

Revised Guidelines- IC, PMSS & SMAS

I. Guidelines/policies w.r.t. PMSS/SMAS for Domestic Events:

- I.1.1 As per present practice, H.O. does not issue any list of approved domestic exhibitions. MSMEs are eligible to apply for participation in any domestic exhibition as per PMSS/SMAS guidelines. MSMEs should apply with requisite documents at the nearest NSIC field office subject to fulfilment of eligibility criteria and atleast 60 days before the commencement of the exhibition.
- I.1.2 Security Deposit @ 50% of total stall charges (incl. GST), non-interest bearing, shall be collected from SC/ST MSMEs applying under SMAS for participation in any Domestic exhibition to ensure genuine participation.
- I.1.3 The security deposit shall be refunded to the unit if its application is not approved or when the approved unit submits the proof of participation like Feedback Form, photograph of stall etc. post event. If an approved unit fails to participate or violates any guidelines/policies, the security deposit shall be forfeited.

I.2 Eligible organizers for the event: Following criteria shall apply for eligible organizer of the event:

I.2.1 Voluntary Organizations (VOs)/ Non-Governmental Organizations (NGOs):

- Must be registered on Niti Aayog Darpan Portal.
- To ensure genuineness of organizer, field offices may obtain documents like- certificate of incorporation, registration documents, audited balance sheet of last 3 years.
- In case there are no audited accounts, then certified accounts by CA firms/co.), GSTIN registration and mandate form from the bank shall be obtained.

I.2.2 Local/State/National Level Industry Associations:

- Industry Association should be a registered Local/State/National level Association.
- In case the exhibition/trade fair is organized by Local/State level Association, multiple exhibitions/trade fairs may be considered within the state only where the Local/State level Association is registered.
- Exhibitions organized in other states where the Local/State level Association does not have its presence will not be considered.
- The field offices should obtain the document that substantiates the fact of presence of Local/State level Association outside the state, if required.
- To ensure genuineness of organizer, field offices may obtain documents like- certificate of incorporation, registration documents, audited balance sheet of last 3 years.
- In case there are no audited accounts, then certified accounts by CA firms/co.), GSTIN registration and mandate form from the bank shall be obtained.

I.2.3 Private Organizer:

- It should be a registered company/proprietary firm/partnership firm and having existence/related business for the past 3 years.
- To ensure genuineness of organizer, field offices may obtain documents like- certificate of incorporation, registration documents, audited balance sheet of last 3 years.
- In case there are no audited accounts, then certified accounts by CA firms/co.), GSTIN registration and mandate form from the bank shall be obtained.
- They should also preferably be registered/ associated with Commerce Ministry/ITPO/EEPC/FIEO/Export Promotion Councils or any State/Central govt. bodies.

I.3 Exhibition Criteria:

- I.3.1 Exhibitions taking place as the first edition by Private organizers should be avoided strictly.
- I.3.2 Past editions of the exhibition to be evaluated/ analyzed from the brochure, post-show report, website of organizer, footfall during the event, stall charges, relevance to MSME sector etc.

I.4 Selection Criteria of MSMEs:

- I.4.1 Only MSMEs registered on UAM atleast six months before the commencement of the event or MSMEs having Udyam Registration shall be considered.
- I.4.2 Only Manufacturing/Service sector MSMEs are eligible to apply.
- I.4.3 MSMEs should have current account in any bank and Mandate Form should be obtained.
- I.4.4 In case of overwhelming response, selection of SC/ST MSMEs shall be guided by the following methodology subject to (a) matching of product profile with theme of exhibition and (b) ceiling of Rs. 30 Lakhs per domestic event:
- (i) Least number of participation including first timers in that financial year.
 - (ii) First come first serve basis.
 - (iii) 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.
- I.4.5 The field office should ensure profile matching of applicant units based on product details mentioned in UAM/ Udyam Registration 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.
- One SC/ST unit can participate in four different domestic exhibitions organized by four different organizers including Associations etc. under SMAS in a financial year.
 - Same unit shall not be allowed participation in multiple events of the same organizer.
 - One unit shall be allowed assistance for participation in only two editions of the same event.
 - Closely/blood related/same family MSMEs/representatives should not be allowed participation in the same event.

I.5 Timeline for submission of proposal:

- I.5.1 The timeline for uploading proposals on PRISM portal should be strictly followed by the field offices (**45 days prior to the start of event for branch office and 40 days prior to the start of event for zonal office**).
- I.5.2 The Screening Committee at NSIC shall clear the proposal atleast 30 days before the start of event.
- I.5.3 The proposals under PMSS/SMAS, complete in all aspect, should be submitted through PRISM portal only with all requisite documents like- Proforma Invoice, Event Brochure mentioning the important details of fair-exhibit profile etc, Organizer letter for minimum stall size and stall rate etc. well within the prescribed timelines both at Branch level as well as Zonal Level.
- I.5.4 In case the proposals of PMSS/SMAS are found deficient in any aspect or are not submitted within the prescribed timeline, the same are liable to be rejected.
- I.5.5 Any clarification/documents sought by Head Office w.r.t. submitted proposals, will be followed up by one reminder e-mail. However, in case of no-reply/un-satisfactory reply by field offices within 2 working days of the reminder, the proposal will stand rejected by H.O. and no further communication would be entertained in this regard.

