



**THE NATIONAL SMALL INDUSTRIES CORPORATION LTD.**

**FACT SHEET**

**(Only for MSMEs belonging to SC/ST category under Special Marketing Assistance Scheme of National SC-ST Hub)**

<b>Name of the Exhibition</b>	Spring Fair, Birmingham, UK / 2024	
<b>Nature of Exhibition (B2B/B2C)</b>	B2B	
<b>Duration</b>	04-07 Feb 2024	
<b>Venue</b>	NEC, Birmingham	
<b>Brief profile of the Fair</b>	International Gifts & Fashion Exhibition	
<b>Fair Organizer Name, Address, Website, Phone Number</b>	<b>India Trade Promotion Organisation (ITPO)</b> Pragati Maidan, New Delhi-110001 <a href="https://www.indiatradefair.com">https://www.indiatradefair.com</a>	
<b>Contact Person Name, Designation, Phone Number, E-mail ID.</b>	<b>Ms. Anchal Aggarwal</b> Manager (Finance) 9560987878 <a href="mailto:anchalaggarwal@itpo.gov.in">anchalaggarwal@itpo.gov.in</a>	
<b>Complete Bank Details of Organizer for stall payment by MSME unit</b>	Beneficiary Name:	India Trade Promotion Organisation
	Bank Name:	HDFC Bank
	Account No:	00031110005078
	Type of Account:	Saving
	IFS Code:	HDFC0000003
	ITPO's PAN:	AAATI2955C
	ITPO's TAN:	DELI05549F
<b>Shell Scheme Standard Booth Size (sqm)</b>	6 sqm	
<b>Shell Scheme Standard Booth Charges (per 6 sqm booth)</b> <i>* Tentative rate quoted by ITPO, final rate will be as per Invoice issued by ITPO</i>	<b>Rs. 360600/-</b> * Corner premium of 10% for each addl. side open	
<b>Inclusions in each standard shell scheme booth</b>	Built-up booth will include carpet, Printed nameboard, 3 shelves, 1 table, 2 chairs, Waste bin, 2 spotlights and Electrical socket.	
<b>Exhibit Profile</b>	Home, Living & Décor; Housewares; Fashion Accessories; Beauty & Wellbeing; Jewellery & Watches; Womenswear; Christmas, Floral & Seasonal Decorations; Gifts; Greetings & Stationery; Kids, Toys & Play; Party & Celebrations, etc.	
<b>Participating Countries</b>	From across the globe	

**Procedure for Application**

SC/ST MSMEs applying under SMAS scheme shall submit all requisite application documents as per guidelines, within the timeline at the nearest NSIC field office for taking prior approval from Ministry of MSME. If their application is approved by Ministry of MSME, MSMEs can claim reimbursement after the event as per SMAS norms. If the application is not approved, units shall have to bear the participation expenses.

Note: Approved MSMEs will make the payment towards stall charges directly to the fair organizer- India Trade Promotion Organisation.

**Under SMAS scheme:**

Maximum Budgetary support per unit (inclusive of stall rent, airfare, freight & DA)	Micro SC/ST unit	INR 3.00 Lakh
	Small SC/ST unit	INR 2.50 Lakh
	Medium SC/ST unit	INR 1.50 Lakh

**Note:** Before submitting the application, kindly ensure the compliance of the following:

- 1. Special Marketing Assistance Scheme issued by Ministry of MSME and the Guidelines for participation in International exhibitions through NSIC** should be carefully read and complied to avoid any miscommunication for participation.
- All requisite documents should be submitted along with **Application Form** at the nearest branch office of NSIC before the cut-off date mentioned below. **No application will be accepted at Head Office directly.**
- Last date for submission of application**, complete in all aspects at the nearest NSIC office is **10-10-2023**.
- Selection will be on 'first come first serve basis'.
- Submission of application for participation does not automatically confer a right for allotment of stall. Participation in the above exhibition through NSIC is subject to approval from Ministry and availability of space from the organizer at the time of booking confirmation.
- The exhibition should be attended by Chief Executive/Proprietor/Director of the unit whose name is mentioned in Udyam Registration Certificate. In case, the promoter is not able to attend, an undertaking, duly signed by the promoter should be submitted nominating a senior level regular employee of the unit alongwith Bonafide proof of employment. His participation will be subject to approval from Ministry.
- Change in representative of MSME, after approval is conveyed, may lead to non-consideration of claim reimbursement.
- 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 SMAS scheme guidelines subject to timely submission of all requisite claim documents after the event.
- The right to issue/reject visa lies with the concerned Embassy/Consulate and NSIC will not be held liable in case of non-issuance of visa.
- Reimbursement to approved MSMEs will be restricted to the maximum limit prescribed under SMAS scheme and subject to submission of all requisite claim documents within 30 days after the completion of fair. **Expenditure over and above the subsidy ceiling amount is to be borne by the unit.**
- MSMEs are advised to carefully read the Special Marketing Assistance Scheme issued by Ministry of MSME, available at [https://www.scsthub.in/sites/default/files/training/NSSH\\_Guidelines.pdf](https://www.scsthub.in/sites/default/files/training/NSSH_Guidelines.pdf) and the Guidelines for participation in International exhibitions through NSIC available at [https://www.nsic.co.in/PDFs/IC/Detailed\\_Guidelines\\_for\\_InternationalExhibitions\\_26042023.pdf](https://www.nsic.co.in/PDFs/IC/Detailed_Guidelines_for_InternationalExhibitions_26042023.pdf) for the provisions/subsidy limits etc. under the scheme before submitting application. An undertaking in this regard should also be obtained by the field offices from the units to avoid any misunderstanding at a later stage.
- The Corporation reserves the right to cancel the event in case of insufficient applications.** There is a requirement of minimum 5 SC/ST MSMEs under SMAS scheme for participation in international exhibitions/trade fairs abroad.

**For any queries you may contact:**

Nearest NSIC Field Office (contact details available on [www.nsic.co.in](http://www.nsic.co.in))

or

IC Division, Head Office **(for any major clarifications only)**

E-mail: [icdivision@nsic.co.in](mailto:icdivision@nsic.co.in)