sub: Participation of Office of DC (MSME) in "India Sourcing Fair", Santiago, Chile from March 2-6, 2016 being organized by India Trade Promotion Organization (ITPO).

Sir,

With due approval of competent authority, this trade fair has been included in event calendar 2015-16 of O/o DC(MSME) in place of earlier approved forthcoming India Sourcing Fair at Sao Paulo, Brazil. 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:

<table>
<thead>
<tr>
<th>Product Profile</th>
<th>Diverse Display profile under different sections:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Textiles including</td>
<td>Home Furnishings, RMGs, Fabric, Denim, Accessories etc.,</td>
</tr>
</tbody>
</table>

3. The objectives of Office of DC (MSME)'s participation in this fair are to strengthen bilateral trade and promote Indian products & technologies and also identifying areas of exports in Chile.

4. As per the MDA scheme guidelines, all the willing participants of Micro Small enterprises which are registered in District Industry Centres (DICs) / Directorate of Industries (Dis) 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 MSE enterprises other than women / SC/ST/ NER” 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 as follows:

| Participation Charges for fully furnished booth of 9 Sq.m. and in multiple of 3 thereof |
|---------------------------------|---------------------------------|---------------------------------|
| Without shipment facility | Rs 10,500 per sq.mtr. | MSEs of General Category are required to pay space rent of Rs 47,250/- in form of DD drawn in favour of PAO(MSME), New Delhi |
| MSEs owned by Women/SC/ST/NER entrepreneurs are also required to pay DD of Rs 47,250/- in form of DD drawn in favour of PAO(MSME), New Delhi. This DD will be refunded to the Unit after their participation in the fair otherwise forfeited in the event of non participation of unit. (Proof of Women/SC/ST entrepreneurs are required with application) |
| With shipment Facility** | Rs 12,500 per sq.mtr. | MSEs of General Category are required to pay space rent of Rs 56,250/- in form of DD drawn in favour of PAO(MSME), New Delhi |
| MSEs owned by Women/SC/ST/NER entrepreneurs are also required to pay DD of Rs 56,250/- in form of DD drawn in favour of PAO(MSME), New Delhi. This DD will be refunded to the Unit after their participation in the fair otherwise forfeited in the event of non participation of unit. (Proof of Women/SC/ST entrepreneurs are required with application) |

**Deadline for handing over of samples / exhibits to ITPO’s official agency in Delhi/ Mumbai is November 20, 2015 and:

- Customs duties/VAT/Taxes etc. on the exhibits to be borne and paid by exhibitors to the shipping agency as per CIF value of the exhibits as approved by the authorities.
- Import facilitation fee based @5% of CIF value of the exhibits to be also paid by the exhibitor to the official agency.
- In case of retail sales onsite, VAT is payable by exhibitors onsite on selling price.
- An Undertaking to the above effect to be signed and submitted to ITPO directly by the exhibitors before handing over exhibits to the agency.

- Corner booth will attract a premium of 10% extra and subject to availability.
- Minimum size of corner booth is 12 sq.mtr

<table>
<thead>
<tr>
<th>Booth Size(sq.mtr)</th>
<th>Weigh / Volume Ceiling</th>
</tr>
</thead>
<tbody>
<tr>
<td>9-12 Sqmtr</td>
<td>200Kg subject to volume ceiling of 1 cubic meter</td>
</tr>
<tr>
<td>18-24 Sqmtr</td>
<td>400Kg subject to volume ceiling of 2 cubic meter</td>
</tr>
<tr>
<td>Larger booths Size</td>
<td>Pro-rata basis based on 12 Sq.mtrs booth</td>
</tr>
</tbody>
</table>

For any clarification Sh. Hitesh Sethi, Manager, ITPO, New Delhi, may be contacted at hsethi@itpo.gov.in and Mob. No. 09810635324.
6. It may be made clear to the participating units that space would be provided on the basis of first cum first served & availability of space etc., at the fair 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 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 Micro & Small Enterprises registered with 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. 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 & 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 may 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.

Contd...4
15. All the MSME-DIs are required to comply the following in addition to Scheme guidelines before recommending and forwarding the application of participants.

- To ensure relevant and valid documents with the applications as per scheme guidelines.
- To forward the applications of unit of suitable product profile.
- To ensure the issuance of DDs according to prescribed criteria of issued fair circular and their revalidation, if required.
- 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.
- All communication regarding the participation should have approval of Director / In charge of institutes.
- 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.

