

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



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
GOVERNMENT OF INDIA
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No. 5(31)/2015-MDA

Dated: 03.03.2016

The Director,
All MSME-DIs

Subject:-Participation of O/o DC (MSME) in the India Sourcing Fair from March 29 – April 1, 2016 at Nairobi (Kenya) being organized by ITPO, NEW DELHI.

Sir/ Madam,

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

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

Multiple products	Cotton Textiles including Bed Sheets, Spinning Mills, Artificial Jewelry , Beaded & Sequence Purses, Readymade Garments including kids-wear;All Leather and non-leather products, Handicrafts & including Christmas decorations, Corporate Gift and Brassware, Wooden Handicrafts, Eco-friendly Bags, Natural Hair Extensions and accessories, Travel & Tourism Sectors, Healthcare, Chemical & Pharmaceuticals, Investment opportunities in Education, Training, Health and other small scale sectors, Food Processing Machinery huge demand, Agricultural Implements/Garden Tools, Indian Spices, IT Sectors, Auto components, Power Transmission Equipment, Electrical & Electronic Control Equipment / Panels, Energy Monitoring Equipment, All types of Tools for Industrial purposes.
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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 Kenya.

4. 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 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. DD other than of excess amount will be returned to them after participation in the fair. In the event of non-participation in the fair, the security deposit submitted 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 are Rs. 9,000 per sq. mtr. for one side open built up booth (10% extra for two side open stands(subject to availability) and the minimum bookable space would be 9 sq. mtrs..The details of DDs required as per the space requirement is given below:-

Sl. No.	Category of the unit	Space booked in sq. mtrs.	Demand Drafts (DD) required
1	General	09 sq. mtrs.	One DD of Rs. 40500/- (for one side open stall);or Rs. 44550/- (for two side open stall) drawn in favour of PAO (MSME), New Delhi .
2	SC/ST/Women/NER	Do-	One DD of Rs. 40500/- (for one side open);or Rs. 44550/- (for two side open) drawn in favour of PAO (MSME), New Delhi.

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 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 ITPO, the refund of the space rent cannot 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 District Industry Centre (DIC) / Directorate of Industries (DIs) 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 is of international standards or units having ISO: 9000/ 14000 certification.

8. You are advised to select the Micro & Small 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 the last date i.e. 11.03.2016. 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, the issuance of visa to the unit is the sole discretion of the concerned Embassy in India.

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. "Micro & Small 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. "However, it please be noted that any representative cannot represent more than one MSE in a financial year".

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.

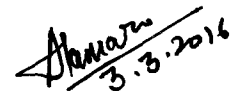
14. Recommended MSEs after participation in the trade fair should submit their reimbursement claims through concerned MSME-Development Institute to this office within one month from the completion of the date of fair failing which it may be presumed that unit is not interested to claim the reimbursement.

15. All the MSME-DIs are required to comply the following in addition to Scheme guidelines before recommending and forwarding the application of participants:-

- i. To ensure relevant and valid documents with the applications as per scheme guidelines.
- ii. To forward the applications of unit of suitable product profile.
- iii. To ensure the issuance of DDs according to prescribed criteria of issued fair circular and their revalidation, if required.
- iv. To forward Change of representative in exceptional cases after ensuring the genuineness of representative & reason, however, the decision of competent authority would be final and binding.
- v. All communication regarding the participation should have approval of Director / In- charge of institutes.
- vi. To ensure the receipt of airfare subsidy claims and disbursement of air fare subsidy to participated MSEs within stipulated time.

16. Each forwarded application should be accompanied by a checklist in prescribed format enclosed herewith filled with relevant information and signed by the Head of Institute.

