

Dated: 20.1.2017

Minutes of the Meeting of Industries Feedback Committee on Marketing Assistance Scheme (MAS)

A meeting of Industries Feedback Committee on Marketing Assistance Scheme (MAS) was held in the Board Room, NSIC Head Office at 3 P.M. on 09.01.2017. Sh. Ravindra Nath, CMD, NSIC, chaired the meeting wherein the following were present:

1. Sh. P.Udayakumar, DPM, NSIC
2. Sh. Gaurav Kumar Rai, Integrated Faridabad Small Industries Association (IFSIA)
3. Sh. Nalin Kohli, Association of Small & Medium Knowledge Industries (ASMKI)
4. Sh. K.K.Sharma, General Manager (NSSH/Exhb), NSIC
5. Sh. Umesh Dixit, Chief Manager (NSSH/Exhb), NSIC
6. Sh. Bhupinder Arya, Manager (NSSH/Exhb), NSIC
7. Sh. Ruchita Darbari , Assistant Manager (NSSH/Exhb); NSIC

As decided during first meeting on 11.11.2016, the Corporation invited suggestions from various industry associations for inclusion of foreign exhibitions in the calendar of 2017-18 under Marketing Assistance Scheme. The Committee members were informed about invitation notice on NSIC website seeking suggestions from Industry Associations, with due date of 10th January'17, for inclusion of foreign exhibitions in the calendar of 2017-18 under MAS.

Based on the suggestions received from Industry Associations up to 9th January'17, feedbacks of participated MSMEs in earlier exhibitions and the various proposals received from fair organizers including Govt. agencies namely ITPO, FIEO and private agencies like REED Exhibitions, MMI India Ltd., Global Trade Linkages, Korea Association of Machinery Industry & All India Plastics Manufacturers Association (AIPMA), a tentative list of 39 foreign exhibitions scheduled to be held during next financial year 2017-18 covering different sectors was prepared and put up in the Industries Feedback Committee meeting on 9.1.2017 for their views. The above referred tentative sector specific list of foreign exhibition for 2017-18 was deliberated upon during the meeting, categorized events based upon their usefulness w.r.t. export potential, availability of participants from MSME sector and shortlisted 14 exhibitions for finalization by NSIC. It was also clarified that the criteria for selection of units / beneficiaries is in line with the provisions of approved MAS in place.

During the meeting, the following suggestions were given by the committee members:

1. To circulate the above list to other members of Industries Feedback Committee for their inputs.
2. In case of costly stall rentals for minimum size of stalls, NSIC may book space with the organizer and allocate proportionate smaller spaces (3 sqm, 4.5 sqm, 6 sqm etc.) in the booked space to all participating MSMEs to ease the cost burden of the units willing to opt smaller space size.

3. In order to develop business relation and to explore possibilities for export, MSME should be allowed repeat participation in the same exhibitions next year as well, in case of same exhibition being finalized in calendar of events for next year. For this if budget is the limitation, then NSIC should take up with the Ministry for its enhancement under MAS.
4. Component of visit to foreign exhibitions should also be added in Marketing Assistance Scheme, which presently is under International Cooperation Scheme of the Ministry. In such foreign exhibitions, NSIC may book a stall and catalogues/leaflets of visiting MSMEs may be displayed.
5. The pointwise issues along with suggested solutions raised by Badli Industries Estate Association regarding participation of MSMEs in exhibitions under Marketing Assistance Scheme and clarifications issued by NSIC in this regard, were presented and deliberated upon during the meeting.

During the meeting, the following decisions were taken:

1. The committee members to provide feedback/suggestions, if any, on the draft tentative list of foreign exhibitions for participation during 2017-18 by 6.02.2017.
2. Based upon suggestions from ASKMI & IFSIA, NSIC will take up with Ministry of MSME for inclusion of new component of 'Organizing visit to Foreign Exhibitions' with provision of booking a space by NSIC.
3. NSIC will write to the Ministry requesting for an enhanced budget under Marketing Assistance Scheme for 2017-18.
4. Minutes of Meetings of Industries Feedback Committee to be placed on NSIC website to obtain views / feedback of other associations representing different sectors.