

विकास आयुक्त का कार्यालय  
(सूक्ष्म, लघु एवं मध्यम उद्यम)  
सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय  
(भारत सरकार)

निर्माण भवन, सातवीं मंजिल, मौलाना आजाद रोड,  
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OFFICE OF THE DEVELOPMENT COMMISSIONER  
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No. 5(21)/2017-DF/MSME-DI(MATU)(Pt.1)

Dated: 14.03.2018

The Director,  
MSME-DI, Jaipur.

Subject: **Participation of MSEs in Cowe International Life Style Expo-2017 and The Culture collection from 5-8 Oct., 2017 at World Trade Centre Cuffe Parade Mumbai organized by Introduction Trade Shows Pvt. Ltd., under "Domestic Trade Fair/Exhibitions" a component of MATU Scheme -reg.**

Sir,

Please refer to your letter dated 26.09.2018 attached therewith proposals of the MSEs for approval regarding participation of MSEs in Cowe International Life Style Expo-2017 and The Culture collection from 5-8 Oct., 2017 at World Trade Centre Cuffe Parade Mumbai organized by Introduction Trade Shows Pvt. Ltd., under "Domestic Trade Fair/Exhibitions" a component of MATU Scheme.

2. In this context, it is informed that proposal from your Institute for participation of MSEs in the aforesaid Trade Fair/Exhibition under the component "Domestic Trade Fair /Exhibitions" component of MATU Scheme has been approved (as annexed).

3. The approval is subject to the entry of data of participants at web portal [www.msmedatabank.in](http://www.msmedatabank.in) before releasing the subsidy to them, thereafter, the amount of financial assistance released to the MSEs is also needed to be entered on the web portal. The expenditure must adhere to the conditions under the component "**Domestic Trade Fairs/Exhibitions**" of **MATU Scheme**. Further, the subsidy should be released to beneficiaries within one month from the date of completion of Trade Fairs/ Exhibitions.

This issues with the approval of AS&DC (MSME).

Encl: As above.

Yours faithfully,

(A.K. Verma)

Deputy Director (MATU)



Sl. No	Name of MSME-DI	Name of the Fair/exhibition along with venue & date and organizers name	Name and address of MSEs	Name of exhibit	Remark
1	Jaipur	Cowe International Life Style Expo-2017	Juhi Jain Arts, F-2, Balaji Tower-2, Lane 12, Nirman Nagar, Jaipur	Leather handmade, footwear	Recom.
			Crafts Etcetera, G-2, Mahalaxmi Apt. Mahadev Nagar Gandhi Path Vaishali Nagar, Jaipur	Garments, Handicrafts	Recom.
			Fayruz, 188, Vahisth Marg Pratap Nagar, Vaishali Nagar, Jaipur	Garments	Recom.
			Amba Ventures, E-71A, Amba Apartments, Ambabari, Jaipur	Jewellery	Recom.
2		The Culture collection from 5-8 Oct., 2017 at World Trade Centre Cuffe Parade Mumbai organized by Introduction Trade Shows Pvt. Ltd.,	Aakriti Handicrafts, 5-N-22, Chandar Shaker Azad Nagar, Bhilwara	Wooden craft & Jewellery	Not. Recom. Detail of products in UAM & App. is different
			Neelam Handicrafts, C-69, R.K. Colony Bhilwara	Handicrafts items	Not recom. The unit activity type is service
			Srijan Type 2/24 Jal Path Gandhi Nagar, Jaipur	Paper products	Recom.

*Signature*  
14.03.18