

The National Small Industries Corporation Ltd.

(A Govt. of India Enterprise)

Detailed Guidelines for participation in International Fairs held Abroad through NSIC

1. Salient Points:

- 1) Application in prescribed format along with all requisite documents as per scheme guidelines is to be submitted by MSMEs through any Branch Office/NTSC/NSSHO for participation in foreign exhibitions under International Cooperation (IC) Scheme/ Special Marketing Assistance Scheme (SMAS). Reimbursement is for shell scheme booth of minimum size available in the exhibition.
- 2) MSMEs including SC/ST category MSMEs shall be facilitated participation only in those international exhibitions which are displayed on NSIC's website. The Fact-sheets of such exhibitions shall be displayed on NSIC's website.
- 3) **MSMEs applying under IC/SMAS Scheme shall make the payment towards stall charges directly to the fair organizer.** However, prior approval needs to be taken by the applicant units from NSIC before participation and they need to submit all requisite application documents at the nearest NSIC field office before the cut-off date. If their application is approved by Ministry of MSME, MSMEs can claim the reimbursement after the event as per IC/SMAS norms on submission of requisite claim documents after the conclusion of exhibition.
- 4) If the application is not approved, MSMEs shall have to bear all the participation expenses themselves.
- 5) Only goods of Indian origin will be allowed for display.
- 6) MSMEs are allowed to participate in two International exhibitions in a financial year. Also, a person cannot represent more than one MSME in a financial year.
- 7) Once approval is conveyed to the MSMEs, change in representation shall not be permissible unless written approval obtained/conveyed by NSIC. Any change in the approved representation by the MSME without obtaining prior approval/consent of NSIC will render MSME ineligible for their claims of reimbursement towards airfare/freight charges etc. and further disciplinary action as deemed fit by NSIC would be initiated against such erring MSME including debarring from future participation in international exhibitions through NSIC for one year.
- 8) Approved MSMEs will themselves make all necessary arrangements w.r.t. their participation i.e. stall booking, flight booking, boarding & lodging, obtaining visa, freight arrangement etc. and claim the admissible amount as per IC/SMAS scheme guidelines subject to timely submission of all requisite claim documents after the event.
- 9) The concerned field offices should follow-up regularly with the approved units and ensure that the units timely apply for visa and participate in the exhibition.
- 10) Only the authorized representative of approved units should be present in their stall during the entire duration of the fair.
- 11) The concerned field offices should ensure that the product displayed in the fair is strictly as per the details mentioned in Udyam Registration Certificate. In case, it is found that the product displayed is not as per the Udyam Registration Certificate or the authorized representative is not present at the stall, their claim reimbursement through NSIC is liable to be rejected.
- 12) The claim for airfare subsidy will be admissible only for one authorized representative of MSME unit who has participated in the event (In whose name the undertaking has been submitted at the time of application).

13) The advertisement & publicity expenditure mentioned at Clause No. 5.2.2 in IC Scheme is for the Ministry departments only, incurred in the foreign land and not for MSMEs.

2. Eligibility Criteria:

- i. MSMEs having Udyam Registration Certificate.
- ii. MSMEs belonging to Manufacturing/Service sector.
- iii. MSMEs should be registered on MSME Databank.

3. Procedure for Application:

Units intending to participate in an NSIC approved International exhibition will apply at the nearest NSIC Branch Office/NTSC/NSSHO with requisite documents within the cut-off date mentioned in the Fact-Sheet. Requisite Documents are as under:

1. Application Form (Annexure-I)
2. Copy of Udyam Registration Certificate, PAN, GSTIN.
3. Proof in support of the promoter's category or categories (Women, SC/ST, NER) etc.
4. Copies of Audited Balance Sheet or Income Tax Returns for the last two year.
5. Copy of company profile.
6. Undertaking in prescribed format on Company's Letter Head. (Annexure-II)
7. Copy of passport (valid for atleast six months post the event applied for) of the representative of the company who will be attending the fair.
8. Unique ID of unit as registered on PFMS Portal.
9. A cancelled cheque of current account of the unit (Proprietorship/Partnership/Company as the case may be). MSMEs should have current account in any bank and Mandate Form should be obtained.
10. Score Card (Annexure-III). Minimum qualifying score/points should be 60% of the Score Card.
11. Budget Estimate (Annexure-IV)
12. Hard copy of the Guidelines & SMAS/IC Scheme duly signed by the participant.
13. Unit should be registered on MSME Databank.