I.6 Proposals of other activities under PMSS/SMAS:

- I.6.1 Proposals for other activities under PMSS i.e. International/National Workshops/Seminars, Awareness Programs and VDPs & activities under SMAS i.e. Workshops/ Seminars/ Awareness Campaigns, Special VDPs should be forwarded to H.O. in line with PMSS/ SMAS scheme guidelines. It should be accompanied with detailed note of branch office with recommendation of Zonal Head. The note should mention details like- scheme name, clause no, relevance of the event to MSEs/NSIC, no. of units, name of PSUs, break-up of recommended budget estimate etc. It should reach H.O. along with relevant Annexures, other supporting documents **atleast 60 days before the event**.

- I.6.2 Financial support under PMSS/SMAS will not be provided for seminars/workshops, awareness programs/campaigns, VDPs/SVDPs taking place at Five Star Hotels.
- I.6.3 The NSIC Purchase procedure should be followed, wherever applicable and field offices should change partner organizations/associations to avoid complaints.
- I.6.4 An undertaking from the Association/Partner organization to the effect that they have followed transparent procurement process for various services/items should be obtained by the field offices before making payment.

I.7 Other Terms:

- I.7.1 The concerned field office should ensure participation of approved MSEs in the exhibition and obtain Feedback Form and photograph of stalls from the MSEs within 15 days after the event is over and before disbursing the subsidy. Advance payment should not be released to the organizer in case of SMAS.
- I.7.2 The representative of approved MSEs should be present in his stall during the entire duration of the fair. This should be ensured by the NSIC official posted at the concerned NSSH/field office where the unit had applied or the nearest NSSH/ field office where exhibition is being held, as the case may be. The concerned NSSH/field office shall make the necessary checks and submit the report.
- I.7.3 The NSIC official will also check that the product displayed in the fair by the participating MSE is strictly as per the details mentioned in UAM/ Udyam Registration.
- I.7.4 In case it is found that the product profile of the MSE is not as per the UAM/ Udyam Registration, the allotment of stall through NSIC shall be cancelled and no subsidy/reimbursement shall be provided.
- I.7.5 For approved SC/ST units participating in domestic exhibition under SMAS, the reimbursement of travel and freight charges may be done with local financial concurrence and approval of Zonal Head as per the provisions of SMAS and on production of actual bills within one month after the completion of event. Further, the reimbursement to the units should be done through PFMS Portal only.
- I.7.6 All the payments under PMSS/SMAS must be routed through Public Fund Management System (PFMS) portal under the respective scheme components only.
- I.7.7 Field offices must ensure printing of Ministry and NSIC Logo on the fascia of stalls of approved units participating in a domestic exhibition. In case of SMAS, NSSH Logo shall also be displayed.
- I.7.8 It is noted that at times the organizers print NSIC Logo or phrases like- sponsored/supported by NSIC, co-organized by NSIC in the publicity material of exhibitions without taking prior approval from Head Office. This is a gross violation of policy and such unauthorized usage of NSIC logo should be checked at branch level itself and explanation sought from the organizer.
- I.7.9 Field offices should not accept proposals from the units that are not under their jurisdiction.
- I.7.10 The provisions and guidelines under PMSS/SMAS schemes should be explained to the applicant units/organizer by the field offices before accepting applications to avoid any mis-communication.
- I.7.11 The requisite claims under PMSS in prescribed format should be submitted by the respective field offices within 30 days after the completion of fair/receipt of approval from H.O. along with Event Report.

II. Guidelines/policies w.r.t. IC Scheme/SMAS for International Exhibitions:

- II.1.1 MSMEs including SC/ST category MSMEs shall be facilitated participation only in those international exhibitions which are approved for NSIC by Ministry of MSME. The Fact-sheets of such exhibitions shall be displayed on NSIC's corporate website.
- II.1.2 Full stall charges as Security Deposit shall be collected upfront from SC/ST MSMEs applying under SMAS for participation in International exhibition to ensure genuine participation and also to ensure that they do not withdraw participation.

II.1.3 The security deposit shall be refunded to SC/ST unit if its application is not approved or when the approved unit 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.

II.1.4 In case of MSMEs applying under IC Scheme, applicant MSMEs shall make the payment towards stall charges directly to the fair organizer and if their application is approved, claim the reimbursement after the event as per IC scheme guidelines.

II.2 Timeline:

II.2.1 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.2.2 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.

II.3 Selection Criteria of MSMEs:

II.3.1 Only MSMEs registered on UAM atleast six months before the commencement of the event or MSMEs having Udyam Registration shall be considered.

II.3.2 Only Manufacturing/Service sector MSMEs are eligible to apply.

II.3.3 MSMEs should have current account in any bank and Mandate Form should be obtained.

II.3.4 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:

(i) Least number of participation including first timers in that financial year.

(ii) First come first serve basis.

(iii) 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.

II.3.5 The field office should ensure profile matching of applicant units based on product details mentioned in UAM/ Udyam Registration 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.

II.3.6 Same unit shall not be allowed participation in multiple events of the same organizer.

II.3.7 One unit shall be allowed assistance for participation in only two editions of the same event.

II.3.8 Closely/blood related/same family MSMEs/representatives should not be allowed participation in the same event.

II.4 The concerned field office should follow-up regularly with the approved units and ensure that the units timely apply for visa and participate in the exhibition.

II.5 Only the authorized representative of approved units should be present in their stall during the entire duration of the fair.

II.6 The concerned field office should ensure that the product displayed in the fair is strictly as per the details mentioned in UAM/Udyam Registration. In case, it is found that the product displayed is not as per the UAM/Udyam Registration 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.

II.7 The concerned field office should forward the requisite claim documents as per respective scheme guidelines, Feedback Form and photograph of stalls of approved units within 30 days after the completion of the exhibition to H.O.

II.8 All payments under IC/PMSS/SMAS to be made through PFMS portal only.

Note: UAM shall only be valid till 31.03.2021 as per Government guidelines.