

विकास आयुक्त का कार्यालय
(सूक्ष्म, लघु और मध्यम उद्यम)
सूक्ष्म लघु और मध्यम उद्यम मंत्रालय
(भारत सरकार)
निर्माण भवन, सावरणी मंजिल, मौलाना आजाद रोड,
नई दिल्ली-110 108



OFFICE OF THE DEVELOPMENT COMMISSIONER
(MICRO, SMALL & MEDIUM ENTERPRISES)
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA
Nirman Bhawan, 7th Floor, Maulana Azad Road,
New Delhi - 110 108

Ph. EPABX - 23063800, 23063802, 23063803 FAX - (91-11) 23062315, 23061726, 23061068, e-mail - dcmsmehq@nb.nic.in

No.5(1)/2017-ITF

Dated: 29.03.2017

The Director,
All MSME-DIs

Sub: Participation of O/o DC (MSME), M/o MSME, GoI, in the 81st International Handicrafts Trade fair from April 22 to May 01, 2017 at Florence, Italy being organized by Federation of Indian Export Organizations (FIEO)

Sir/ Madam,

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

2. The exhibits to be covered in the exhibition are given at annexure I (Section A).
3. The objectives of O/o DC (MSME)'s participation in this fair is to strengthen bilateral trade and to promote the exports of Indian products with the country hosting the fair. The participating MSEs will get the opportunity to acquaint themselves with new technologies available, negotiate with prospective buyers, generate business enquiries, obtain confirmed export orders, etc.
4. As per the revised MATU scheme guidelines, manufacturing Micro Small Enterprises (MSEs) registered with District Industry Centres (DICs) having EM II or through Udyog Aadhar Memorandum(UAM) are only eligible. The eligible MSEs will be provided financial assistance of 80% of space rent for General Category units whereas 100% for SC/ST/Women/NER units subject to maximum Rs.1.00 lakh or actual rent paid, whichever is less. All categories of units will be provided 100% of economy class air fare subject to maximum Rs.1.25 lakhs or actual air fare paid, whichever is less (for one representative from each participating enterprise). Space would be provided by FIEO on the basis of first come first served & availability of space at Fair/ Exhibition site.
5. The unit may apply at the concerned MSME-DI. It is advised that the MSEs may read the scheme guidelines carefully about the available financial benefit and eligibility criteria before applying for the participation in the fair as mentioned in the subject above. The offer of participation to the unit would be available on the basis of first come first served. The application form is available with scheme guidelines at the link http://dcmsme.gov.in/MATU_30616.pdf.
6. The salient points/ terms & conditions as regards participation in the subject fair are given at annexure I (Section B).
7. MSME-DIs will forward, after ascertaining correctness of information, filled in application form along with EM II/ UAM, copy of passport to undersigned latest **by 07.04.2017**.
8. After approval of DC(MSME), this office will issue a permission letter. On the basis of permission letter, MSEs will submit space rent charges for space booked by them directly to FIEO.
9. The 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.
10. 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.
11. "Micro & Small entrepreneurs" are permitted for availing the benefit under revised MATU scheme guidelines for participation in the International Trade fair only once in a financial year irrespective of the number of units they own. "However, it may please be noted that one representative cannot represent more than one MSE in a financial year".

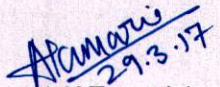
12. You are requested to assist, motivate and select the manufacturing MSEs as per display product profile as per scheme guidelines.

13. After the participation, the unit can claim the admissible subsidy for space rent and air fare by submitting the claim in prescribed format available with scheme guidelines at the link http://dcmsme.gov.in/MATU_30616.pdf at concerned MSME-DI within a period of two months from the closing day of the fair failing which it may be presumed that the unit is not interested in the reimbursement.

14. However, the actual participation in the aforesaid fair to be funded by O/o DC (MSME) is subject to the final approval of the competent authority.

Enclosures: As above

Yours faithfully,


(A.K. Tamaría)
Deputy Director

Copy to: FIEO, New Delhi

Section A

Products on Display	Handicrafts and Crafts Items; Clothing and accessories; Furnishing and furnishing accessories; Jewellery ; Silverware; Collectibles and gifts; Traditional handmade products
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Section B

S.No.	Important facts related to the fair	Details
a.	Name of the Trade Fair	81st International Handicrafts Trade Fair April 22 to May 1, 2017 at Florence, Italy
b.	Name of the Indian Trade Body for the subject fair	FEDERATION OF INDIAN EXPORT ORGNISATIONS Niryat Bhawan, Rao Tula Ram Marg, Opp. Army Hospital Research & Referral, New Delhi-110057
c.	Coordinating Officer & Contact Details	Mr Sunil Dutt, Assistant Director, FIEO Phone : 91-11-46042147(Direct)/M: 09911137999 Fax : 91-11-26148194; E-mail : sunildutt@fieo.org
d.	Minimum booth/ stall size provided by FIEO (MSEs will be provided financial assistance of 80% of space rent for General Category units whereas 100% for SC/ST/Women/NER units subject to maximum Rs.1.00 lakh or actual rent paid, whichever is less)	The cost of booking 6 sq. mtrs. one side open booth/ stall is Rs. 150000. The cost of booking 6 sq. mtrs. two side open booth/ stall is Rs. 160000.
e.	Mode of payment related details	(i) Demand Draft in favour of "FIEO" payable at New Delhi. (ii) In case of RTGS, the details of the bank are as under:- 1) Name of Beneficiary : FIEO 2) Name of Bank : Axis Bank Limited 3) Account No., : 473010100060914 4) Type of Account : Saving Account 5) Branch Address : 29, CC Basant Lok Complex Vasant Vihar, New Delhi-57 6) IFSC Code : UTIB0000473
f.	To whom DD/Banker's Cheque be submitted	Mr Sunil Dutt, Assistant Director, FIEO Niryat Bhawan, Rao Tula Ram Marg, Opp. Army Hospital Research & Referral, New Delhi-110057
g.	Closing date for the submission of application by MSEs	03.04.2017
h.	Other terms and conditions for the participation in the trade fair	FIEO will not be responsible for the turnout of buyers/buying agents for any BSM/Fair/Show etc. FIEO will have no liability whatsoever for any kind of refund or payment in this regard. FIEO shall not be responsible for booking of hotels, clearance of samples/goods at the customs, for getting visa.