



कयर बोर्ड COIR BOARD

(सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार
Ministry of MSME, Govt. of India)

कयर हउस / Coir House
एम.जी.रोड / M.G. Road
कोच्ची / Kochi-682 016
तार / Gram: Coir Board
दूरभाष / Ph: 0484-2351954
2351807, 2351788

फैक्स / Fax: 0484-2370034, 2354397

ई-मेल / E-mail: coirboard@nic.in,
info@coirboard.org

वेब / Web: www.coirboard.nic.in
www.coirboard.gov.in

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TRADE CIRCULAR No. 2 DATED 09.09.2021

Sub: Market Development Assistance under International Cooperation (IC) Scheme

The Ministry of Micro, Small & Medium Enterprises has revised the guidelines for International Cooperation Scheme for continuation to the next Financial Cycle i.e. from 2021-22 to 2025-26. The revised Scheme is effective from 19.08.2021 and it has the following three sub-components:

- I. Market Development Assistance (MDA)
- II. Capacity Building of First Time Exporters (CBFTE)
- III. Framework for International Market Intelligence Dissemination (IMID)

A copy of the guidelines for Sub-Component-I, i.e. MDA, as mentioned above is hereby circulated for information and necessary action and the guidelines for the components II & III will be circulated in due course once they are finalised.

The Assistance Pattern of component I, i.e. MDA is as given below.

Eligible organisations

- a) Ministry of MSME and organisations under the Ministry
- b) State/ Central Govt. organisations/ institutions; and
- c) Registered Industry/ enterprise associations

contd.....2

Assistance under the scheme

Sl. No.	Item	Physical	Virtual
Participation of MSMEs in delegation to International Exhibitions/ trade fairs and buyer seller meets in foreign countries (Para 3.2.1)			
1	Space Rent/ Stall Charges	Rs. 3 lakh	Rs.1.50 lakh
2	Advertisement and Publicity Charges	Maximum of Rs.2.50 lakh for delegation of 14 MSMEs and Rs.5 lakh for delegation of 15 and above for organisations	Maximum of Rs.2.50 lakh for delegation of 14 MSMEs and Rs.5 lakh for delegation of 15 and above for organisations
3	Air Fare	Rs.1.50 lakh	
4	Duty Allowance	Office bearer will get USD 150 per day for the duration of the approved period of the event towards duty allowance	
5	Freight Charges	Actuals subject to maximum of Rs.50,000/- per MSME unit and Rs.75,000/- per MSME for LAC region	
6	Registration Fee	Maximum of Rs.5,000/-	
The maximum ceiling of financial assistance for participation in one international event to be held abroad is Rs.2.00 crore and 1.00 crore for physical and virtual events respectively			
International Conferences/ summits/ workshops/ seminars on the themes relevant to MSME sector to be organised in India by the Industry Associations/ Govt. organisations (Para 3.2.2)			
	Charges including venue rent, catering, advertisement & publicity, security arrangement etc.	Maximum of Rs.10 lakh	
	Airfare	Maximum of Rs. 5 lakh	

International Conferences/ summits/ workshops/ seminars on the theme relevant to MSME sector to be organized in virtual mode by Industry Associations/ Govt. organisations (Para 3.2.7)		
Virtual Platform Fee/ Rent	Space/ License	Maximum of Rs. 2.00 lakh
Publicity Cost		Maximum of Rs. 5.00 lakh
Translation & Interpretation Charges		Maximum of Rs.1.00 lakh

Financial Assistance is available for other activities also like organising physical exhibitions/ BSMs, Workshops, Seminars, mounting delegations etc. abroad which are clearly spelt out in the guidelines.

The field Offices may bring the guidelines to the knowledge of Industry Associations/MSME Units including those belonging to NER/SC/ST/Women categories and encourage them to avail the benefits under the Scheme.