Encl: As above

Yours faithfully,

(A.K. Verma)
Dy Director (IC&CD)
Checklist for the recommended application of a MSE unit from MSME-DI to the O/o DC (MSME) under MDA scheme.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Subject</th>
<th>Response of MSME-DI</th>
<th>Reference page no. of application</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Name of fair</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Duly filled application form</td>
<td></td>
<td></td>
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<tr>
<td>3.</td>
<td>Name of Concerned MSME - DI</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Name of MSE unit</td>
<td></td>
<td></td>
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<tr>
<td>5.</td>
<td>Name of Proprietor / Partner with contact Number</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Address of the Unit (Telephone No./ Mobile no. of contact person of the unit, e-mail etc.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>Type of Unit ( Whether Micro / Small)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td>Details of Exhibits</td>
<td></td>
<td></td>
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<tr>
<td>9.</td>
<td>Category of the unit ( Women / SC/ST)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td>Area to be booked in sq. mtrs.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.</td>
<td>Details of Demand draft Amount (Rs.) DD Name of issuing bank</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.</td>
<td>Name of persons representing the unit in the fair with passport details (Maximum two representative)</td>
<td>Name: Passport No.: Date of Issue: Date of Expiry: Place of issue: (supported with relevant passport copy)</td>
<td></td>
</tr>
<tr>
<td>13.</td>
<td>Whether the forwarded representative is Proprietor / permanent employee.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14.</td>
<td>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 can not represent more than one MSE in a financial year.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15.</td>
<td>Whether the MSE unit is availing MDA scheme benefits first time during the current financial year.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16.</td>
<td>Whether E.M. Part – II is enclosed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>17.</td>
<td>Whether valid proof of woman entrepreneur from Bank/ SC/ ST certificate is enclosed</td>
<td></td>
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</tbody>
</table>

Signature of In-charge of MSME – DI with stamp
Application Form

Name of the Fair/ Exhibition: India Sourcing Fair, Santiago (Chile)

Dates: March 2-6, 2016

Name of the Company:

Address ~-----------------------------------------------------------
Tel: Fax: Email: Website: 

Name & Designation of Key Executive _______________________________________

Are you a registered exporter? (yes/No) __________
If yes please attach a photocopy of IEC Code

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

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

Weather Shipment Facility Required YES/NO ________________________________

Total turnover of company: ____________ US$ million Export turnover: ____________ US$ Million

Products for display:
________________________________________________________________________
________________________________________________________________________

Brief profile of company (not more than 25 words):
________________________________________________________________________

Export Performance Countries of Exports Preceding three years
Commodity exported
________________________________________________________________________

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 as per copy enclosed. Crossed demand draft, favoring India Trade Promotion Organization, payable at New Delhi for INR : ____________ being the amount of participation charges is enclosed.

(Signature of authorized signatory of the Company)
Name ____________________________
Designation _______________________

Dated: ________________

(For terms & condition please see reverse)
Brief Rules and Regulations for Participation in Fair Abroad

1. Space Booking:
Application in prescribed for participation in overseas activities of ITPO to be submitted within the prescribed date for booking of space. Space is offered in an area of 9/12 sq mtr (and in multiples of 3 thereof) and as per layout plan.

2. Allotment of space to the Participants:
Submission of application for booking of space does not automatically confer a right for allotment of space. Approval of application for space will rest with ITPO.

3. Refund of Participation Fee:
(i) Refund of Participation fee will be considered in case of non-availability of space, rejection of application or in the event of cancellation of participation due to unforeseen circumstances.
(ii) In the event of withdrawal 3 months before the start of the event, 50% (per cent) of the total participation fee will be considered for refund, if the space is re-allotted.
(iii) Non refund will be considered if the withdrawal request is received less than 3 months before the start of the event.

4. Visa:
(i) ITPO, as a Trade Promotion Organisation, will provide necessary assistance to the representative of the participating company by way of issuance of recommendatory letter to the concerned Mission for obtaining visas.
(ii) 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.
(iii) Since ITPO, on behalf of the participating company, has already committed for certain financial bindings by way of booking of space, construction/decoration of stand, catalogue entry, general publicity support etc., it will not be able to consider any refund on account of denial of visa/delay in receipt of visa.
(iv) Visa recommendation letter will be issued only in favour of the Chief Executive/Proprietor/Senior Level Officer dealing with exports of the company so that on the sport decision can be taken by them.

5. General:
(i) Only goods of Indian origin will be allowed for display at India Pavilion.
(ii) In the event of postponement/abandonment/cancellation of the Fair/Exhibition, or in case of exhibits not being displayed due to any reason beyond the control of the ITPO, it shall not be liable for any loss or liability.
(iii) 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 participant from the future participation in ITPO’s event.
(iv) In case of default of any payment due from the participants, ITPO reserves the right to debar them from participation of ITPO’s Fairs in India and Abroad.
(v) Any dispute or 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 of award shall be final and binding.
(vi) The terms and conditions of participation shall be subject to the jurisdiction of courts in the State of Delhi.
(vii) I, hereby, agree to adhere to the Guidelines applicable to the exhibitors availing shipment facility and/or undertaking retail sales at India Sourcing Fair, Santiago (Chile), March 2-6, 2016, as enclosed.

Terms & conditions accepted.

(Signature)
Name & Designation

Date