To,
All Export Promotion Council (EPC) Members

Sub: Nomination of KVI Institution/REGP/PMEGP Units for participation in 6th Gaensh Utsav & Shopping Expo in New Jersey, USA From 2-6, September, 2019 - reg.

Sir,

KVIC will be participating in 6th Gaensh Utsav & Shopping Expo in New Jersey, USA From 2-6, September, 2019. The potential KVI Institutions and REGP/PMEGP Units may avail the opportunity by participating the events to explore the export possibilities for their products in the International Market.

Potential KVI Institutions/REGP/PMEGP units are requested to forward their application to this Directorate through their concerned State/Divisional offices of KVIC along with prescribed formats (Enclosed Annexure-I & II) and required registration fees on or before 7th July, 2019 for participation in 6th Gaensh Utsav & Shopping Expo in New Jersey, USA From 2-6, September, 2019.

However, before sending the applications, the Institution/Units may kindly ensure the fulfilment of following criteria:

1. The Unit should be KVI Institution directly listed and financed by KVIC/KVIB, REGP/PMEGP Units and Departmental Sales outlets of KVIC having exclusive and exportable products.
2. The Unit should have membership of KVIC-EPC.
3. There should be a valid passport (validity of more than six months) of the nominated person, who shall be travelling abroad.
4. The participating units would be reimbursed with the expenses of Air fare and Stall rent and other assistance as per the International Co-operation scheme guidelines of the Ministry of MSME as below:
   (a) 100% of the space rent subject to a maximum of Rs. 1.25 lakh or actual rent paid, whichever is lower (for one MSME Unit).
   (b) 100% of the economy class airfare subject to a maximum of Rs. 1.00 lakhs or actual fare paid, whichever is lower (for one representative from each MSME Unit).
   (c) Freight Charges actual subject to maximum of Rs. 25,000/- per MSME unit (Rs.37,500/- for Latin American Countries).
(d) Entry/Registration fees of Rs.5,000/- maximum or actual paid, Whichever is less per MSME Unit.

5. The Unit should have mandatory Udyog Adhaar Registration and also send the certificate copy with application for participation

6. The unit should remit Rs.35,000/- as registration fees in advance for participation, by Bank NEFT transfer along with the prescribed application Form and a copy of valid passport of the representative of the participating Institution/REGP/PMEGP units. The registration fee amount will be adjusted/refunded or recovered against their claim/dues as the case may be, after the fair is over. However, without the advance remittance of registration fee amount, the application for participation will not be considered.

7. The Bank Transfer details are as below :-
   **Name of Account** : Directorate of Marketing, KVIC
   **Account No.** : 10176548655
   **IFS CODE** : SBIN0000515
   **Name of Bank** : SBI, Vile Parle (W), Mumbai

8. KVIC will provide the Visa recommendation letter from the organizer of the Fair. The unit at their own cost will apply for the Visa. In the event of non-participation of the units in the Fair without valid reason or failure to obtain Visa, the unit will forfeit the advance amount deposited with KVIC.

9. Institutions/Units that have availed assistance of KVIC in participating in International Exhibitions within a period of 2 years i.e. during 2017-18 & 2018-19, shall not become eligible for participation.

Yours faithfully,

(I. Jawahar)
Dy. CEO I/c. (Marketing)