SECRETARY

To:
All Regional Offices, SROs of Coir Board
All Exporters Associations
All Exporters

Encl: Copy of Revised Guidelines of MDA component under the IC Scheme

(Issued from File No.I-12015(12)/1/2017-EM-I (Comp. No.4692)

No. 4(8)/2021-IC
Government of India
Ministry of Micro, Small and Medium Enterprises
(IC Section)

Udyog Bhawan, New Delhi-110011

Dated: 19th August, 2021

Circular

Subject: Continuation of International Cooperation (IC) Scheme for next Financial Cycle i.e. from 2021-22 to 2025-26 and issuance of revised guidelines - reg.

The undersigned is directed to state that the Competent Authority i.e. Secretary (MSME) has approved the SFC Memorandum for continuation of International Cooperation (IC) Scheme for the next financial cycle 2021-22 to 2025-26. In accordance with the approval accorded, the IC Scheme stands revised and will now have following three sub-components:

- I. Market Development Assistance (MDA) - (both Physical and Virtual Mode)
- II. Capacity Building of First Time Exporters (CBFTE)
- III. Framework for International Market Intelligence Dissemination (IMID)

2. Accordingly, the guidelines for Sub-Component-I i.e. MDA, as mentioned above are hereby circulated for information and necessary action by all concerned. The new guidelines will also be available on the Ministry's website www.msme.gov.in. It is also informed that guidelines for the remaining two Sub-Components will be circulated after completion of background work for their operationalization.

3. Office of DC-MSME; NSIC; KVIC and Coir Board are requested to circulate the revised guidelines of Sub-Component-I to their field offices for their information and also advise them to bring the guidelines to the knowledge of Industry Associations/MSME Units especially those belonging to NER/SC/ST/Women categories and encourage them to avail the benefits of the Scheme.

4. The revised guidelines will be effective from the date of issue of this O.M.

Encl. Scheme Guidelines for Sub-Component-I -MDA



(Bhaskar Kalra)

Under Secretary to the Government of India

Tel.23063293

To

1. AS&DC/AS&FA/JS (SME)/JS (ARI)/JS(FI)/EA/US (Fin.I/II)/Budget Division - Ministry of MSME, New Delhi.
2. Chairman-cum-Managing Director, NSIC, New Delhi.
3. Chief Executive Officer, KVIC, Mumbai.
4. Secretary, Coir Board, Cochin, Kerala.
5. Director General, NI-MSME, Hyderabad.

6. Technical Director (NIC), Office of DC (MSME), Nirman Bhawan, New Delhi with the request to kindly upload the revised guidelines on the website of this Ministry under International Cooperation link and also make the requisite changes in the MIS of IC Scheme.
7. Joint Director (OL), Ministry of MSME with the request to kindly provide Hindi version of the guidelines.
8. All Industry Associations registered on the IC Scheme Web Portal.

Copy for information to:

1. PS to Minister (MSME)
2. PS to MOS (MSME)
3. PPS to Secretary (MSME)
4. PPS to DS(IC)

Guidelines of International Cooperation (IC) Scheme

International Cooperation Scheme, Ministry of MSME, 2021

1. OBJECTIVE

The scheme aims to **capacity build MSMEs** for entering export market by facilitating their participation in international exhibitions/fairs/conferences/seminar/buyer-seller meets abroad as well as providing them with actionable market-intelligence and reimbursement of various costs involved in export of goods and services. The Scheme provides **opportunities to MSMEs to continuously update themselves to meet the challenges emerging out of changes in technology, changes in demand, emergence of new markets**, etc. Thus, in totality, all components of the scheme aim at various aspects required to advance MSMEs position as emerging export player.