Note: Cash deposit/cheque payment not allowed under any circumstance.

4. Timeline

- i. The application should be submitted by MSMEs only after the Fact Sheet of the said exhibition has been displayed on NSIC's website and before the Cut-off date mentioned in the Fact Sheet.
- ii. The field offices should submit the proposals, complete in all respect, with due recommendation of Zonal Head within 3 days after the cut-off date mentioned in Fact-sheet.

5. Selection of participants :

- 1) Minimum 10 and 5 units are required for participation in an international exhibition under IC scheme and SMAS respectively. In case of insufficient response, NSIC may withdraw participation from the said exhibition.
- 2) In case of overwhelming response, selection of MSMEs shall be guided by the following methodology subject to matching of product profile with theme of exhibition:
 - Least number of participation including first timers in that financial year.
 - First come first serve basis.
 - In case of receipt of applications of different units at the same time and date, screening/selection of the unit would be guided by the following:
 - Distinctive product/service.
 - New/innovative product/technology/service.

The selection criteria will be implemented in above sequence.

- 3) The field office should ensure profile matching of applicant units based on product details mentioned in Udyam Registration Certificate with the exhibit profile of the exhibition. In case,

inspection is required to ensure the genuineness of the unit, the same may also be carried out by respective field office.

- 4) One unit shall be allowed assistance for participation in only two editions of same event.
- 5) Closely/blood related/same family MSMEs/representatives should not be allowed participation in the same event.
- 6) Preference will be given to those MSMEs who have not availed the benefit under SMAS/IC scheme earlier.
- 7) The application before the date of the display of the Fact-sheet on NSIC's website will not be entertained.
- 8) Submission of application for participation does not automatically confer a right for approval of application.
- 9) Approval for participation will rest with the Ministry of MSME and the decision will be final and binding.

6. Visa:

- 1) The units will coordinate directly with the fair organizer for issuance of necessary visa letter, stall allotment etc.
- 2) NSIC shall not be liable for any loss, in case the concerned Embassy of the host/transit country denies visa to a representative of the participating MSME for any reason.

7. General:

- 1) NSIC shall not be liable for any loss or damages in the event of postponement/ abandonment/ cancellation of the fair/exhibition, or in case of exhibits not being displayed due to any reason. The calendar of event available on NSIC's website is tentative and may change. The revision, if any, will be placed on NSIC's website. Further, in the event of insufficient applications, NSIC reserves its right to withdraw its participation from the event and in such case, NSIC will not be liable for any reimbursement to units/payment to organizer.
- 2) Space allotted to the participants is to be exclusively used for display of their exhibits as approved by NSIC. If any unit is found exhibiting products other than those manufactured/ produced by them as mentioned in its Udyam Registration Certificate, the unit shall be liable for rejection of claim reimbursement as well as debarring from future participation in international exhibitions through NSIC for one year.
- 3) Subletting of space is not permissible. Violation of this guideline or postponement/withdrawal of the unit's participation after submission of application will debar the unit from future participation in international exhibitions through NSIC. Further action will be initiated against such erring unit including denial of claim reimbursement.
- 4) Every exhibitor has to display its products/services/technology in the fair from day one and should be present at the assigned stall for the entire duration of the fair.
- 5) Any dispute or difference arising out of these guidelines of participation shall be referred to the concerned Director, NSIC whose decision shall be final and binding.

8. Re-imburement of airfare/freight subsidy:

IC Scheme

- i. After participation, the approved units shall submit the claim reimbursement request on Company Letter Head alongwith Claim Form (Annexure-V), Annexure-VI, Feedback Form and stall photo and requisite claim documents positively within 30 days of the completion of the event at the same field office where the application was submitted, failing which it will be presumed that unit is

not interested in the reimbursement and no claim request will be considered after 30 days of the completion of the event.

- ii. 100% economy class airfare will be reimbursed to individual units as per actuals and subject to the maximum ceiling prescribed under IC scheme.
- iii. No reimbursement will be made for journey within India on domestic route.
- iv. The claim for airfare subsidy will be admissible only for the authorized representative of MSME unit who has participated in the event (In whose name the undertaking has been submitted at the time of application).
- v. Claims from any third party (Associations etc.) on behalf of the participant(s) will not be entertained.
- vi. The claims as per prescribed format, received from the units for a particular event will be submitted by NSIC to the Ministry for reimbursement under IC scheme.
- vii. The sanctioned amount received from Ministry will then be transferred to the unit's account through PFMS Portal.

