
 <p>SILK MARK INDIA <i>Your Assurance of Pure Silk</i></p>	<p>PALAKKAD CHAPTER SILK MARK ORGANISATION OF INDIA [Central Silk Board, Ministry of Textiles, Govt. of India] CSB COMPLEX, VALLEKULAM , PALLATHERI(P.O) PALAKKAD – 678 007 Regd., No. 1054/2003-04 Ph: 0491 2583011 Fax: 0491 2583044 Email: palakkad@silkmarkindia.com</p>	
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NO/SMOI/PKD/61/2017-18/

Date: 10-08-2017

Sir/Madam

Sub: Organising “Shrimathi Silk Mark 2017, Kochi” - a beauty pageant - Reg.

Silk Mark Organisation of India (SMOI) is a society sponsored by Central Silk Board, Ministry of Textiles, Govt. of India for the generic promotion of pure silk and protection of consumer interest. To popularize the “Silk Mark” Brand we organize Expos, Exhibitions, Seminars, and Awareness Programmes etc. across the country. As a part of our promotional activities we are organizing “Shrimathi Silk Mark 2017, Kochi” - a **beauty pageant for married women** on 7th October 2017 at a prominent venue in Kochi. The pageant is to provide a platform for married women across Kerala to excel and showcase their beauty and talent amidst a large audience and thereby encouraging more married women from Kerala to showcase their inherent values of traditional Malayalee women living in modern times.

The contest will have three segments – Auditions, Grooming Session and Grand Finale. The programmes are scheduled as below:

1. Auditions will be conducted as an entry level contest at a leading venue in Kochi on **20th September 2017** and 14 contestants will be shortlisted for the Grand Finale - Professional Judges will be present during the auditions.
2. Grooming Session for the finalists - to be conducted on 6th & 7th October 2017 - Contestants will be trained further on subjects like Catwalk, Skin Care, Hair care, Etiquette etc.

3. Grand Finale will be held on 7th October 2017 at a leading venue in Kochi in the presence of a panel of 3 members plus celebrity guest
4. Three winners to be selected out of the 14 contestants from their different stages of performances
5. The 1st, 2nd and 3rd winner will be awarded attractive prizes
6. The contestants shall wear only pure silk sarees during the Auditions and as well as Finals and the sarees with accessories are to be brought by the participating contestants.

You are requested to give publicity among your members/ clients about this beauty pageant. An entry form for the contest is enclosed herewith to distribute among interested persons. The duly filled in entry forms should reach this office or the office of the event partner - MAC Cochin Events- **on or before 13th September 2017** (addresses printed on the entry forms).

Thanking you,

Yours faithfully

Sd/-

(Babu Giridharan,K)

Deputy Director (Insp)

Encl: As Above



SHRIMATHI SILK MARK 2017, KOCHI – A beauty pageant
ENTRY FORM

1	Name of the Contestant	
2	Husband' Name	
3	Address	
4	Contact Number (Mobile/Landline)	
5	E – mail address	
6	Age	
7	Whether Employed or home maker	
8	If employed, particulars of employment	
9	Areas of interest Dance/Music/Acting/literature/sports etc.	
10	Any other relevant information.	

I do hereby declare that the information given above is true to the best of my knowledge and belief.

Place:

Signature of the Contestant

Date:

(For Terms & Conditions please see overleaf)

Terms & Conditions

1. Only the married women can participate.
2. Contestants need to wear only pure silk sarees during the auditions & finals.
3. Sarees with accessories are to be brought by the contestants
4. This beauty pageant will have 3 sessions – Auditions, Grooming & Grand Finale
5. 14 contestants will be shortlisted for the finale by eminent jury from the auditions to be held at Kochi on 20th September 2017
6. Grooming of the contestants for the finale to be held at Kochi on 6th & 7th October 2017
7. 3 winners will be selected by judging panel of 3 members different walks of life plus a celebrity guest
8. The 1st, 2nd & 3rd Winners will be crowned on the stage apart from attractive cash prizes
9. The duly filled in application may please be forwarded by post /mail or in person to the following address:
 - a) Deputy Director (Insp), Silk Mark Organisation of India, Central Silk Board, CSB Complex, Vallekulam, Pallathery (P.O), Palakkad – 678 007. Phone: 0491 – 258 3011, 258 3044
Email: Palakkad@silkmarkindia.com
 - b) MAC Cochin Events, House No.35/2170 A-2, South Pipe Line Road, Samskara Jn., Palarivattom (P.O) Ernakulam – Phone: 0484 - 2344310
Email: maccochinevents01@gmail.com
10. For further details please visit www.silkmarkindia.com
11. Silk Mark Organisation of India has all the rights to revise/amend the entire event or part of it without assigning any reasons.

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