No. 5(4)/2016-MDA


The Director,
All MSME-DIs

Subject:-Participation of O/o DC (MSME) in the 23rd edition of SAITEX & 11th edition of Africa Big Seven (AB 7) to be held from June 19-21, 2016 at Gallagher Convention Centre, Midrand, Johannesburg, South Africa 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:-

<table>
<thead>
<tr>
<th>Display Profile</th>
<th>Africa Big Seven:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Food &amp; Beverage, Food ingredients &amp; additives, Food processing, Bakery &amp; confectionary products, Ready to eat, Dry fruits, Processed frozen meat, Organic foods, Rice etc</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SAITEX:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer goods, Houseware, Kitchenware, Textile and apparel, Artificial Jewellery, Footwear &amp; leather products, carpets, DIY products, tools &amp; garden equipment, office equipment, stationery, Tourism, Financial, Business &amp; Financial services, Logistics, Transport &amp; service provider, Machinery for packaging &amp; manufacturing of retail ready products such as food &amp; beverage, plastics, Building &amp; construction machinery (Light) etc.</td>
</tr>
</tbody>
</table>

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 South Africa.

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. 17,000/- per Sq. mtrs. The minimum size of the booth is 9 sqm (built up with fascia). Larger space can also be booked in multiple of 3 sqm. The details of DDs required as per the space requirement is given below:-

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Category of the unit</th>
<th>Space booked in sq. mtrs.</th>
<th>Demand Drafts (DD) required</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>General</td>
<td>09 sq. mtrs.</td>
<td>One DD of Rs. 76500/- drawn in favour of PAO (MSME), New Delhi.</td>
</tr>
<tr>
<td>2</td>
<td>SC/ST/Women/NER</td>
<td>Do-</td>
<td>Two DDs of Rs. 48500/- &amp; Rs. 28000 drawn in favour of PAO (MSME), New Delhi.</td>
</tr>
</tbody>
</table>

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 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 (DIIs) 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. 11.05.2016. 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 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.

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

(Pawan K. Singh)
Asst. Director (IC)

Encl: As above
INDIA TRADE PROMOTION ORGANISATION
APPLICATION FOR PARTICIPATION IN FAIRS AND EXHIBITIONS ABROAD

1. Name of the Exhibition & Dates
   : SAITEX/ Africa Big Seven - 2016
   Gallagher Convention Centre, Johannesburg (South Africa) from
   June 19-21, 2016.

2. a) Name of the Company
b) Address

                   Pin Code
Tel.: Fax E.Mail
Web
Sales Tax / Tin No.

3. Name & Designation of Key Executive of Company

4. Are you a registered exporter? (Yes/No) Year of Registration
   (If yes, please attach a photocopy of Registration Certificate).

5. Are you registered as Small Scale Industry? (If yes, please attach attested copy of Registration Certificate.)

6. Are you a member of an EPC/Commodity Board? If so, please specify

7. Space requirement (in sq.mtrs.). Shipment to be undertaken by the exhibitor.

8. Turnover of Company EXPORT turnover 

9. Import Export Code (Mandatory)

10. PAN NO (Mandatory, Copy attach), DIN (Mandatory)

11. Products for display

12. Export performance Preceding three years
   Countries of Exports
   Commodities Exported
   (Please attach a Chartered Accountant’s Certificate of Export Performance)

13. Whether you have participated in this fair earlier, if so when?

14. Display requirements:
   (i) Display plan
   (ii) Additional requirements (On payment basis):
   (iii) Other facilities including display aids over & above ITPO’s shell scheme package.

We hereby accept the Rules & Regulations of participation as per copy enclosed. A crossed Demand Draft
favouring “India Trade Promotion Organisation, payable at New Delhi, for Rs. ___________ being the
booking amount of participation is submitted herewith.

We undertake to remit the dues and any difference in foreign exchange payments on demand before allotment
of space or at the time of settlement of dues.

(Signature of the authorised signatory of the Company)
Name
Designation

Dated:

Annex-I
Brief Terms and Conditions for Participation in Fair Abroad

1. Space Booking: Application in prescribed form 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 09 sqm. and in multiples 3sqm.

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) No 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 Mission concerned for obtaining visas.
   (ii) ITPO shall not be liable in case the Mission concerned 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 possible 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 spot 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.

Terms & conditions accepted.

Date                                      Name & 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)

<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>
</tr>
<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>
</tr>
<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>
</tr>
<tr>
<td>9</td>
<td>Category of the unit (General/ Women / SC/ST/ NER unit)</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</td>
<td>Amount (Rs.)</td>
<td>DI No.</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>
</tbody>
</table>

Annexure-III
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