

विकास आयुक्त (सू म, लघु एवं मध्यम उद्यम)
सू म, लघु एवं मध्यम उद्यम मंत्रालय,
(भारत सरकार),
निर्माण भवन, सातवीं मंजिल, मौलाना आजाद रोड,
नई दिल्ली-११००१०८



OFFICE OF THE DEVELOPMENT COMMISSIONER
(MICRO, SMALL, & MEDIUM ENTERPRISES)

MINISTRY OF MICRO, SMALL, & MEDIUM
ENTERPRISES

(Government of India)

Nirman Bhawan, 7th Floor, Maulana Azad Road,

New Delhi-110108

सू म, लघु एवं मध्यम उद्यम

Ph. 23062215 (Direct), 23063802-05 (Ext. 2471), FAX: 011-23060536, Website: www.dcmsme.gov.in,
E-mail: akverma@dcmsme.gov.in

No. 5(11)/2013-MDA

Dated: 06.02.2014

The Director,
All MSME-DIs

Sub: Participation of O/o DC (MSME) in India Pavilion at Practical World International Hardware Fair 2014, Cologne, Germany (9th – 12th March, 2014) being organized by Engineering Export Promotion Council (EEPC), India.

Sir/ Madam,

The Office of DC (MSME) is participating in the said fair being organised by EEPC, India for covering wide range of products.

2. The following focus areas would be covered in the exhibition:

<p>Tools</p> <ul style="list-style-type: none"> <input type="checkbox"/> Manual hand-held tools <input type="checkbox"/> Power tools (hand-held, stationary) and accessories <input type="checkbox"/> Machine tools 	<p>Fasteners and Fixings, Fittings</p> <ul style="list-style-type: none"> Fastening technology Fixing technology Building fittings Furniture fittings Small fittings Decorative metal wares
<p>Industrial Supply</p> <ul style="list-style-type: none"> <input type="checkbox"/> Compressed air tools <input type="checkbox"/> High pressure cleaners <input type="checkbox"/> Welding and soldering equipment <input type="checkbox"/> Workshop fittings <input type="checkbox"/> Shop and storeroom fittings <input type="checkbox"/> Ladders and scaffolding <input type="checkbox"/> Health and safety / job security 	<p>Home Improvement</p> <ul style="list-style-type: none"> Sanitary ware and fittings Chemical products Interiors and Furnishings Building materials, elements & accessories, outside structures Automotive supplies and accessories, two-wheeler accessories

3. Practical World International Hardware Fair is one of the major international exhibitions on hardware industry covering sectors like Tools, Industrial Supply, Locks & Fittings, Fasteners & Fittings.

4. The objectives of O/o DC (MSME)'s participation in this fair are to strengthen bilateral trade and promote Indian products & technologies and also identifying areas of exports in Germany.

5. As per the MDA scheme guidelines, all the willing participants of Micro Small entrepreneurs who are registered in DIC as a manufacturing unit is only eligible for consideration and require to deposit 50 percent space rent at the time of booking of the stall for the respective fair. Therefore,

the Micro & Small entrepreneurs of general category will be required to pay 50 percent space rent at the time of booking of the space. For women & SC/ST entrepreneurs and entrepreneurs of NE Region need to pay 50 percent space rental charges as security deposit at the time of booking of space which will be refundable to them (provided if the total space rent booked by the unit is within limit of Rs. 1.25 lakh) after participation in the fair. On the other hand if the total space rent of any unit owned by women/SC/ST entrepreneur and entrepreneurs of north eastern region crossed the upper reimbursement limit of Rs. 1.25 lakh, in that case security amount to the tune of 50 percent of total space rent in the form of two DDs, one of Rs. 1,25,000/- and another of value equivalent to the excess amount of space rent crossing the limit of Rs. 1.25 lakh may be taken from the respective participating unit. Rs. 1.25 lakh DD will be returned to them after participation in the fair. In the event of non-participation in the fair, the security deposit & deposit for excess of Rs.1.25 lakh (if any) given by women/SC/ST entrepreneurs and entrepreneurs of north eastern region will be forfeited. All the relevant payment received in the form of DDs is required to be forwarded to the headquarters office along with the application and other relevant documents for taking further necessary action.

6. EEPC, New Delhi has informed that participation charges for the above fair is Rs. 26,500/- per sq. mtr. for one-side open built-up booths. Each participant unit need to book a minimum space of 9 sq. mtr. There will be 10% extra for two sides open booth (subject to availability). Thus, for booking of 9 sq. mt. (one side open booth) space, the applicant unit required to pay as follows:

- (i) Unit belongs to general category is required to pay for space rent. ₹ 1,19,250/- in the form of DD drawn in favour of PAO(MSME), New Delhi.
- (ii) Unit owned by women/SC/ST entrepreneur or from NER is also required to pay DD of Rs. 1,19,250/- in favour of PAO (MSME), New Delhi (This amount may be given in the form of 02 DDs, one DD of Rs. 1,13,500/- & other DD of Rs. 5,750/-). The DD of Rs. 5,750/- will be refunded to the unit after participation in the fair. The amount will be forfeited in event of non-participation.