Yours faithfully


3.3.2016

(A.K. Tamaria)
Asst. Director (IC&CD)

Encl: As above

Application / Catalogue Entry Form for India Sourcing Fair, Nairobi (Kenya), 2016

(TYPE ON THE LETTERHEAD OF COMPANY & SUBMIT DULY SIGNED & RUBBER STAMPED)

S.No.	Particulars	Information
1.	Name of the Fair/ Exhibition	India Sourcing Fair
2.	Dates & Venue	March 29-April 1, 2016 at Nairobi (Kenya)
3.	Name & Address of the Registered Company	
4.	Year of Establishment	
4.	Tel.(with ISD Code) Fax No. Email ID Mobile No.	
5.	Website	
6.	Name & Designation of Key Executive	1) 2)
7.	Products for display	
8.	New Item(s) Proposed to Launch	
9.	Space requirement sq mtr. Corner/Two side. Please book space with separate name of company if you want more than one stall (10% extra for two side open stall)	Bookable Area: 9 sqm
10.	DD Information.	
11.	Brief Description on company profile for inclusion in the Fair catalogue (50 words)	
12.	Are you a registered exporter? (yes/No) If yes, please attach a photocopy of Registration certificate/provide IEC Code No.	
13.	Are you registered as small scale industry? If yes, please attach attested copy of Registration certificate	
14.	Are you a member of an EPC/Commodity Board? Please specify _____	
15.	Space requirement (in sq mtr) Corner/Two side. (Subject to availability). Please book space with separate name of company if you want more than one stall	

16	Total turnover of company: _____ US\$ million (Last two Years) Export turnover: _____ US\$ Million to Kenya during 2013-14/2014-15	
17	Products for display in the India Sourcing Fair 2016:	
18	Export Performance Countries of Exports Preceding three years Commodity exported (Please attach a Chartered Accountant's certificate of Export performance)	
19	Whether you have participated in this fair earlier, if so when?	

(Signature of authorized signatory of the Company with Company Seal)
(We shall abide by the Rules & Regulations of Participation)

Name _____

Designation _____

Dated: _____

India Trade Promotion Organization (ITPO)

Rules and Regulations for Participation in the India Sourcing Fair, 2016

1. Space Booking :

- a) Application in prescribed proforma for participation in overseas activities of ITPO is to be submitted alongwith participation fee through bank draft by the stipulated date for booking of space. Space is offered with an area of 09 sq mtr.(minimum) only on receipt of the photocopy of the Registration Certificate of Import/Export Code issued by DGFT is also furnished.

2. Allotment of Space to the Participants :

- a) Selection of participants will be done on first-cum-first served basis and/or suitability for exports i.e. export turn over, product acceptability, etc.
- b) ITPO would make allocation of available space in the show premises at its discretion and its decision in this regard will be final and binding on all.
- c) Submission of application for booking of space does not automatically confer a right for allotment of space. Approval of application for space is the prerogative of the Competent Authority of ITPO.
- d) The space allotted to the approved participants is to be exclusively used by them for display of their exhibits as approved by ITPO. Subletting of space is not permissible. Violation of this clause may lead to cancellation of space allotted, forfeiting of space rent, security deposit etc., paid to ITPO and debarring the participation from the future participation in ITPO's events.

e) Refund of Participation Fee :

Refund of participation fee will be considered in case where –

- a. The space rent paid by the participant is in excess of the actual amount due to ITPO.
- b. The participants after approval withdraw from the participation but space is subsequently let out to some other participant who pays for the space. In such cases the first party can be allowed the refund after deducting 20% of the total amount payable.
- c. There is a change in the venue and date of an event and due to this the participant is unable to participate.
- d. Non-availability of space, rejection of application or in the event of cancellation of participation due to unforeseen circumstances.
- e. In case of force majeure, where the participant is unable to participate due to the circumstances over which he has no control.

f) Visa :

- a. ITPO, as a Trade Promotion Organisation, will provide necessary assistance to the representatives of the Participating Company by issuing recommendatory letter to the concerned Mission for obtaining visa.
- b. Visa recommendation letter will be issued only in favour of the Chief Executive /Proprietor/Senior Level Officer dealing with exports of the Company who is attending the event and who can take on the spot decision.
- c. ITPO shall not be liable in case the concerned Mission of the host/transit country denies visa to a representative of the participating Company for any reason.
- d. Since ITPO, on behalf of the participating company, has already committed for certain financial bindings by booking of space, construction/decoration of stand, catalogue entry, general publicity support etc., it will not be possible to consider any refund on account of denial of visa/delay in receipt of visa.
- e. The representative would come back to India after the Event/Fair is over and would submit the proof of his/her departure/arrival, wherever necessary.

g) General :

- a. Only goods of Indian origin will be allowed for display at India Pavilion. Participants will be allowed to display only those products which have been selected and approved by ITPO.

