

No. 5(02)/2024-25/PMS/MiscDTF
Government of India
Ministry of Micro, Small & Medium Enterprises
O/o Development Commissioner (MSME)
PMS Division

Nirman Bhawan, New Delhi
Dated: 18.07.2024

OFFICE MEMORANDUM

Subject: General instructions regarding organization of Fairs/Exhibitions under Component 5(I)A of the PMS Scheme.

With the approval of competent authority the following instructions are being conveyed relating to organizations of Fairs/Exhibitions under Component 5(I)A of the PMS Scheme:-

- i. Immediately after a fair/event is approved under the scheme, Organizers will place the details of the fair on their website highlighting the support granted under PMS Scheme of M/o MSME. Details of PMS Scheme should also be attached for understanding of the scheme by MSMEs.
- ii. Merging of stalls for the MSEs is strictly not allowed. DFOs will ensure that no merging of stalls is done in fair/exhibitions.
- iii. All fairs sanctioned under the PMS Scheme will have a flex/banner at a prominent place stating inter alia that the fair is supported by Ministry of MSME under the PMS Scheme. A template of the same is attached herewith as Annexure 'A'.
- iv. Organizers will use the logo of M/o MSME in fair/exhibition **only when** it is duly approved by the Ministry for those particular fair/exhibitions. For logo support, SME Division, M/o MSME may be contacted.
- v. All the MSEs approved under the Scheme for participation under a particular fair/exhibition will place/paste their respective Udyam Registration Certificate at a prominent place in their stalls.
- vi. Organizers will ensure that safety and security measures are followed as per the guidelines of Central/State Government for well-being of attendees and exhibitors.
- vii. Identical fascias bearing name of the Unit (strictly as per the Udyam Registration Certificate) will be placed for each Unit Participating in the fair/exhibition with the support of PMS Scheme.

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- viii. DFOs will provide the reports for every event within 15 days from the end of the fair/exhibition. Brief report for the event should include no. of approved beneficiaries, beneficiaries participated in the event, states represented, no. of visitors, business generated, numbers and details of fairs already held in the same FY by the same organizers etc.
2. MSME-DFOs are accordingly, directed to ensure strict compliance of the aforementioned directions.



(Gaurav Katiyar)

Joint Director (PMS)

Tele No. 23061461

Email ID: g.taiyar15@gov.in

To

Director(s)/Joint Director(s)/HoO of all MSME-DFOs

Copy to:

1. PS to AS&DC
2. PS to ADC(PMS)
3. Guard file

<Name of the Fair>

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 Officer- <concerned Implementing DFO> may be contacted at <landline no. of DFO>, <email Id of DFO>

*** Logo of Ministry can be used only with the prior approval of Ministry of MSME.**