The Scheme would cover the following sub-components:

1.1 Sub-Component I: Market Development Assistance of MSMEs (MDA)

Physical Medium

- i. **Participation (as exhibitors) of MSME delegations** of industry associations and government organisations, involved in promotion of MSMEs, in **international exhibitions, trade fairs and buyer-seller meets in foreign countries** for exploring potential markets for exports, seeking joint ventures, awareness about latest technologies, etc.
- ii. **Organising international conferences/summits/workshops/seminars in India** on themes relevant to MSMEs by the Industry Associations and Government organizations.
- iii. **Organising Mega international exhibitions/fairs/buyer-seller meets, conferences/summits/ workshops/ seminars abroad** by Ministry of MSME, its organizations solely or in partnership with industry associations for promotion of MSME sector.
- iv. **Organising Mega international conferences/ summits/ workshops/ seminars, bilateral/multilateral Government to Government Events in India** by Ministry of MSME, its organizations solely or in partnership with industry associations for promotion of MSME sector.
- v. **Participation of Ministry led Industrial delegations** to International Exhibitions/Fairs/Conferences in foreign countries.

Virtual Medium

- i. **Participation (as exhibitors) of MSME delegations** of industry associations and government organisations, involved in promotion of MSMEs, in **international exhibitions, trade fairs and buyer-seller meets by foreign organisers** for exploring potential markets for exports, seeking joint ventures, awareness about latest technologies, etc.
- ii. **Organising international conferences/ summits/ workshops/ seminars** on themes relevant to MSMEs by the Industry Associations and Government organizations.
- iii. **Organising Mega international exhibitions/fairs/ buyer-seller meets, conferences/ summits/ seminars/ workshops, bilateral/multilateral Government to Government Events** by Ministry of MSME, its organizations solely or in partnership with industry associations for promotion of MSME sectors.

1.2 Sub-Component II: Capacity Building of First Time MSE Exporters (CBFTE)

The key interventions under the scheme are highlighted below:-

Reimbursement of costs incurred by first time MSE exporters on export shipments:

- i. Registration-cum-Membership Certificate (**RCMC**) paid by the first-time exporters for registration with EPCs.
- ii. Export **insurance premium** paid by MSEs.
- iii. Fee paid on **Testing & Quality Certification** acquired by MSEs to export products. This will encourage MSEs to produce and offer products and services of international standards for the export markets.

1.3 Sub-Component III: Framework for International Market Intelligence Dissemination (IMID)

Provisioning a **National Resource Database System** – Global Market Intelligence System for MSME units. This system is proposed to act as a central knowledge repository of export related data on foreign markets. It will provide simplified information on trade statistics, market access issues, and export potential indicators. It will further provide information on tenders and procurements globally and export orientation of MSMEs through provision of specially designed Orientation Courses by specialised government institutions actively involved in the area of foreign trade.

**Sub-Component I:
Market Development Assistance
(MDA)
(Detailed Guidelines)**

2. ELIGIBILITY CONDITIONS

2.1 Eligible Organisations

Events under the scheme can be organised by:

- a) Ministry of MSME and organizations under the Ministry;
- b) State/Central Government Organisations/Institutions; and
- c) Registered Industry/Enterprise Associations

2.2 Conditions

- (i) The applicant organization should be suitably registered under the relevant Act (i.e., companies under the Companies Act, Societies under the Societies Act, etc.) with the primary objective of promotion and development of MSMEs.
- (ii) The applicant organization should have regular audited accounts for the past 3 years.
- (iii) Events, for which financial support under the Scheme is sought, must be from the list of approved exhibitions/ events/ buyer-seller meets finalized by the Ministry of MSME in each financial year.
- (iv) Financial assistance to one applicant organisation would normally be restricted to **three events in a financial year**. The Screening Committee may, however, recommend relaxation of this condition for reasons to be recorded and allot more than 3 events.
- (v) The quantum of assistance shall only be supplemental in nature to the contribution of organizer.
- (vi) The Industry Associations/organizations are allowed to participate in a particular event continuously for 3 years. After participating in the particular event continuously for 3 years, they will be eligible to participate in the same event after a gap of 2 Years.
- (vii) Selection of the participating units shall be based on eligibility score card prescribed under the scheme (Annexure C) and in no case an MSME unit scoring less than 60 percent marks will be eligible for availing the benefits under the scheme. The applicant organisation must satisfy itself in this regard before proposing the name of MSME unit in the delegation and any discrepancy, if noticed later, shall be the sole responsibility of the applicant organization.
- (viii) While selecting entrepreneurs/participants, the applicant organization should ensure that one MSME unit must not participate in more than 2 events in a financial year under the scheme.
- (ix) The applicant organization should also ensure that the selection is done in a fair and transparent manner, taking into consideration factors like track record, growth potential, export potential etc.
- (x) In order to make representation in such events more inclusive and equitable, following guidelines must be followed:
 - Adequate representation would be given to SC/ST/Women/NER entrepreneurs in such events.
 - While selecting entrepreneurs as well as representative(s) of the participating units, priority should be given to persons who have not participated in such events earlier with Government grant.