Exhibits of participants whose representatives do not turn up at the Fair / Show will not be displayed.
- b. Participants will make their own arrangements for forwarding the exhibits to the fair venue and return of exhibits to India after the event. All payments with regard to shipment of exhibits, import duty, any local taxes and forwarding the exhibits back to India will be made / borne by the participants.
- c. Participants will make their own arrangements for removing exhibits from the packing cases and displaying them in the booth. Likewise, after the Fair, participants will make their own arrangements to repack and send the exhibits back to India.
- d. Participants will not be allowed to remove the exhibits during the show without specific written permission from ITPO or show Organisers.
- e. Participants will be required to furnish complete information on orders booked, enquiries generated, retail sales, etc. during and after the close of the Show. Compliance with this rule will be one of the criteria for selection of the participants for future ITPO programmes.
- f. All expenses for travel (air fare) to & fro, and stay abroad including boarding, lodging, medical treatment, insurance, etc. will be borne by the participants themselves.

- g. Participants will adhere to such other regulations as may be prescribed by the country in which the show is held and / or the Fair Organisers.**
- h. In the event of postponement / abandonment / cancellation of the Fair / Exhibition / Show, or in case of exhibits not being displayed due to any reason, ITPO shall be under no liability to compensate expenditure or loss, if any, incurred by the participants.**
- i. In case of default of any payment due from the participants, ITPO reserves the right to debar them from participation in ITPO's Fair in India & abroad and bring to the notice of appropriate authority.**
- j. Any dispute / differences arising out of these terms and conditions of participation shall be referred to the Chairman and Managing Director of India Trade Promotion Organisation whose decision or award shall be final and binding.**
- k. The terms and conditions of participation shall be subject to the jurisdiction of courts in the State of Delhi.**

DECLARATION

We have studied the rules and regulations for participation carefully and agree to abide by the same

Signature of the Authorised Representative

Place:

(Company Seal)

Name :

Date:

Designation

Checklist for the recommended application of a MSE unit from MSME-DI to the O/o DC (MSME) under MDA scheme (To be filled and signed by concerned MSME-DI)

Sl. No.	Subject	Response of MSME-DI				Reference page no. of application
		Amount (Rs.)	DD No.	Issue date	Name of issuing bank	
1	Name of fair					
2	Duly filled application form					
3	Name of Concerned MSME - DI					
4	Name of MSE unit					
5	Name of Proprietor / Partner with contact Number					
6	Address of the Unit (Telephone No./ Mobile no. of contact person of the unit, e-mail etc.)					
7	Type of Unit (Whether Micro / Small)					
8	Details of Exhibits					
9	Category of the unit (General/ Women / SC/ST/ NER unit)					
10	Area to be booked in sq. mtrs.					
11	Details of Demand draft					
12	Name of persons representing the unit in the fair with passport details (Maximum two representative)	Name: Passport No.: Date of Issue: Date of Expiry: Place of issue: (supported with relevant passport copy)				
13	Whether the forwarded representative is Proprietor / permanent employee.					
14	Whether the entrepreneur is availing the benefit under the MDA scheme first time in this financial year irrespective of number of the units they own. However , it may please be noted that any representative cannot represent more than one MSE in a financial year					

15	Whether the MSE unit is availing MDA scheme benefits first time in current financial year.		
16	Whether E.M. Part – II is enclosed		
17	Whether valid proof of woman entrepreneur from Bank/ SC/ ST certificate is enclosed		

(Signature of In-charge of MSME - DI)

With stamp