No. 5(2)/2016-MDA  
Dated: 14.03.2016

The Director,  
All MSME-DIs

Subject: Participation of O/o DC (MSME) in the 80th International Handicraft Trade Fair  
(April 23 to May 1, 2016 at Florence, Italy) being organized by FIEO, NEW DELHI.

Sir/ Madam,

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

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

| Multi product exhibitions | Clothing and accessories; Furnishing and furnishing accessories; Jewellery; Silverware; Collectibles and gifts; Wine & food; and Traditional handmade products |

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 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. 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. FIEO, New Delhi has informed that participation charges for the above fair are Rs. 23,334 per sq. mtr. for one side open built up booth (Rs. 10,000 extra for two side open booth subject to availability) and the minimum bookable space would be 6 sq. mtrs. 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>06 sq. mtrs.</td>
<td>One DD of Rs. 70002/- (for one side open stall); Rs. 75002/- (for two side open stall) 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. 15004 &amp; Rs. 54998/- (for one side open); Two DDs of Rs. 25004 &amp; Rs. 49998/- (for two side open) 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 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 FIEO, 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 (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 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. 04.04.2016. 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. FIEO 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”.

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13. The selected units must carry a catalogue of the product manufacturing by them and preferably it should be prepared in the language of the 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 units 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 airfare 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

Encl: As above
REGISTRATION FORM for MSME Units

80th ART International Handicraft Trade Fair
(April 23 to May 01, 2016 at Florence, Italy)

Name of Representative: .................................................................
Designation: ..............................................................................

Passport Details:
Passport No ...................................................
Date of Birth ...................................................
Place of Issue ...................................................
Date of Issue ...................................................
Date of Expiry ...................................................

Passport Details:
Passport No ...................................................
Date of Birth ...................................................
Place of Issue ...................................................
Date of Issue ...................................................
Date of Expiry ...................................................

1. Name of MSME Unit ........................................................................
Address .....................................................................................
Tel........................................ Fax ................................. E-mail ........................
Mobile:........................................ Website: ........................

2. IEC Code No: ............................................................................

3. Details of Items being exhibited

4. Please mention the name you like to appear on the fascia of your stand (in capital letters)

5. Brief profile to be printed in the exhibition brochure (100 words max.): Kindly use extra sheet

Signature of authorized signatory .................................
Date: ........................................
Name & Designation ......................................................
Company Seal ........................................................................

This is only a provisional space application form and subject to confirmation.

In case of any further details/queries, you may contact Mr Ashish Jain/Mr Sunil Dutt, FIEO at 011-46042118/47 or by e-mail at ashishjain@fieo.org:sunildutt@fieo.org
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 Amount (Rs.) DD No. Issue date 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</td>
<td></td>
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</tbody>
</table>
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.

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

(Signature of In-charge of MSME - DI)

With stamp