

The National Small Industries Corporation Ltd.

(A Govt. of India Enterprise)

Guidelines for participation in Fairs Abroad through NSIC under Marketing Assistance Scheme (MAS):

1. Space Booking:

- i. Application in prescribed format is to be submitted by MSMEs through any Branch Office/ NTSC for participation in foreign exhibitions under Marketing Assistance Scheme for booking of space. Space is offered at minimum size available in the exhibition. In case of overwhelming response, the dual participation in one stall may also be considered. The option of dual participation may vary from exhibition to exhibition.
- ii. The application should be accompanied with the relevant documents and the Demand Draft/Pay Order in favour of The National Small Industries Corporation Ltd., issued by any nationalized/scheduled commercial banks or payment through RTGS/NEFT towards the amount of MSMEs contribution for space booking. Cash deposit will not be allowed under any circumstance.
- iii. Only goods of Indian origin will be allowed for display.
- iv. One representative from one MSME unit is allowed to participate in one exhibition in a financial year. The unit may participate in the next year but not in the same exhibition. However, preference will be given to the units applying through NSIC for the first time under MAS. However, depending upon the response, Screening Committee will be the deciding authority.
- v. One individual (representative of MSMEs) will be allowed to participate in one exhibition in one financial year. NSIC, at its discretion, may call for additional documents/information to establish the identity of representatives of unit as it deems necessary. Once representation of the MSME unit is approved by Head Office NSIC, 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 air fare/freight charges and further disciplinary action as deemed fit by NSIC would be initiated against such erring MSME including debarring from participation under MAS in future.
- vi. In case the MSME unit belongs to special category (i.e. woman, SC/ST, NER), the unit will be represented either by the owner or by the representative of the same category on its behalf. If the unit is not able to send representative from the same category, its application will not be accepted.

2. Procedure for application:

The MSMEs interested to participate in any of the International Exhibitions need to submit their application along with following documents at the nearest NSIC Branch Office/NTSC -

- i. Duly filled Application Form as per prescribed format. ([Click here to download](#))
- ii. Demand Draft/Pay Order in favour of The National Small Industries Corporation Ltd., issued by any nationalized/scheduled commercial bank or through RTGS/NEFT towards the amount of MSMEs contribution for space booking as per Marketing Assistance Scheme.
- iii. Udyog Aadhar Memorandum (UAM).
- iv. Proof in support of the promoter's category or categories (Women, SC/ST, NER) etc.
- v. Copies of Audited Balance Sheet or Income Tax Returns for the last two year.
- vi. Copy of company profile.
- vii. Undertaking on Company's Letter Head ([Click here to download](#))
- viii. Copy of valid passport of the representative of the company who will be attending the fair.
- ix. A cancelled cheque of current account (Proprietor/Partnership/Company as the case may be).
- x. Hard copy of the Guidelines/Terms & Conditions duly signed by the participant.

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.

3. Allotment of space to the participants :

- i. In case of overwhelming response the units will be considered for participation on "First come First serve" basis. The units whose proposal is received first at H.O. through branch will be considered on priority. In case if more proposals are received at H.O. on the same day, the application with D.D. of earlier date will be given preference.
- ii. Preference shall be given to those MSME units who have not availed the benefits under this scheme earlier.
- iii. Preference will be given to MSME units who will display Technology / Engineering products in the fair and to units belonging to special category i.e. SC/ST/NER (subject to availability of funds in the respective categories).
- iv. 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.
- v. Submission of application for booking of space does not automatically confer a right for allotment of space.
- vi. Approval of allocation of space will rest with NSIC and the decision will be final and binding.

4. Visa :

- i. NSIC will provide necessary assistance to the representative of the participating MSMEs by way of issuance of recommendation letter to the concerned embassy for obtaining visa.
- ii. NSIC shall not be liable in case the concerned embassy of the host / transit country denies visa to a representative of the participating MSME for any reason.
- iii. Visa recommendation letter will be issued only in favour of the authorized representative of the MSME unit who will be participating in the exhibition.

