

INDIA INTERNATIONAL EXPO

The fair is supported by Ministry of MSME under the Procurement and Marketing Support (PMS) Scheme. The Details of relevant component of the Scheme are as follows:-

Component 5(I) (A) Participation of Individual MSEs in Trade Fairs/ Exhibitions: Max Budgetary support upto Rs. 1.5 Lakhs for Metro and A class cities and Rs.0.80 Lakhs for other cities. (Event duration at least 02 Days) to Micro and Small Enterprises for participation in approved Trade Fairs/Exhibitions Subject to scheme guidelines.

For Further Details, MSME-Development and Facilitation
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SCHEME COMPONENT PMS 5(I)(A):

Market Access initiatives across the country

Participation of Individual MSEs in Trade Fairs/ Exhibitions	
Eligible items	Scale of assistance
Space Rent Charges	80% subsidy on built up space rent paid for General category units and 100% for S C/ST/ Women/ NER/ PH/ Aspirational District units on minimum stall size of the event for Micro and Small Enterprises.
Contingency expenditure (include travel, publicity & freight)	100% contingency expenditure for all categories of units subject to maximum Rs. 25,000/- or actual, whichever is less. One representative from each participating unit may travel, limited to AC II tier train fair/ Economy class Air Fare per event.
Maximum Budgetary Support (Including contingency expenditure)	Metro & A Class City: Rs 1.50 Lakh (Incl. All Taxes) max or actual, Whichever is less for a participating enterprise per event. Other City: Rs. 0.80 Lakh (incl. All taxes) max or actual, whichever is less for a participating enterprise per event.

Note:

- i. An MSE would be allowed reimbursement for maximum of 2 (two) events in a year.
- ii. Applicant units shall have to submit their claim online (or system in place) in the prescribed format within 30 days from date of conclusion of the event.
- iii. Overall participation in Min 100 Trade Fairs per year with Max 60 participating per Trade Fair. iv. The Empowered Committee of the Scheme may assign an Implementing Agency which will represent the Ministry for propagating the scheme & policies in the event along with monitoring of participants and publicity by common fascia of the Ministry, hanging of bunting, etc. The Budgetary support for participation of implementing agency will be max 10% of total allocation to the event or actual whichever is less. The Implementing Agency will take the approval of the competent authority for detailed publicity proposal.