

FREQUENTLY ASKED QUESTIONS (FAQS)

PARTICIPATION IN INDIA INTERNATIONAL TRADE FAIR (IITF)-2026 – MSME PAVILION

1. What is the India International Trade Fair (IITF)?

The India International Trade Fair (IITF), organized annually by the India Trade Promotion Organisation (ITPO) at Pragati Maidan, New Delhi, from 14-27th November, is one of India's major integrated trade events. It brings together Business-to-Business (B2B) and Business-to-Consumer (B2C) participants and provides opportunities for product display, business networking, market promotion and generation of business enquiries.

2. Who organizes the MSME Pavilion at IITF?

IITF is organised by India Trade Promotion Organisation (ITPO). The Office of the Development Commissioner (MSME), Ministry of MSME, participates in IITF by establishing a dedicated **MSME Pavilion under the Procurement and Marketing Support (PMS) Scheme**.

3. What is the benefit of participating through the MSME Pavilion?

The MSME Pavilion provides **Micro and Small Enterprises (MSEs)** an opportunity to:

- Display their products and services to a large number of visitors;
- Enhance market visibility;
- Generate business enquiries;
- Develop new market linkages; and
- Network with buyers and other businesses.

4. Who can apply for participation in the MSME Pavilion?

Micro and Small enterprises in manufacturing and service sectors having valid Udyam Registration (UR) certificate and Informal Micro Enterprises (IME) in manufacturing and service sectors having valid Udyam Assist Certificate (UAC) may apply for participation, subject to the applicable eligibility conditions under the PMS Scheme.

No change, amendment or updation in the Udyam Registration Certificate/ Udyam Assist Certificate shall be permissible after 31.08.2026 for the purpose of the application/participation in IITF.

Applicants are therefore advised to ensure that all the particulars relating to name, address, product segment etc. in their Udyam Registration Certificate/ **Udyam Assist Certificate** are correct and up to date **on or before 31.08.2026**.

5. Where can I apply?

Applications can be submitted online through the **PMS Portal**: <https://pms.dcmsme.gov.in>

6. Is there any application fee?

No. There is no application fee at the time of submitting the online application. However, MSEs finally selected for allocation of stall are charged as per the PMS Scheme Guidelines.

7. How much does participation/stall cost?

Eligible MSEs belonging to the following categories are provided stalls **free of cost**, subject to approval and availability:

- SC/ST-owned MSEs
- Women-owned MSEs
- MSEs owned by Persons with Disabilities (PwD)
- MSEs from Aspirational Districts & NER

Other eligible MSEs approved for participation are required to pay **20% of the applicable stall cost**, which in the present case is **₹24,924/-**.

8. When is the payment of ₹24,924/- required?

Only after the MSE is approved and the stall is allotted, the applicable amount is to be submitted **before commencement of the fair**.

9. How is the payment of ₹24,924/- to be made?

The applicable amount is to be paid through **Demand Draft (DD)** drawn in favour of: **PAO, MSME, New Delhi**. The Demand Draft is required to be submitted before commencement of the fair.

10. Does submitting an application guarantee a stall?

No. Submission of an application does not automatically guarantee selection or allotment of a stall. Applications are examined by the **Selection Committee** based on the prescribed marking criteria and other relevant considerations.

11. How are MSEs selected for participation?

Applications are evaluated by the Selection Committee on the basis of the prescribed **marking criteria and other relevant parameters**.

While selecting MSEs, due consideration is also given to factors such as:

- Regional representation;
- Gender balance;
- Social balance; and
- Overall suitability for participation.
- Product segment/variety etc.

12. Can an MSE apply without making any payment?

Yes. No payment is required at the time of submitting the online application. Payment, wherever applicable, is required only after approval and allotment of the stall.

13. What documents/details are required while applying?

Applicants should keep their **valid Udyam Registration Certificate/Udyam Assist Certificate** and other information/documents required on the PMS Portal are ready while submitting the application. Applicants should ensure that the information furnished in the application is correct and up to date.

14. Can an MSE belonging to SC/ST/Women/PwD category apply for a free stall?

Yes. Eligible MSEs falling under the specified categories may be provided stalls **free of cost**, subject to the applicable eligibility conditions, selection by the Committee and availability of stalls.

15. Can an MSE from an Aspirational District apply?

Yes. Eligible MSEs from **Aspirational Districts** may apply and, subject to the applicable conditions and selection, may be provided a stall **free of cost**.

16. What happens after submitting the application?

The submitted applications are examined by the concerned authorities/Selection Committee as per the prescribed criteria. Selected MSEs are informed regarding their approval/rejection and stall allotment.

17. Where can I get clarification regarding the application?

For any clarification regarding the application, eligibility or participation, applicants may contact the **concerned MSME-DFO**. The contact details of MSME-DFOs are available at:

https://dcmsme.gov.in/All_MSME_DIs_TCs.aspx

18. Where can I get the latest information regarding the fair?

Applicants should regularly check the **PMS Portal** (<https://pms.dcmsme.gov.in>) and official communications issued by the Ministry of MSME/Office of the Development Commissioner (MSME) for updates regarding the fair, application, selection and stall allotment.

Important: Applicants are advised to submit their applications only through the official PMS Portal and to carefully read all instructions before applying.