3. ASSISTANCE UNDER THE SCHEME

3.1 Procedure to avail benefits under Sub-Component I: Market Development Assistance

The applicant organisation will submit an online application for financial assistance, along with the relevant documents and the budget estimate of the expenditure on the proposed event in the proforma online giving full details of expenditure. The admissible financial assistance would be worked out on the basis of this budget estimate and in accordance with the criteria/scale mentioned in paragraph 3.2 and further at the discretion of the Screening Committee.

3.2 Scale of Assistance and Eligible Items of Expenditure

Items of expenditure for which assistance is considered under the scheme are specified below:

3.2.1 Participation of MSME delegations in international exhibitions, trade fairs and buyer- seller meets in foreign countries (PHYSICAL MODE).

The minimum number of the MSME units **must not be less than 10** in a delegation. One Office Bearer of the participating Industry Association/organization/Society/Trust **must** be considered for travel along with the delegation.

The eligible items for participation of MSME units and the scale of assistance would be as under:

Sl. No.	Eligible Items of expenditure	Scale of Assistance
(a)	Space Rent (Stall Charges)	For Micro, Small and Medium entrepreneurs: 100% of the space rent subject to a maximum of Rs.3.00 lakh or actual rent paid, whichever is lower (for one MSME unit). Office Bearer is not eligible for Space Rent.
(b)	Air Fare	For Micro, Small and Medium entrepreneurs: 100% of the economy class airfare subject to a maximum of Rs.1.50 lakh or actual fare paid, whichever is lower (for one MSME unit) subject to following condition: a) Journey/Stay should be within a span of 30 days including the period of event. For office bearer of the applicant organisation: 100% of the economy class airfare subject to a maximum of Rs.1.50 lakh or actual fare paid, whichever is lower.
(c)	Duty allowance	Office Bearer will get USD 150 per day for the duration of the approved period of the event towards duty allowance.

(d)	Freight charges	Actuals subject to maximum of Rs. 50,000/- per MSME unit and Rs. 75,000/- per MSME for Latin American Countries.
(e)	Advertisement and publicity charges	A maximum of Rs. 2.50 lakh or actual, whichever is less, for a delegation size up to 14 MSME units and Maximum of Rs. 5.00 Lakh or actual, whichever is lower subject to the condition that the minimum MSME Units must be 15 or more subject to production of all bills.
(f)	Registration fee	Maximum of Rs.5,000/- or actual whichever is less per MSME unit.
(g)	Participation of Government Officials in the delegation.	In case any Government official participates in the delegation, his/her expenses (air fare, hotel accommodation, local transport, daily allowance, etc.) as per his/her entitlement will be reimbursed from the Ministry. The amount excludes from the amount sanctioned to Industry Associations/organisations.

The maximum ceiling of financial assistance for participation in one international event to be held abroad is Rs. 2.00 crore. For relaxation of the ceiling Secretary (MSME) will be the competent authority.

3.2.2 Organizing International conferences/ summits/ workshops/ seminars on the themes relevant to MSME sector (PHYSICAL MODE) to be organized in India by the Industry Associations/ Government Organizations.