7. It may be made clear to the participating units that space would be provided on the basis of first cum first serve & availability of space etc., at Fair/ Exhibition site and the decision of this office shall be last and final and binding on participants. However, if any unit is provided less/more space then what they have booked, they shall be refunded/ charged proportionate amount as space hiring charges. Further it is to be mentioned that once the space rent has been paid by the unit according to the above guidelines and Office of DC (MSME) has conveyed the request for space booking for the unit to the EEPC, the refund of the space rent can not be possible to the individual unit even if they do not participate whatever may be the reason.

8. Since considerable importance is being attached to the participation of Office of DC (MSME) in the above fair, you are requested to kindly assist, motivate and select the manufacturing Small & Micro enterprises registered with DIC/ DI as a manufacturing unit as per display product profile. The criteria for selection/participation of entrepreneurs should primarily be based on the quality of product to be showcased, with entrepreneurs producing superior quality Products to be given preference. However, the quality of the product preferably be of international standards or units having ISO: 9000/ 14000 certification.

9. You are advised to select the small & micro manufacturing units and collect 50 percent of the space rent as per the instructions given in **point No. 6 above** from participating entrepreneurs on or before last date i.e. 24.02.2013. The amount of 50 percent of space rental charges and

security deposit shall be sent to Headquarters through DD as mentioned in point 6 above along with list of participating units and their necessary documents.

10. A copy of the registration form is enclosed for representatives who are likely to visit the fair. The filled up proforma may be forwarded to this office as early as possible along with copy of first & last two pages of their valid passport.

11. EEPC India will issue recommendation letters in favour of the representatives of the participating Indian companies in the said fair for issuance of visa. However, EEPC India will not give any guarantee to this effect, as this is the sole discretion of the Embassy of Germany in India. It also please be noted that once name of person forwarded by the respective unit as a representative of their unit in the respective fair, it will not be possible to change the name in the later stage.

12. The selected units will be reimbursed of the airfare as applicable subject to maximum reimbursement ceiling of Rs. 1.25 lakh (including space rent and airfare) after participation in Fair/ Exhibition on the basis of submission of claim by their representative whose name has been approved by this office.

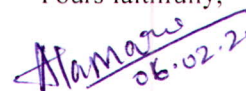
13. Entrepreneurs are permitted for availing the benefit under MDA scheme for participation in the International Trade fair and reimbursing their claim only once in a financial year irrespective of the number of units they own.

14. The selected units must carry a catalogue of the product manufacturing by them and preferably it should prepare in the language of host country and English.

15. Micro, Small Enterprises who will submit their application through EEPC should submit a copy of their application along with all enclosures including copy of the DD submitted to their nearby MSME-Development Institute and it is mandatory failing which their application will not be considered.

16. Recommended MSEs after participation in the trade fair should submit their reimbursement claims through concerned MSME-Development Institute to this office within one month from the completion of the date of fair failing which it may be presumed that unit is not interested to claim the reimbursement.

Yours faithfully,

 06.02.2014

(Amit k Tamaria)

Asst. Director (IC&CD)

Encl : Proforma

Application Form
India Pavilion at Practical World International Hardware Fair 2014
Cologne, Germany
(9 - 12 March, 2014)

Name of the Company	:			
Postal Address	:			
Phone (with area code)	:			
Fax (with area code)	:			
E-mail	:			
Website	:			
Name & Designation of the Chief Executive	:			
Name & Designation of the Participants	:			
Space required (in sq. mtr.)	:			
PAN No. of the Company	:			
TAN No. of the Company	:			
Type of Units	:	MSME/ SSI	Non - MSME / Non-SSI	
Status	:	<input type="checkbox"/> Manufacturer Exporter	<input type="checkbox"/> Merchant Exporter	<input type="checkbox"/> Export House
Total Annual Export (in Million US\$)	:	2010-2011	2011-2012	2012-2013
	:			
Total Export to European countries (in Million US\$)	:	2010-2011	2011-2012	2012-2013
	:			
Foreign Collaboration, if any	:			
Products Manufactured/Exported	:			
Countries of Export	:			
Accreditation to International Standards (like ISO, QS etc)	:			
Nature of Display	:	<input type="checkbox"/> Display of Samples	<input type="checkbox"/> Display of Posters	

Please use separate sheet to furnish details of your company (within 80 words) for the Exhibitors' Profile. Please send us this Form duly filled-in and signed along with full payment by Demand Draft and 2 (two) copies of passport size colour photographs of the Participant.

Date :

Signature :

Office Seal :