

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) for booking of stall. Shell scheme booth is offered at minimum size available in the exhibition. In case of overwhelming response, dual participation in one stall may also be considered. The option of dual participation may vary from exhibition to 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) Full stall charges as Security Deposit shall be collected upfront from SC/ST MSMEs applying under SMAS for participation in International exhibition.
- 4) The security deposit shall be refunded to SC/ST unit if its application is not approved or when the approved unit participates in the exhibition duly complying with the guidelines and submits the requisite claim documents & feedback report post event. If an approved SC/ST unit fails to participate after the stall charges on its behalf are paid to the organizer, the security deposit shall be forfeited.
- 5) In case of MSMEs applying under IC Scheme, MSMEs shall make the payment towards stall charges directly to the fair organizer and if their application is approved, MSMEs can claim the reimbursement after the event as per IC scheme guidelines.
- 6) Only goods of Indian origin will be allowed for display.
- 7) MSME unit is allowed to participate in two International exhibitions in a financial year. Also, a person cannot represent more than one MSME in a financial year.
- 8) 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 under SMAS/IC/PMSS scheme for one year.
- 9) Approved MSMEs will themselves make all necessary travel arrangements, 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.
- 10) 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.
- 11) Only the authorized representative of approved units should be present in their stall during the entire duration of the fair.
- 12) 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, the allotment of stall through NSIC is liable to be cancelled and no subsidy/reimbursement will be provided to the said unit.

- 13) 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).
- 14) 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/ UAM to be considered only upto 31.03.2021.
- ii. MSMEs belonging to Manufacturing/Service sector only.
- 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 amount and documents within the cut-off date mentioned in the Fact-Sheet. Requisite Documents are as under:

1. Application Form (Annexure-A)
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-B)
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). Mandate Form to be obtained.
10. Demand Draft in f/o NSIC Ltd. issued by any nationalized/scheduled commercial bank or payment through RTGS/NEFT towards full stall rental as security deposit to be credited at concerned bank account of field office. (**SMAS only**)
11. Score Card (Annexure-C). Minimum qualifying score/points should be 60% of the Score Card. (**IC Scheme only**)
12. Budget Estimate (Annexure-D) (**IC Scheme only**)
13. Hard copy of the Guidelines & SMAS/IC Scheme duly signed by the participant.
14. Unit should be registered on MSME Databank.

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

The application should be submitted 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.

4. Selection of participants :

- 1) Minimum 10 units are required for participation in an international exhibition under IC scheme. 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 (a) matching of product profile with theme of exhibition (b) ceiling of Rs. 50 Lakh under IC scheme:
 - 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 the 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 and Demand Draft/Pay Order/RTGS/NEFT arranged before the date of the display of the factsheet 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.

5. 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.

6. 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 the amount, if any, so received from the units will be refunded without any interest.
- 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/forfeiture of security deposit as well as debarring from future participation under SMAS/IC/PMSS scheme 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 participant from future participation in events organized /participated by NSIC under SMAS/IC/PMSS Scheme. The amount deposited by the participant will be forfeited in such situation. Further action will be initiated against such erring unit including denial of claim for airfare, freight subsidy etc.
- 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 Director (Planning & Marketing), NSIC whose decision shall be final and binding.

7. Re-imbursement of airfare/freight subsidy:

IC Scheme

- i. After participation, the approved units shall submit the claim reimbursement request on Company Letter Head alongwith Annexures- VI, VII, VIII, IX & X as per IC Scheme 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- VI, VII, VIII, IX & X as per IC Scheme.
- ✓ 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.
- ✓ Copy of TAN Number, if any.
- ✓ Feedback Form duly filled and signed by the authorized representative. (Flag-X)
- ✓ 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.
- ✓ 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 freight charges.
- ✓ Unique ID of unit as registered on PFMS Portal.
- ✓ 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)
- ✓ Feedback Form duly filled and signed by the authorized representative. (Flag-X)
- ✓ 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.
- Excess baggage will not be considered for freight reimbursement.
- Incomplete documents will not be entertained.

8. Refund:

- i. The amount deposited by the participating unit will not be refunded by NSIC, if there is denial of visa/delay in receipt of visa and stall payment already made to the organizer by NSIC on unit's behalf.
- ii. Refund of participation fee will only be considered in case of non-availability of space, rejection of application or cancellation of exhibition by NSIC due to non receipt of sufficient response or any other reason; subject to the condition that payment towards stall charges is not made to the fair organizer by NSIC.

All the units willing to participate in the International exhibition abroad will be required to read and agree with the above Guidelines & SMAS/IC scheme. Hard copy of the Guidelines & SMAS/IC scheme duly signed by the participants will be required to be submitted with the application form.

APPLICATION FORM

For participation in NSIC approved International exhibitions/trade fairs in foreign countries
(It is mandatory to fill all the fields)

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 (with website, if any)					
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	Scheduled Caste	Scheduled Tribe	Women entrepreneurs	North-East
l	Name of Promoter/ Chief Executive					
m	Contact Person					
n	Factory/Unit address					

o	Contact details	Phone	Fax	Mobile	E-mail	
p	Promoter's Residence address					
6	Details of product to be displayed					
a	Nature of Display proposed in the exhibition	Machines	Equipments	Brochure display etc.	Electronics (audio/ visual etc.) display of products & services	Any other (Pl. specify)
	Pl. tick the appropriate column(s)					
7	Passport Details					
a	Name as in Passport	Date of Birth	Passport No.	Place of Issue	Date of issue	Date of Expiry
8	Details of Security Deposit towards stall rent (Only through DD/RTGS/NEFT)	Amount (in INR)	Bank Name	Bank Address	DD Number	Date of DD/ Online Payment
9	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		
11	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:			
Exhibition Division, National Small Industries Corporation Ltd. NSIC Bhawan, Okhla Industrial Estate, New Delhi-110020 Tel. 011-26926275 Email: exhb@nsic.co.in, 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 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 Director (Planning & Marketing) of 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-C

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

Name of MSME & Udyam Registration Certificate 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 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 <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: _____

PARTICIPANTS FEEDBACK REPORT

(To be filled in by all individual participants separately)
(All columns should be filled)

1	Name of the participating unit			
2	Address			
3	Name and designation of the Participant			
4	Phone No. (Mobile) (Off.)			
5	E-mail			
6	Website address of the unit			
7	Name/Place/Duration of event			
8	Comments of the participant regarding benefits of participation in the event			
9	Number & value (in INR) of export inquiries generated			
10	Details of business finalized/orders booked			
11	Other achievements, such as joint ventures, technology transfer agreements, etc. (give details)			
12	Number of business visitors in the event			
13	Would you like to participate again in the event? If yes, reason for the same.			
14	Details of technologies noticed in the event which would be useful for MSMEs in India (copies of the brochures and other relevant literature may be attached as separate sheet):			
	Country	Field/Sector	Description of Technology	Contact details (phone number/e-mails etc.) of the company
15	Remarks/Suggestions, if any			

Enclosed: Photograph of allotted booth at the event venue.

Date:

Signature/Name/Designation of Participant