The quantum of assistance would be as under:

(i)	Charges for holding/organizing the International conferences/ summits/ workshops/ seminars in India by Industry Associations including charges for venue rent, catering, advertisement & publicity, security arrangement, etc.	A maximum of Rs.10.00 lakh or the actuals, whichever is lower. Note: The venue for international events should be a non-5-star hotel. In case of any deviance from this norm, special permission at the level of JS (SME) must be sought.
(ii)	Economy class Airfare for foreign speakers/ experts/ resource persons only.	A maximum of Rs. 5.00 lakh or actuals, whichever is lower. A minimum of 3 foreign speakers/ experts/ resource person shall attend the event for qualifying the event as an international event.

3.2.3 Organising Mega international exhibitions/fairs/buyer-seller meets, conferences/summits/workshops/seminars abroad (PHYSICAL MODE) by Ministry of MSME, its organizations solely or in partnership with industry associations for promotion of MSMEs.

There is no expenditure ceiling for these events to be organized by the Ministry of MSME, its organizations solely or in partnership with industry associations. The expenditure to be incurred will be decided by the competent authority i.e. Secretary (MSME) in consultation with the IFW.

3.2.4 Organising Mega international conferences/summits/workshops/seminars, bilateral/multilateral Government to Government Events in India (PHYSICAL MODE) by Ministry of MSME, its organizations solely or in partnership with industry associations for promotion of MSME sector.

There is no expenditure ceiling for these events to be organized by the Ministry of MSME, its organizations solely or in partnership with industry associations. The expenditure to be incurred will be decided by the competent authority i.e. Secretary (MSME) in consultation with the IFW.

3.2.5 Ministry of MSME led industrial delegations to physical International Exhibitions, Fairs, Conferences and Buyer-Seller Meets in foreign countries.

10% of the Budget allocated for the Scheme shall be spent under this head for sending the delegation of the Ministry to International Exhibitions/Trade fair/Conference consisting the executive members of the industry associations/owners of the MSME units and officials of the Ministry including Hon'ble Minister of MSME. The members of Industry Associations/owners of MSME units will be allowed reimbursement of air-fare and DA @ \$150 per day for the approved period of the event. The Selection of the delegates will be done by a committee headed by Secretary (MSME). JS (SME) and Director (IC) will be the other members of the Committee. The committee has the authority to co-opt any other member on case-to-case basis.

3.2.6 Participation of MSME delegations in international exhibitions, trade fairs and buyer-seller meet by Foreign Organisers (VIRTUAL MODE).

The minimum number of the MSME units must not be less than 10 in a delegation.

(i)	Space/Stall Charges including catalogue/digital material charges for Participating in the Virtual International Events organized by foreign countries	For Micro, Small and Medium entrepreneurs: A maximum of Rs.1.5 Lakh or actual whichever is lower of the participation package extended by the organizer.
(ii)	Advertisement and Publicity Charges	A maximum of Rs. 2.5 lakh or actual, whichever is less, for a delegation size upto 14 MSME units and Maximum of Rs. 5.00 Lakh or actual, whichever is lower subject to the condition that the minimum MSME Units must be 15 and on production of bills.

The maximum ceiling of financial assistance for one International event in Virtual Mode is **Rs. 1.00 crore**. For relaxation of the ceiling **Secretary (MSME)** will be the competent authority.

3.2.7 Organising International conferences/ summits/ workshops/ seminars on the themes relevant to MSME sector (VIRTUAL MODE) to be organized by Industry Associations/ Government Organizations.

The minimum number of International speakers should be **5** and number of participants joining should be **300** in an event.

Virtual Space/Platform/ License Fee/ Rent for Organising Conferences/ summits/ workshops/ seminars.	A maximum of Rs. 2.00 lakh or actual expenditure whichever is lower
Publicity Cost incurred on promotion / marketing/ publicity of the event	A maximum of Rs. 5.00 lakh or actual expenditure whichever is lower.
Translation and Interpretation charges involved in the virtual event	A maximum of Rs. 1.00 lakh or actual expenditure whichever is lower.

3.2.8 Organising Mega international exhibitions, conferences/seminars/workshops /summits buyer-seller meets, bilateral/multilateral Government to Government Events in VIRTUAL MODE by Ministry of MSME, its organizations solely or in partnership with industry associations for promotion of MSMEs.

