

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



MSME

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

MINISTRY OF MICRO, SMALL, & MEDIUM
ENTERPRISES

(Government of India)

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BY SPEED POST

No. 5(5)/2013-MA

Dated: 31.07.2013

The Director,
All MSME-DIs

Sub: Participation of O/o DC (MSME) in MICAM – The Shoe event from September 15-18, 2013 at Milan, Italy being organized by Council for Leather Exports (CLE), Chennai.

Sir,

The Office of DC (MSME) is participating in the said fair being organized by CLE, Chennai for covering wide range of products.

2. The focus area would be footwear products.

3. **About the MICAM - The shoe event** - Being a Premier Global footwear fair in Italy for mid, top and luxury footwear, the September 2012 edition of the fair witnessed a total of 40,185 business visitors, of which 20,800 were foreign visitors mainly from Spain, France, Germany, Russia Japan, USA etc.

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 Italy.

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. The CLE is proposing the minimum space to be booked is 12 sq mtrs and there after in multiples of 4 sq mtrs i.e., 20 sq mtrs and upto 24sq mtrs. The participation charges will be Rs. 2,28,000/- for the minimum-size booth of 12 Sq Mtrs. For every additional 4 sq mtrs of space, the contribution amount payable will be Rs.76,000/- for 4 Sq Mts. Thus, for booking of 12 sq. mt. space, the applicant unit required to pay as follows:

- (i) Unit belongs to general category is required to pay for space rent. ₹ 1,14,000/- 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. 1,14,000 in favour of PAO (MSME), New Delhi (This amount may be given in the form of 02 DDs, one DD of Rs. 1,03,000 & other DD of Rs. 11,000). The DD of Rs. 11,000 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 CLE, 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. **14.08.2013**. 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. CLE 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, CLE will not give any guarantee to this effect, as this is the sole discretion of the Embassy of Czech Republic 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. 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,

Amit k Tamaria
31.07.13

(Amit k Tamaria)

Asst. Director (MDA)

Encl: Proforma

PLEASE SUBMIT THIS APPLICATION FORM IN A TYPED FORMAT

and also in SOFT COPY (word format)



COUNCIL FOR LEATHER EXPORTS

MICAM The Shoe Event, September 15-18, 2013

Milan Italy.

APPLICATION FORM

Name of the Company			
Address	Telephone No: Fax No : Email : Website :		
Chief Executive			
Factory Address			
Main Markets (Name of countries to which exported)			
Products to be displayed * Attach two photograph of your product to be displayed in jpg / pdf format with 300 dpi. for publishing in Profile Booklet.			
Councils Membership No:			
Production during the last three years (Quantity in No. of pairs)	2010-11	2011-12	2012-13
Export during the last three years (value in million US \$)	2010-11	2011-12	2012-13

Specification, Minimum Order detail and Average Price of Products Offered			
Product	Minimum order Quantity per style	Minimum Order Quantity per Colour	Price Range (Average Price in Euro)
Men's Shoes			
Men's Sandals			
Ladies Shoes			
Ladies Sandals			
Men's Boots			
Ladies Boots			
Children's Shoes			
Children's Sandals			
Sports Shoes			
Others (Please specify)			

Passport details of representative attending the fair

(details of additional representative(s) may be given in a separate sheet along with copy of the Passport indicating the details

Name (as in Passport)	
Name of the Company	
Date of Birth	
Passport Number	
Date of issue of Passport	
Date of expiry of Passport	
Place of issue of Passport	

Brief History of the Company

SIGNATURE & NAME :
DESIGNATION :

DATE & SEAL