5. General :

- i. 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 beyond the control of NSIC. 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 contributions so received from the units will be refunded without any interest.
- ii. 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 UAM/EM Part-II/SPRS Certificate, the unit shall be liable for rejection of claim as well as blacklisting for future participation under MAS.
- iii. 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 MAS. 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 and freight subsidy under MAS.
- iv. Every exhibitor has to display its products/services/technology in the event from day one except for circumstances beyond the control of the exhibitor. In such case the exhibitor will not be entitled for any concession under the scheme.
- v. In case of default of any payment due from the participants, NSIC reserves the right to debar them from participation in events organized/participated by NSIC in India or abroad for at least two years after making due payments.
- vi. Any dispute or difference arising out of these guidelines of participation shall be referred to Director (Planning & Marketing) of NSIC whose decision or award shall be final and binding.

6. Re-imbusement of airfare/freight subsidy:

- i. The participants will have to submit their complete claims with the concerned Branch Office within 30 days of the completion of the event, failing which no claim request will be considered. Refer checklist of documents at Sl. No. 7. Any deficiencies in the claim as intimated by NSIC must be completed within 15 days of the date of intimation given in this regard failing which the claim shall stand rejected without any further intimation or reminder. Any claim submitted beyond 45 days shall not be entertained under any circumstances. Further, individual claims will not be entertained and the claims will be processed collectively when complete documents from all other units have reached NSIC (within stipulated 45 days).
- ii. The reimbursement of the air-fare will be made on the basis of the minimum fare of economy class claimed by any of the participants in the exhibition leaving India from the same station. The basis of calculation of minimum fare of economy class will be shortest route from any airport in India from where direct flight is available to the airport nearest to the venue of the exhibition.
- iii. No reimbursement will be made for the air/ train/ road 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. Payment to the MSMEs towards reimbursement of airfare/freight subsidy under MAS will be made through NEFT/RTGS. MSMEs are required to submit a cancelled cheque (Proprietor/Partnership/Company as the case may be) at the time of submitting the application for participation in an exhibition.

7. Checklist

i. Documents to be submitted for reimbursement of airfare subsidy

1. Request for reimbursement on Company's Letter Head.
2. Original duly receipted Invoice of travel agent for purchase of air ticket or Bank Statement & Credit Card details reflecting the transaction details if the ticket has been booked online by the participant himself.
3. E- Ticket clearly indicating the air fare. (In case where domestic travel is also clubbed, the e-ticket should indicate fare separately for domestic and international sectors)
4. Photocopy of passport indicating therein entries regarding departure from and arrival in India and also the country visited.
5. Original Boarding Passes for the entire journey as per the itinerary mentioned in the e-ticket. In case original boarding pass is lost, a certificate indicating details of travel from the concerned airline may be furnished.
6. Feedback form duly filled, signed & stamped by the authorized representative who attended the Fair.

7. In case the participant is visiting other cities/countries in addition to the place of exhibition, he/she is required to submit details/proof of journey undertaken (Rail/Bus/Taxi/Air tickets etc.). However, reimbursement of airfare will be restricted on the basis of base fare as mentioned at Sl. No. 6 (ii).

ii. Documents to be submitted for reimbursement of freight subsidy

1. Original Air Way Bill
2. Original Invoice along with Packing List
3. Original payment receipt
4. Declaration on Company's Letter Head for return of exhibits to India
5. Consignment tracking document

Excess baggage will not be considered for freight reimbursement.

All the documents mentioned above at 7 i & ii should be self-attested.

Note: 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.
- ii. Refund of participation fee will be considered in case of non-availability of space, rejection of application or in the event of cancellation of participation due to unforeseen circumstances or cancellation of exhibition by NSIC due to non receipt of sufficient response or any other reasons.

All the units willing to participate in the International exhibition abroad will be required to read and agree with the Guidelines/Terms & Conditions as above. The hard copy of the Terms & Conditions duly signed by the participants will be required to be submitted with the application form.