There is no expenditure ceiling for these events to be organized by the Ministry of MSME, its organizations solely or in partnership with industry associations. The expenditure to be incurred will be decided by the competent authority i.e. Secretary (MSME) in consultation with the IFW.

3.2.9 Selection of the MSME units participating in the International Fairs/ Exhibitions abroad by Industry Associations/ Government Organisations.

- (i) There shall be a "Score Card" for selection of the MSME units participating in the International Fairs/ Exhibitions abroad. The Industry Associations/Organizations etc. will furnish the Score Card, duly filled up, along with the application and also give a self-undertaking to the effect that information furnished in the Score Card is correct and nothing has been concealed. The minimum qualifying score/points should be 60% of the Score Card. The applicant organisation must satisfy itself in this regard before proposing the name of MSME unit in the delegation and any discrepancy, if noticed later, shall be the sole responsibility of the applicant organization.
- (ii) Claim will be accepted only in respect of those MSME Units whose names have been submitted by the Industry Associations/Government Institutions in the list submitted along with the application form.

4. Other Provisions:

- i. If the delegation is more than 20 MSME units, there should be an arrangement of a separate Indian pavilion in the event.
- ii. The Ministry may nominate its representative from the Ministry or any of its Organizations as its nominee to accompany the delegation.

5. Procedure for Approval of Proposals Furnished by Coir Board and KVIC

Coir Board/KVIC will mobilize the MSME units and submit the consolidated proposal in the prescribed format **on the IC Scheme Portal** of the Ministry for seeking in-principle approval of the Screening Committee. Items of expenditure and scale of assistance will also be followed as per IC Scheme guidelines. **As for claim for reimbursement, Coir Board/KVIC will meet all expenditure from their own budget allocated for this purpose.**

6. RELEASE OF GRANT

Grants under the Scheme will be released on basis of the following two categories:

- I. **Category A:** Applicant Organisations having EPC Status and Organisations under the Ministry of MSME
 - a. All organisations having status of Export Promotion Councils (**Annexure-III**) under the Foreign Trade Policy and Government Organisations of Ministry of MSME namely- National Small Industries Corporation (NSIC), National Institute for Micro, Small and Medium Enterprises (NIMSME) and Mahatma Gandhi Institute of Rural Industrialization (MGIRI) are eligible for drawing advance
 - b. **50 percent of the expected expenditure will be released as advances and remaining 50 percent on submission of Utilisation Certificate (UC).**
 - c. Advance grants, if any released, have to be refunded with interest in case of default in meeting the objectives and the conditions with which the funds were released. Repeat defaults in submission of UCs will make EPCs/Organisations ineligible to receive assistance under this Scheme and will be considered for debarring from participating in the Scheme
- II. **Category B:** Applicant Organisations with non-EPC Status
 - a. The total amount will be reimbursed after the event is over.
 - b. All other applicant organisations/associations involved in promotion and development of MSMEs will submit claim documents as detailed in Para 7(III) for reimbursement of claims in the online proforma as uploaded on the IC Scheme Portal.

7. DOCUMENTATION REQUIREMENT

- I. **Documents required at the time of submission of application on IC scheme portal**
 - a) Application Form to be submitted online.
 - b) Budget estimate (filled/uploaded online)
 - c) Copy of Registration Certificate of the applicant organization (one time requirement) (uploaded online).
 - d) Copy of Memorandum and Articles of Association (one time requirement) (uploaded online).
 - e) Copies of Audited Balance Sheet, Profit & Loss Account or Income & Expenditure Account of the applicant organization for the last 03 years (uploaded online).
- II. **Documents required for settlement of claims for EPCs under Foreign Trade Policy (FTP) of Department of Commerce and organisations under the Ministry of MSME, to be physically submitted to IC Section, M/o MSME and uploaded on the IC Scheme Portal.**
 - a) The second and final installment would be contingent upon submission of **outcome report** (as prescribed under the IC Scheme portal), **Utilisation Certificate**, and **Chartered Accountant (CA) certified audit account statements** including inter alia sources of funding) within 60 days from the date of completion of the event/activity
 - b) A Certificate declaring that financial assistance has not been sought from another Ministry/Department is to be submitted.