Checklist of Claim Documents under IC Scheme

- ✓ Covering Letter.
- ✓ Annexures- V & VI.
- ✓ Copy of Udyam Registration Certificate.
- ✓ E-ticket complete in all respect with airfare mentioned on e-ticket itself.
- ✓ Original invoice for purchase of Air ticket.
- ✓ Original Boarding Passes for all sectors.
- ✓ Original Invoice/Bills along with Receipt of Payment for claiming stall charges, freight charges, Entry/Registration Fee.
- ✓ Unique ID of unit as registered on PFMS Portal.
- ✓ Copy of PAN Card of the unit.
- ✓ Feedback Form duly filled and signed by the authorized representative. (Annexures- VII)
- ✓ Photograph of the stall at the venue.

SMAS Scheme

- i. After participation, the approved units shall submit the claim reimbursement request on Company Letter Head alongwith all requisite claim documents positively within 30 days of the completion of the event at the same field office where the application was submitted, failing which it will be presumed that unit is not interested in the reimbursement and no claim request will be considered after 30 days of the completion of the event.
- ii. Airfare will be reimbursed to units on the basis of minimum economy class airfare claimed by any of the participant units of the said exhibition.
- iii. No reimbursement will be made for journey within India on domestic route.
- iii. The claim for airfare subsidy will be admissible only for the authorized representative of MSME unit who has participated in the event (In whose name the undertaking has been submitted at the time of application).
- iv. Claims from any third party (Associations etc.) on behalf of the participant(s) will not be entertained.
- v. The claim reimbursement amount will be transferred to the unit's account through PFMS Portal.

Checklist of Claim Documents under SMAS

- ✓ Covering Letter.
- ✓ Annexures- V & VI.
- ✓ E-ticket complete in all respect with airfare mentioned on e-ticket itself.
- ✓ Original invoice for purchase of Air ticket.
- ✓ Original Boarding Passes for all sectors.
- ✓ Original Invoice/Bills along with Receipt of Payment for claiming stall charges, freight charges.
- ✓ DA Undertaking as per prescribed format.
- ✓ Invoice against purchase of foreign currency.
- ✓ Invoice and payment proof for hotel booking. (Any expenses of personal nature like- food & beverage, laundry etc. included in hotel bill will not be considered)
- ✓ Unique ID of unit as registered on PFMS Portal.
- ✓ Feedback Form duly filled and signed by the authorized representative. (Annexures- VII)
- ✓ Photograph of the stall at the venue.

Note:

- All the claim documents under IC/SMAS as mentioned above are mandatory and should be self-attested by the promoter of the unit.
- Airfare will only be reimbursed if the travel is within one week prior to the start of event and one week after the completion of the event.
- Incomplete documents will not be entertained.
- Any other document(s) as sought by the Ministry of MSME.

9. Payment:

NSIC will not be responsible for any dispute regarding payment made to the fair organizer by the unit for participation under the IC/SMAS scheme. Units and organizer may settle such matters, if any, directly amongst themselves.

All the units willing to participate in the approved International exhibitions through NSIC will be required to read and agree with the above Guidelines & SMAS/IC scheme. Hard copy of these Guidelines & SMAS/IC scheme duly signed by the participants will be required to be submitted with the application form and other documents at the concerned NSIC field office.



Annexure-I

APPLICATION FORM For participation in International exhibitions/trade fairs held abroad through NSIC <i>(It is mandatory to fill all the fields)</i>						
1	Exhibition Name					
2	Duration/Date & Venue					
3	Brief description of event					
4	Objective to attend the event					
5	Details of unit seeking assistance from NSIC					
a	Unit Name and Website					
b	Sector as per Udyam Registration Certificate (please tick the appropriate column)	Manufacturing		Service		
c	Category as per Udyam Registration Certificate (please tick the appropriate column)	Micro	Small	Medium		
d	Udyam Registration Certificate No.					
e	Details of Products manufactured/ Services rendered (Must match with Udyam Registration Certificate)					
f	PAN No.					
g	Registered on MSME Databank	Yes		No		
h	Import Export Code No.					
i	GSTIN					
j	ISO Certified	Yes		No		
k	Category of promoter (attach documents in r/o SC, ST, Women or NER) (Please tick appropriate column)	General	SC	ST	Women	NER
l	Name of Promoter/ Chief Executive					
m	Contact Person					
n	Factory/ Unit address					
o	Contact details	Phone	Mobile	Fax	E-mail ID	

