

## **GUIDELINES FOR FINANCIAL ASSISTANCE TO MSMEs FOR TRADE FAIR UNDER MATU OF NMCP SCHEME**

### **1. OBJECTIVE:**

The primary objective of this activity is :

To provide marketing platform to manufacturing MSMEs through their participation in State/District level exhibitions being organized by State/District Authorities/Associations

### **TARGET GROUP:**

Micro ,Small & Medium Enterprises (MSMEs) throughout the country.

### **3. ELIGIBILITY:**

Those MSMEs who have Entrepreneurial Memorandum Part-II acknowledgement number from Directorate of Industries/ District Industries Centers eligible up to 80% of total expenditure in specific areas.

### **4. FINANCIAL ASSISTANCE:**

The following items will be admissible for reimbursement under this activity:

(a) Pavillion/stall/space charges upto 6.0 sq. mtr. – 50% cost will be reimbursed by GoI.

(b) To and fro actual fare by shortest distance/direct train (limited to AC II tier class) from the nearest railway station/bus fare to the place of exhibition for one person-50% of fare will be reimbursed by GoI.

(c) For SC/ST/Women/Physically Handicapped entrepreneurs the assistance will be up to 80% for the items (a) & (b) above.

(d) The total reimbursement will be max. Rs. 30,000/- per unit for the SC/ST/Women/Physically Handicapped entrepreneurs, while for the other units the max. limit will be Rs. 20,000/- per unit.

### **5. IMPLEMENTING AGENCIES:**

Proposed activities and implementation methodology:

SSC supported by the office of the DC (MSME) will identify and approve manufacturing MSME clusters/units for participating in State/ District level local exhibitions/Trade Fairs on the basis of the responses received through the MSME-DIs, Industries Associations, and NGOs.

Fund Sharing Pattern:

To provide marketing platform to MSMEs through participation in State and District level exhibitions being organized by State/ District Authorities/Associations	Rs. 3.0 lakh. per Exhibition (GoI:unit::80:20)
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**6 GUIDELINES FOR IMPLEMENTING AGENCIES :**

Industries Associations, NGOs etc. submitting application to organize State/District Level Local Exhibition/Trade Fairs under MATU of NMCP Scheme are required to enclose the following details with the proposal for Trade Fair for scrutinisation and forwarding the same to O/o the DC(MSME), New Delhi for approval of the competent authority.

1. Name, Address, Registration No. & Contact No. of the Organising Body.
2. Tentative list of MSMEs along-with product to be displayed and copy of EM-II.
3. Brief write up about activities carried out for MSMEs.
4. Last 3 years Annual Performance Report of Industry Association/NGO.
5. Place (Venue), Date, Duration & Name of the proposed Fair.
6. General Leaflets for trade fair.
7. Layout of Trade fair along-with break up of Stall Size.
8. Total tentative expenditure of Trade fair and rent of the stall.
9. Facilities provided in stall and other, if any.
10. Whether any other agency associating in fair with details of their contribution.

On receiving the approval for conducting trade fair from O/o the DC(MSME), New Delhi, the organizing committee is required to submit the final list with category (Woman/SC/ST etc.) of participating units

along with stall charges before commencement of the trade fair. It is also to be noted that the brief note on trade fair along with photographs and applications for reimbursement are to be submitted to this office as soon as the trade fair is completed.

**6. WHERE AND HOW TO APPLY for REIMBURSEMENT:**

Eligible MSMEs may apply through the Organizing Committee to the Director, Micro, Small & Medium Enterprises - Development Institute of their region in prescribed application form for claiming reimbursement for participating in Trade Fairs. Application Form along with formats for the supporting documents may be collected from Director, MSME-DI of their region and are also available on this office Website [www.dcmsme.gov.in](http://www.dcmsme.gov.in).

Detailed addresses of MSME-DIs are available on this office website at option - field offices i.e.

[www.dcmsme.gov.in/NASApp/senetwar/ctrlDRSearch.jsp](http://www.dcmsme.gov.in/NASApp/senetwar/ctrlDRSearch.jsp) .

For further information/ enquiries, MSMEs may contact to the Director, MSME-DIs of their region.

**7. VALIDITY OF FINANCIAL ASSISTANCE:**

Financial assistance towards upto 80% reimbursement is valid upto XII Plan (2012 - 2017).

**GUIDELINES FOR SUBMISSION OF TRADE FAIR  
APPLICATION UNDER MATU OF NMCP SCHEME**

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