No. 5(5)/2016-MDA

The Director,
All MSME-DIs

Subject:-Participation of O/o DC (MSME) in the 14th Global Indian Festival 2016 (GIF) from June 1 – 5, 2016 at Mid Valley Exhibition Centre, Kuala Lumpur, Malaysia 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:-


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 Malaysia.

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.mtr. for one side open booth and Rs.18,000/- per sq.mtr. for corner booth. The minimum
bookable area is 9 sq.mtrs. and additional space can be made available in multiple of 3 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>09 sq. mtrs.</td>
<td>(i) One DD of Rs. 76500/- (for one side open booth) or (ii) One DD of Rs. 81000/- (for corner booth) drawn in favour of PAO (MSME), New Delhi.</td>
</tr>
<tr>
<td>2</td>
<td>SC/ST/Women/NER</td>
<td>Do-</td>
<td>(i) Two DDs of Rs. 48500/- &amp; Rs. 28000/- (for one side open booth) or (ii) Two DDs of Rs. 44000/- &amp; Rs. 37000/- (for corner booth) 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 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. 29.04.2016. 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. 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 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

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

Encl: As above
INDIA TRADE PROMOTION ORGANISATION
14th Global Indian Festival 2016, Kuala Lumpur, June 1 - 5, 2016

Application for participation (Not to be filled by hand)

1. Name of the Registered Company: .................................................................
2. Address: ...........................................................................................................
3. Phone: ................................................. Fax (with ISD/STD code): ...........................................
4. Mobile No.: .............................................. E.Mail: .................................................. Website: ..................................................
5. Pan No.: .................................................. Tan No.: ..................................................
6. Name & Designation of Key Executive: ..........................................................
7. Are you registered as small scale industry? If yes, Yes / No ..................
   please attach self attested copy of Registration Certificate
8. Membership of EPC / Commodity Board, if yes, indicate name: ..................
9. Import Export Code No.: .................................................................................
10. Total turnover of Company: (US$ / Rs.) ........................................................
11. Export turnover: (US$ / Rs.) ........................................................................
12. Space requirement (in Sq Mtrs.): ................................................................. (Minimum 9 sq.mtrs. or multiples of 3 sq.mtrs. thereof)
13. Corner booth (Subject to availability): Yes / No ...........................................
14. Additional requirements on payment, if any: ....................................................
15. Participation charges / advance payment: Rs. ...........................................
   (Rupees only) Demand Draft No. dated ............................................................
   drawn on .................................................. in favour of India Trade Promotion Organization, New Delhi.

16. Products for display:

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

18. We have read the rules & regulations of participation and we agree to abide by the same

Place: .................................................. Signature: ..................................................
Date: .................................................. Name: ..................................................
       (Company Seal)  Designation: ..................................................

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India Trade Promotion Organisation

Rules and Regulations for Participation

14th Global Indian Festival 2016, Kuala Lumpur (June 1 - 5, 2016)

1. Space Booking:
   Application in prescribed proforma for participation in overseas activities of ITPO is to be submitted along with participation fee through bank draft by the stipulated date for booking of space. Space is offered with an area of 9 sq. mtrs. (minimum).

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 turnover, 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 will rest with 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. Sub-letting 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.

3. 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 withdraws 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.

4. 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 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, dialogue 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.

5. General:

Only goods of Indian origin will be allowed for display in Indian Pavilion. Participants will be allowed to display only those products which have been selected and approved by ITfO.

a) 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 dispatching the exhibits at their own cost, if facilities provided by the Fair Organiser, they may deal directly with the organizer. ITPO does not undertake any responsibility in this regard.

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 comply with instructions regarding packing and dispatch of exhibits and other matters concerning their participation. All payments with regard to import duty, any local taxes and forwarding the exhibits back to India will be made/borne by the participants in foreign exchange. All participants are advised to make arrangement of sufficient funds for such purposes. Further, exhibitors are advised to ensure the duty structure etc. applicable for their items on their own. ITPO can provide only general information in such matters and cannot be held responsible for any variations on account of duty charged.

e) Participants will not be allowed to remove the exhibits during the show without specific written permission from ITPO or Show Organisers.

f) 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.

g) All expenses for travel to & fro, and stay abroad including boarding, lodging, medical treatment, insurance, etc. will be borne by the participants themselves. The participants should arrange sufficient funds to meet such eventualities.

h) 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.

i) 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.

j) 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.

k) 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.
l) The terms and conditions of participation shall be subject to the jurisdiction of courts in the State of Delhi.
m) ITPO shall not be responsible for any loss of business / property arising out of the participation in the event. No action for indemnification shall lie against ITPO.

DECLARATION

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

.....................................................

Signature of the Authorized Representative(s)

Name: .............................................. Designation: ..............................................

Place: .............................................. Date: ..............................................

(Company Seal) ......................................
### 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></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></td>
<td>Description</td>
<td></td>
<td></td>
</tr>
<tr>
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<td>----------------------------------------------------------------------------</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 cannot 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 in 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>
<td></td>
</tr>
</tbody>
</table>

(Signature of In-charge of MSME - DI)

With stamp