



Dear Friends,

India Trade Promotion Organization (ITPO) is organizing Annual Mega Shopping Festivals at Ahmedabad from 31st Jan., to 10th Feb. 2020, with focus on Gems & Jewellery, Textiles, Handicrafts, Leather and Non Leather, Carpets, Yoga and Ayurvedic Products.

2. This office is participating in the said event/fair, if interested; you may apply for participation through the component 5(A) "Participation of Individual MSEs in the trade fair/exhibition" of the Procurement and Marketing Support (revised) scheme.

Last Date of receipt of application is 15th January, 2020

The fact sheet of the fair is :-

Sl. No.	Particulars	Details
1.	Name of the Fair	Annual Mega Shopping Festival
2.	Duration & Venue	from 31st Jan., to 10th Feb., 2020 at Ahmedabad (Gujarat)
3.	Built stall / booth size	9 sqm.
4.	Rate of 9 sqm. built stalls	100% subsidy available on stall charges.
5.	Exhibition type	Business to consumer (B2C & B2B)
6.	Exhibitor Profile	All MSEs (manufacturing /service) with valid UAM
7.	Product group	Gems & Jewellery, Textiles, Handicrafts, Leather and Non Leather, Carpets, Yoga and Ayurvedic Products.
8.	Contact person in ITPO	Sh. Krishan Kumar, Sr. Manager, Mob.No.9810819924, E-Mail: kk@itpo.gov.in
9.	Contact person in O/o DC(MSME)	1. Local MSME-DI Office. 2. Sh. A.K. Verma, Dy Director, O/o DC(MSME), Nirman Bhavan, New Delhi Ph.No.: 011-23062215 E-mail:- akverma.dcmsme@gov.in 3. Sh.Saurabh Arora, Assistant Director, O/o DC(MSME), Nirman Bhavan, New Delhi Ph.No.: 011-23063342 E-mail:- saurabharora.edu@nic.in
10.	Scheme Guidelines	http://dcmsme.gov.in/Guidelines_PMS.pdf
11.	Last date of receipt of application	15.01.2020
12.	How to apply	https://my.msme.gov.in/MyMsme/Reg/COM_MatuDomAppForm.aspx

3. Contingency expenses including travel charges (Rs 25,000/- max.), as per the scheme guidelines, will be reimbursed after the event is over, based on the production of actual bills to the concerned MSME-DI.

4. A demand draft of Rs. 10,000/- in the favor of PAO MSME, NEW DELHI from any Nationalized Bank is to be deposited as Refundable Security Deposit to the concerned MSME-DI to ensure participation for the full duration of the event. DD will be refunded by the concerned DI after the event is over. If any shortlisted unit fails to participate in the event, due to any reason, the security deposit will be forfeited.

5. Steps of Participation of manufacturing/service MSEs in Trade Fairs/exhibition

- You should have Udyog Aadhaar Memorandum (UAM). If you don't have then register your unit on the portal <https://udyogaadhaar.gov.in> and get Udyog Aadhaar number.
- Click on Procurement and Marketing Support Scheme (PMS) icon.
- Now, Click on Domestic Trade Fairs / Exhibitions icon.

With Regards
PMS Team
O/o DC (MSME).