Radio and Television
- Press conferences and press releases for maximum news coverage
- Daily bulletin on the expo
- Road arches, posters and flex boards will be on display throughout the city
- Event brochures and leaflets will be distributed through co-operative societies and institutions
- Event promotion through local TV channels
- Full-time performing stage
- Mega cultural events on all evenings
- Variety food courts

Tariff and stall packages for 8 days

Stall Dimension	Amount
▪ 3m x 2m	12,000
▪ 3m x 3m	15,000

Each Air-Conditioned stall will be provided with:

- System Table- 1 No.
- Chair- 2 Nos.
- Spotlight – 3 Nos.
- Power plug- 5/15 Amp- 1 No.
- Hanging fascia- [6.25ft.1ft]
- Dustbin- 1 No.
- Wooden Table (6'x2' with Black satin cloth top and frill-3 Nos.
- Goods Rack- 2m x 30 cm- 9 Nos.

Layout of Stalls



EXPO 2022 CONTACT PERSONS

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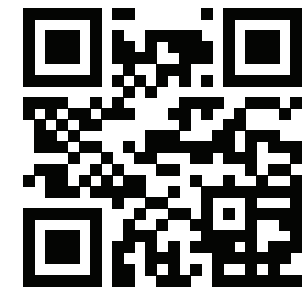
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For more information and participation opportunities, contact:



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