P	Promoter's Residence address					
6	Details of product to be displayed					
a	Nature of Display proposed in the exhibition (Pl. tick the appropriate column(s))	Machine	Equipment	Brochure Display	Audio/ Visual display of products & services	Any other (Pl. specify)
7	Passport Details					
a	Name as in Passport	Date of Birth	Passport No.	Place of Issue	Date of issue	Date of Expiry
8	Whether the unit has availed assistance from the corporation during the last 3 financial years & current financial year under Special Marketing Assistance/International Cooperation Scheme. (Please Tick)				Yes	No
a	If Yes, please provide the details	Name/date/place of the Exhibition participated		Benefits Accrued out of previous participation		
9	I have read the terms and conditions/ Guidelines of International Cooperation Scheme/Special Marketing Assistance Scheme for participation through NSIC and agree to abide by them. The above information, as provided by me, is correct & true to my belief.					
	Date:	Place:		Name & Signature:		
The National Small Industries Corporation Ltd. (NSIC) NSIC Bhawan, Okhla Industrial Estate, New Delhi-110020 Tel. 011-26926275 Website: www.nsic.co.in						

UNDERTAKING

(On Company's Letter Head with Company Seal)

I, on behalf of _____ **(Company Name)**, hereby undertake to confirm to NSIC that our company will display _____ **(product to be displayed)** only during the exhibition _____ **(Exhibition Name)**, being held from _____ **(date of exhibition)** at _____ **(venue of exhibition)**.

_____ **(Name of the representative)**, will represent our company. He/ She holds the position of _____ **(designation of representative)** and is on the permanent payroll of the company, working since last _____ **(years of experience with the company, in case the employee is being deputed to the show)** (proof to be submitted).

I, also undertake to submit the photocopy of my passport or of the representative of our company, who will be visiting the above exhibition. Further, I take full financial & legal responsibility in connection with to & fro travel and stay in _____ **(country name to be visited)**.

I will also abide by the following terms & conditions and NSIC's guidelines for participation in the International Fair/Exhibition:

- i) Only goods/ Technology of Indian origin will be allowed for display at the fair.
- ii) In the event of postponement / cancellation of the Fair/Exhibition, or in case of exhibits not being allowed to be displayed due to any reason beyond the control of the NSIC, NSIC 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 NSIC. **SUB-LETTING OF SPACE IS NOT PERMISSIBLE .**
- iv) In case of default or Violation of any guidelines may lead to non-reimbursement of subsidy and debarring the participant from future participation in any event through NSIC.
- v) In case of any untoward incident including theft/loss of Visa / Passport / documents during the fair, NSIC will not be responsible for any consequences.
- vi) In case of any legal matter in the foreign land, NSIC will not be responsible in any manner.
- vii) After the completion of above mentioned exhibition, I shall return to India.
- viii) I shall submit all the requisite claim documents as per guidelines to NSIC within 30 days from the date of completion of exhibition, failing which my claim shall stand rejected.
- ix) Any dispute or differences arising out of these terms and conditions of participation shall be referred to the concerned Director, NSIC whose decision shall be final and binding.
- x) The terms and conditions of participation shall be subject to the jurisdiction of courts in the State of Delhi.

(Signature of authorized signatory with company seal)

Name: _____

Designation: _____

Date: _____

Annexure-III

Score Card for selection of MSMEs for participation in International Exhibition/Fair
(Total Score-65 Points)

Name of MSME & Udyam Registration No.....

S. No	Subject	Scoring Methodology	Points allocation (to be filled up by MSME unit)
1	Frequency of participation of a unit in a trade fair during the last 5 financial years	First time participation-10 Second time participation-02 Third time participation-0	
2	Proprietor of enterprise	Women belonging to SC/ST-10 Men SC/ST-09 General-08	
3	Location of unit	NER region-05 Other-04	
4	Remote location of unit	Located in rural area-10 Located in city-08 Located in metropolitan city-06	
5	Quality of products manufactured	ISO certified-05 Non-ISO certified-03	
6	Innovative/patented product/technology	Patented-05 Non-patented-04	
7	Category of enterprise	Micro-10 Small-08	
8	Objective of unit for the participation in a trade fair	B2B engagements/ opportunities/meetings-10 Retail sale of products-05	
	Total		

This is to certify that the score card details given above are correct and nothing has been concealed.

