

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

निर्माण भवन, सातवीं मंजिल, मौलाना आजाद रोड,  
नई दिल्ली-110 108



सत्यमेव जयते  
**MSME**  
MICRO, SMALL & MEDIUM ENTERPRISES  
सूक्ष्म लघु और मध्यम उद्यम

OFFICE OF THE DEVELOPMENT COMMISSIONER  
(MICRO, SMALL & MEDIUM ENTERPRISES)  
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES  
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No. 5(14)/2014-MDA

Dated: 28.04.2014

The Director,  
All MSME-DIs

**Sub: Participation of O/o DC (MSME) in AF-L'Artigiano in Fiera – 19<sup>th</sup> International Crafts Selling Exhibition, Milan (Italy), Nov. 29 – Dec. 8, 2014, being organized by India Trade Promotion Organisation (ITPO)**

Sir/ Madam,

The Office of DC (MSME) is participating in the said fair being organized by India Trade Promotion Organisation, New Delhi for covering wide range of products.

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

Products on Display	<b>Giftware and fancy goods:</b> Ceramics, Wood, Iron, Copper, Textiles, Paper and card, Marble and semi-precious stones, Glass, Silver - <b>Clothing and accessories:</b> Leather, Woven, Other materials – <b>Furnishings and fittings:</b> Furniture, Bibelots, Curtaining, Carpeting and rugs, Household linen, Tableware, Kitchenware, Lamps and lighting, Frames, Pictures, Sculptures - <b>Gold and jewellery:</b> Gold and silver, Coral, Semi-precious stones – <b>Costume jewellery etc.</b>
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3. 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 Italy.

4. As per the MDA scheme guidelines, all the willing participants of Micro and Small Entrepreneurs, who are registered in DIC as manufacturing units, are 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 including one DD 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. One DD of security deposit 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.

5. ITPO, New Delhi has informed that participation charges for the above fair is Rs. 23,500/- per sq. mtr.. For two side open stall 15% extra will be charged. The minimum space required to book is 6 sq. mtr.. Thus, for booking of 6 sq. mt. (one side open stall) space, the applicant unit required to pay as follows:-

- Unit belongs to general category is required to pay for space rent. ₹ 70,500/- in the form of DD drawn in favour of PAO (MSME), New Delhi.
- Unit owned by women/SC/ST entrepreneur or from NER is also required to pay DD of Rs. 70,500/- in favour of PAO (MSME), New Delhi (This amount may be given in the form of 02 DDs, one DD

of Rs. 16,000 & other DD of Rs. 54,500). The DD of Rs. 54,500 will be refunded to the unit after participation in the fair. The amount will be forfeited in event of non-participation.

**As you may aware that the DDs are valid for 03 months only from the date of issue. Therefore, in order to avoid the problem of validity, the date of issue of DDs should be after October 01, 2014.**

6. 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 than 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 ITPO, 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.

7. 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.

8. 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. 5 above** from participating entrepreneurs on or before last date i.e. **31.07.2014**. The amount of 50 percent of space rental charges and security deposit shall be sent to Headquarters through DD as mentioned in point 5 above along with list of participating units and their necessary documents.

9. 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.

10. ITPO will arrange for the Invitation Letter from the fair organizer to facilitate obtaining of visa by the representatives of the participating Indian companies in the said fair. However, ITPO will not give any guarantee to this effect, as this is the sole discretion of the Embassy of Italy 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.

11. 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.

12. 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.

13. 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.

14. 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,

*A. Tamaria*  
28.07.2017  
(Amit k Tamaria)  
Asst. Director (IC&CD)

Encl: Proforma



**Application Form**

Name of the Fair/ Exhibition: AF-L'Artigiano in Fiera - 19<sup>th</sup> International Crafts Selling Exhibition, Milan (Italy)

Dates: Nov. 29 – Dec. 8, 2014

Name of the Company: \_\_\_\_\_

Address \_\_\_\_\_ s \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

Name & Designation of Key Executive \_\_\_\_\_

Are you a registered exporter? (yes/No) \_\_\_\_\_

If yes please attach a photocopy of Registration certificate

Are you registered as small scale industry? If yes, please attach attested copy of Registration certificate

Are you a member of an EPC/Commodity Board? Please specify \_\_\_\_\_

Space requirement (in Sq mtr) \_\_\_\_\_ Corner/Non-Corner (Corner booth Subject to availability): \_\_\_\_\_

Total turnover of company: \_\_\_\_\_ US\$ million Export turnover: \_\_\_\_\_ US\$ Million

Products for display: \_\_\_\_\_

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Brief profile of company (not more than 25 words):  
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Export Performance      Countries of Exports      Preceding three years  
Commodity exported

(Please attach a Chartered Accountant's certificate of Export performance)  
Whether you have participated in this fair earlier, if so when?

\* Any other facility including display aids over and above ITPO's shell scheme package :

We hereby accept the Rules & Regulations of participation in the fair.

(Signature of authorized signatory of the Company)  
Name \_\_\_\_\_  
Designation \_\_\_\_\_

Dated: \_\_\_\_\_