- c) Udyam Registration Certificate of all participating MSME units to be submitted
- d) **The applicant organisation must maintain with them all documents as detailed in para 7(III) below.** These records as well as other documents connected with release of the financial assistance from the Ministry must be maintained till a CAG Audit is conducted.
- e) Any other document(s) as sought by the Ministry of MSME

III. Documents required to be uploaded at the time of submission of claims on IC Scheme Portal for organisations not having EPC status

- a) Claim Form Duly filled and a copy certified by Chartered Accountant to be uploaded.
- b) List of participants along with score card (**Annexure-A**).
- c) Mandate Form duly filled up by Applicant Organization and verified by the concerned Bank (**Annexure-B**)
- d) Pre-receipt (**Annexure-C**).
- e) Certification from association declaring that they have not sought financial assistance from another Ministry/Department for the claim submitted under the IC scheme. (**Annexure-D**)
- f) Udyam Registration Certificate of all participating MSME units
- g) Copy of e-ticket complete in all respect with fare information on e-ticket for air travel (**For Physical Event**)
- h) Original Boarding Pass [In case of multiple Boarding Passes, provision of Original Boarding pass of destination city (host city of the event under consideration) is must. In case of non-availability of original boarding pass for reasons to be conveyed in writing, a certificate from the airlines stating that the journey has been undertaken will be acceptable] (**For Physical Event**)
- i) Original Invoice along with receipt of Payment (original) for claiming stall charges, freight charges, advertisement and publicity charges, entry/registration fee, platform charges. Interpretation charges etc.
- j) Any other document(s) as sought by the Ministry of MSME
- k) All documents should be self-attested/certified with seal by the applicant organisation.
(All the above documents to be submitted in original to IC Section physically)

7.1 PENALTY CLAUSE

In case an applicant organization fails to mobilize the number of MSME units/entrepreneurs proposed at the time of submitting the application following penalty will be levied at the time of calculation of financial assistance: -

Case 1: Applicant Organisation is able to mobilize only 90% of the total number of MSMEs approved for participation in the event.	NIL
Case 2: Applicant Organisation is able to mobilize only 81 - 89% of the total number of MSMEs approved for participation in the event.	A penalty of 10% of the amount eligible for advertising & publicity and 10% of amount eligible for reimbursement of Office Bearer expenses will be levied on the applicant organisation.
Case 3: Applicant Organisation is able to mobilize only 71 - 80% of the total number of MSMEs approved for participation in the event.	A penalty of 20% of the amount eligible for advertising & publicity and 20% of amount eligible for reimbursement of Office Bearer expenses will be levied on the applicant organisation.
Case 4: Applicant Organisation is able to mobilize only 60 - 70% of the total	A penalty of 30% of the amount eligible for advertising & publicity and 30% of

number of MSMEs approved for participation in the event.	amount eligible for reimbursement of Office Bearer expenses will be levied on the applicant organisation.
Case 5: Applicant Organisation is able to mobilize less than 60% of the total number of MSMEs approved for participation in the event.	Applicant organization will not be eligible for any advertising & publicity expenses and reimbursement of office Bearer expenses

Note: To be eligible for financial assistance under the Scheme, in no case, the delegation size participating in the event cannot be less than 10 MSME units.

7.2 Audit

Payment made under the Scheme to the agency shall be open to inspection by the sanctioning authority and audit, both by the Comptroller and Auditor General of India and internal audit by the Principal Accounts Office of the Ministry of MSME as also by other means as deemed fit by the Government of India.