(Signature of authorized signatory)

Name.....

Designation.....

Date.....

Budget Estimate

S. No	Item	Total Estimated Expenditure (in Rs.)	Assistance sought under SMAS/ IC Scheme (in Rs.)
1	Stall Rent		
2	Airfare		
3	Freight		
4	Entry/Registration Fee, if not already included in stall rent <i>(Not applicable for SC/ST MSMEs as the same is covered under DA)</i>		
5	Daily Allowance (DA) under SMAS <i>(Applicable only for SC/ST MSMEs)</i>		
	TOTAL		

(Signature of authorized signatory of applicant unit with company seal)

Name: _____

Designation: _____

Date: _____

Place: _____

Claim Form

1	Name of the MSME unit.
2	Complete address, Phone, Fax, E-mail.
3	Ref. number and date of Ministry of MSME's in-principle approval letter.
4	Name of event participated along with duration, date and venue.
5	Feedback report about the event attended (About 200 words).

6. Claim Details:

S. No	Item	Actual Expenditure (in Rs.)	Amount Claimed (in Rs.)
1	Stall Rent		
2	Airfare		
3	Freight		
4	Entry/Registration Fee, if not already included in stall rent <i>(Not applicable for SC/ST MSMEs as the same is covered under DA)</i>		
5	Daily Allowance (DA) under SMAS <i>(Applicable only for SC/ST MSMEs)</i>		
	TOTAL		

- i. I hereby certify that the above information is correct and is based on the actual expenditure incurred in organizing the event.
- ii. It is also certified that the air-tickets for the delegates were purchased at the cheapest available economy rates.
- iii. It is also certified that the delegates travelled through the shortest route.

(Signature of authorized signatory of applicant unit with company seal)

Name: _____

Designation: _____

Date: _____

Place: _____

CERTIFICATE OF CHARTERED ACCOUNTANT

I have verified the above information from the books of accounts, bills, vouchers, etc. and certify it to be correct.

Signature of Chartered Accountant
Membership No.
Stamp

Date: _____

On the letter head of the Association/Organization in Original

CERTIFICATE

This is to certify that no Grants-in-Aid for the purpose of activities as approved vide sanction letter No _____ dated _____ of Ministry of MSME has been applied for or obtained from any other Ministry or Department of Government of India or any other State Government or Government Institute/Agency.

(Signature of authorized signatory of applicant unit with company seal)

Name: _____

Designation: _____

Date: _____

Place: _____

FEEDBACK FORM FOR INDIVIDUAL MSME UNIT

NAME OF THE PARTICIPATING MSME UNIT: _____

NAME/DATE/PLACE OF THE EXHIBITION/EVENT: _____

- 1) No. of B2B meetings organized by the facilitator Industry Association for the MSME unit:

- 2) No. of orders received by MSME unit: _____
- 3) Estimated value of orders received (in INR): _____
- 4) Whether any Joint-Ventures, long-term business agreements signed: YES / NO
- 5) If yes, number of such agreement: _____
- 6) Whether MSME Unit would consider participation in the same event in the following year: YES / NO
- 7) Details relating to increase in export of MSME unit for the next 3 years from the date of participation in the exhibition (the information may be provided on half yearly basis)

- 8) Learning from the participation which can be shared with other MSMEs: _____

SUPPORT BY INDUSTRY ASSOCIATIONS/ ORGANISATIONS FACILITATING THE PARTICIPATION

- 1) Whether any briefing given by industry association about the event prior to the participation: YES / NO
- 2) Whether, MSME unit was made aware of the quantum of subsidy available under the scheme for participation before the event: YES / NO
- 3) Whether, MSME unit was informed about documents to be submitted for claiming reimbursement before the date of participation: YES / NO
- 4) During the event, whether the office bearer was responsive towards the needs of MSME unit: YES / NO
- 5) Whether any new technology/ process advancement techniques adopted by MSME unit after participating in the event (Describe Briefly) _____

- 6) Overall experience of participation in the event with the financial support received under IC/SMAS Scheme _____

7) Any other issue MSME unit/Industry Association/Organization may like to share to improve the IC/SMAS Scheme _____

Date:

Signature & Stamp:

Name & Designation of MSME Representative