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

सत्यमेव जयते
MSME
MICRO, SMALL & MEDIUM ENTERPRISES
सूक्ष्म लघु और मध्यम उद्यम

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,
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No. 5(10)/2015-MDA

Dated: 10.04.2015

The Director,
All MSME-DIs

Sub: Participation of O/o DC (MSME) in Thessaloniki International Fair, Thessaloniki (Greece) September 5-13, 2015 being organized by India Trade Promotion Organization (ITPO)

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:-

Products on display	Multi-product Show covering Engineering Products, Jewellery, Textiles, Home Furnishings, Processed Food, Spices, Tea, Coffee, Handicrafts, Carpet, Coir Products, Spices, etc.

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 Greece.

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. 12,500 per sq. mtr. For two side open stall 10 % extra will be charged. The minimum space required to be booked is of 06 sq. mtrs. Larger space can be booked in multiples of 3 mtrs. or thereof. The details of DDs required as per the space requirement is given below:-

Sl. No.	Category of the unit	Space booked in sq. mtrs.	Demand Drafts (DD) required
1	General	06 sq. mtrs.	One DD of Rs. 37500 drawn in favour of PAO (MSME), New Delhi
2	Woman/ SC/ ST/ NER unit	06 sq. mtrs.	One DD of Rs. 37500 drawn in

			favour of PAO (MSME), New Delhi
3	General	06 sq. mtrs. (two side open)	One DD of Rs. 41250 drawn in favour of PAO (MSME), New Delhi
4	Woman/ SC/ ST/ NER unit	06 sq. mtrs. (two side open)	One DD of Rs. 41250 drawn in favour of PAO (MSME), New Delhi

As you may aware that the DDs are valid for 03 months only from the date of issue. Therefore, in order to avoid the problem of validity, the date of issue of DDs should be after July 13, 2015.

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 last date i.e. **29.05.2015**. 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

Tamaria 10.04.2015

(A.K.Tamaria)
Asst. Director (IC&CD)

Encl: As above

Application Form

Name of the Fair/ Exhibition: Thessaloniki International Fair, Thessaloniki (Greece)
Dates: Sept. 5-13, 2015
Name of the Company _____

Address_____

Tel: _____ Fax: _____ Email: _____

Website: _____PAN /TAN NUMBER _____
Name & Designation of Key
Executive_____

Are you a registered exporter?
(yes/No)_____
If yes please attach a photocopy of Registration certificate

Are you registered as small scale industry? If yes, please attach attested copy of Registration certificate

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

Space requirement (in Sq Mtrs) _____Corner Preference (Subject to Availability): _____

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
(Please attach a Charted Accountant's certificate of Export performance)
Whether you have participated in this fair earlier, if so when?
We hereby accept the Rules & Regulations of participation of ITPO.

(Signature of authorized signatory of the Company)
Name_____
Designation_____
Dated: _____

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)

Sl. No.	Subject	Response of MSME-DI				Reference page no. of application
1	Name of fair					
2	Duly filled application form					
3	Name of Concerned MSME - DI					
4	Name of MSE unit					
5	Name of Proprietor / Partner with contact Number					
6	Address of the Unit (Telephone No./ Mobile no. of contact person of the unit, e-mail etc.)					
7	Type of Unit (Whether Micro / Small)					
8	Details of Exhibits					
9	Category of the unit (General/ Women / SC/ST/ NER unit)					
10	Area to be booked in sq. mtrs.					
11	Details of Demand draft	Amount (Rs.)	DD No.	Issue date	Name of issuing bank	
12	Name of persons representing the unit in the fair with passport details **(Maximum two representative)**	Name: Passport No.: Date of Issue: Date of Expiry: Place of issue: (supported with relevant passport copy)				
13	Whether the forwarded representative is Proprietor / permanent employee.					
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.		
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