Sanctioning authority for financial assistance under the Scheme

A Screening Committee headed by the Joint Secretary (SME) comprising the following as members will approve the proposals:

1	Joint Secretary in the Ministry of MSME	-	Chair
2	One representative from Office of Development Commissioner, MSME	-	Member
3	One representative from ARI Division, Ministry of MSME	-	Member
4	One Representative from KVIC, Ministry of MSME	-	Member
5	One Representative from Coir Board, Ministry of MSME	-	Member
6	One representative from NSIC, Ministry of MSME	-	Member
7	One representative from IFW of Ministry of MSME	-	Member
8	Director (IC), Ministry of MSME	-	Member (Coordinator)
9	Committee may decide to Co-Opt any other member(s)		

Final List of Participant MSMEs

Sl. No.	Name of the Office Bearer and Entrepreneurs who participated in the event.	Name of MSME unit with complete Address, e-mail ID	Mobile No. and Landline phone No.	Udyam Registration No.	MSMEs belonging to NER/SC/ST/WOMEN	Whether manufacturer or service provider	Name of products being manufactured/ Services rendered (with 6 digit HS Code)
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							

(i) It is certified that the above-mentioned units are registered and have Udyam Registration Certificate.

(ii) It is also certified that the above-mentioned delegates actually travelled/attended the event.

Signature of the authorised signatory Name:

Designation:

Stamp of the Applicant Organization:

Date:.....

Place:.....

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

Name of MSME Unit & Udyam No.....

Sl. No.	Subject	Scoring methodology	Point allocation (to be filled up by MSME unit or applicant organization)
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	Woman belonging to SC/ST – 10 Men 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 the authorised signatory Name:

Designation:

Seal of the Applicant Organization:

Date:.....

Place:.....

List of Foreign Speakers/ Experts/ Resource Persons participated in International Conference/ summit/ workshop/ seminar in India

Sl. No	Name of the participating Foreign Speakers/ Experts/ Resource Persons	Name of Organization with complete address of Foreign Speakers/ Experts/ Resource Persons	Mobile No., Telephone No.	Field in which the foreign speaker/ expert/ Resource Person specializes
1				
2				
3				
4				
5				

Signature of the authorised signatory

Name:

Designation:

Seal of the Applicant Organization:

Date:.....

Place:.....

MANDATE FORM

Electronic Clearing Service (Credit Clearing)/Real Time Gross Settlement (RTGS) facility for receiving payments.

A. Details of Account Holders:-

Name of Account Holder	
Complete Contact Address	
Telephone Number/Fax/E-mail	

B. Bank Account Details:-

Bank Name	
Branch Name with Complete Address, Telephone No. and E-mail	
Whether the Branch is computerized?	
Whether the Branch is RTGS enabled? If yes then what is the Branch's IFSC Code	
Is the Branch also NEFT enabled?	
Type of Bank Account (SB/Current/Cash Credit)	
Complete Bank Account No. (Latest)	
MICR Code of Bank	

Date of effect:

I hereby declare that the particulars given above are correct and complete. If the transaction is delayed or not effected at all for reasons of incomplete or incorrect information I would not hold the use Institution responsible. I have read the option invitation letter and agree to discharge responsibility expected of me as a participant under the Scheme.

Signature of Customer

Date:

Certified that the particulars furnished above are correct as per our records.

(Bank's Stamp) Date:

Signature of Customer

1. Please attach a photocopy of cheque along with the verification from the bank.
2. In case you Bank Branch is presently not "RTGS enabled", then upon its upgradation to "RTGS Enabled" branch, please submit the information in the above proforma to the Department as earliest.

PRE-RECEIPT

(To be submitted in Original on Letter-head of Association/Organization)

Received a sum of Rs.....

(Rupees.....)

as financial assistance on reimbursement basis under International Cooperation (IC) Scheme as approved by

Ministry of MSME vide sanction letter No.....

dated.....

Revenue Stamp

Signature

Name.....

Designation.....

Stamp of the Association/Organization

On the letter head of the Association/Organization in Original

CERTIFICATE

This is to certify that no Grants-in-Aid for the purpose of activities as approved vide sanction letter No..... dated..... of Ministry of MSME has been applied for or obtained from any other Ministry or Department of Government of India or any other State Government or Government Institute/Agency.

Signature of the authorized
signatory
Name.....

Stamp of Association/Organization
