



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/Gift Voucher/2016-17

10th June 2016

CIRCULAR

Sub: Gift Voucher Scheme – Reg.

1. Marketing of FMCG products has lately become very competitive with aggressive sales promotion campaigns worth billions launched by various MNCs and Corporates across the Country. Various offers of 'Free Gifts', 'buy 2 get one free' '10% to 20% extra' 'discounts ranging from 50% – 70%' and 'Gift Vouchers' for festive periods are the order of the day.
2. KVIC also as a part of its aggressive marketing efforts has decided to introduce "Gift Voucher Scheme" for its favoured patrons from Departmental Sales Outlets of KVIC, based at Delhi, Kolkata, Mumbai, Goa, Patna , Ernakulam & Bhopal.
3. This venture will enable any person to buy and gift "Gift Vouchers" that will ultimately be translated into gifting KVI products on different occasions to their friends, relatives and near and dear ones in a very convenient manner.
4. The 'Gift Voucher Scheme' consists of attractive 'Gift Vouchers' in the denomination of Rs. 500.00, Rs. 1000.00 and Rs. 5000.00. The vouchers will be sold from a designated counter in the DSOs and patrons can buy the same by paying the stipulated gift voucher value of Rs. 500/-, Rs. 1000/- or Rs. 5000/-.
5. The Gift Voucher may be purchased from any of the designated DSO's and the same may also be redeemed through purchase of KVI products at any of the designated DSO's. The validity of the gift voucher shall be for a period of four months from the date of issue.

The salient features of the scheme are as under:-

- (a) Value of Gift Voucher will be Redeemed on presentation by the bearer of the voucher through purchase of KVI products at the designated DSO's.
- (b) This gift voucher cannot be exchanged for cash or cheque.
- (c) KVIC will not be responsible for the loss or damage of the voucher.
- (d) No duplicate will be issued for the loss or damage of the voucher.
- (e) 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 voucher value.
- (g) Purchases exceeding the value of this voucher should be settled by cash/credit card.

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