

Circular Regarding Participation in Domestic Fairs & Exhibitions with Tea Board during the financial year 2019-20

Domestic Fairs & Exhibitions to be participated during the financial year 2019-20:

North East Region

- (1) International Agri Horti Show, Guwahati, Assam, December 2019
- (2) Act East Business Show, Shillong, Meghalaya, June/July 2019
- (3) Hornbill Festival, Kohima, Nagaland, December 2019
- (4) Trade Fair, Agartala, Tripura, January/February 2019

North Bengal Region

- (5) Krishi Mela, Jalpaiguri Sadar, West Bengal, November/December 2019

South India Region

- (6) Pasumai Vikatan Expo, Coimbatore, July 2019
- (7) India Foodex 2019. Bangalore, 30th August-1st September 2019
- (8) Aahar Ways Expo, Hyderabad, 18-20 December 2019
- (9) UPASI Industrial Exhibition, UPASI Campus, September 2019

Delhi Region

- (10) Indus Food 2020, Greater Noida, 08-09 January 2019
- (11) Aahar Food & Hospitality, Delhi, March 2020
- (12) Biofach India 2019, Greater, Noida, 07-09 November 2019 (only for 100% organic teas)

Himachal-Uttarakhand Region

- (13) Kullu Dussehra, Kullu, Himachal Pradesh, October 2019
- (14) Shivratri Fair, Mandi, Himachal Pradesh, February 2020
- (15) Pantnagar Kisan Mela, Pantnagar, Uttarakhand, October 2019

Mumbai Region

- (16) Aahar Mumbai, December 2019
- (17) World Tea & Coffee Expo, Mumbai, 21-23 November 2019
- (18) Annapoorna World of Food India, Mumbai, 29-31 August 2019

Kolkata Region

- (19) India International Tea & Coffee Expo, Kolkata, 28-30 November 2019

A. Eligibility

1. Tea companies interested to participate along with Tea Board in Domestic fairs and exhibitions must be registered with Tea Board. Copies of valid licenses (eg. Buyers Licence) in respect of the above with the company seal and signature of the Authorised Signatory must be submitted along with the application form.
2. The company shall submit an undertaking with the Company seal and signature of the Authorised Signatory stating that it is not under any investigation/charged/prosecuted/debarred/black listed on any grounds related with trade and business.

3. The company must display/sell/exhibit only 100% Indian teas at the Fairs & Exhibitions in which it participates along with Tea Board India.

B. Procedure of Application

1. Tea Companies interested in participation will have to submit an application to Tea Board informing of their interest in participation. Application for participation in exhibitions with Tea Board will be considered only on receipt of all the requisite documents and the participation fees as per the guidelines given below.
2. No application/intimation prior to the date of uploading on Tea Board's website will be considered.
3. The cut-off date for receiving applications along with participation fees for the respective fairs/exhibitions is 30 days prior to the date of commencement of the respective fair/exhibition.
4. The interested tea companies will have to bear 40% of the total cost of built-up space allotted to their company. The applicants must make payment of a participation fees of Rs. 30,000/- by way of NEFT/RTGS in favour of "Tea Board Market Promotion Scheme" and submit the UTR no. of the transaction along with their applications. The excess/unspent amount will be adjusted against actual cost attributable to the company for participation in each individual fair/exhibition, and excess deposit, if required, will have to paid by the company.

This amount shall be deposited by NEFT/RTGS to:

Account No: 00260200000807

Account Name: "Tea Board Market Promotion Scheme"

IFSC: BARB0BRABOU

Bank: Bank of Baroda

Branch: Brabourne Road, Kolkata.

C. Documents to be submitted

1. Copies of relevant documents showing the company's registration with Tea Board
2. CA certified annual turnover certificate for the last three financial years
3. Copies of IT returns filed by the company during the last three financial years
4. An undertaking stating that the company is not under any investigation/charged/prosecuted/debarred/blacklisted on any grounds related with trade and business
5. An undertaking stating that the company has not and will not avail benefit for a particular event from any other scheme of the Government or from any other organisation

All the above-mentioned documents must have the Company Seal along with the signature of the Authorised Signatory of the Company.

D. Terms and Conditions

1. For participating in Domestic Fairs & Exhibitions with Tea Board, each participating company is to be provided a minimum exclusive space as far as practicable.
2. Only Indian tea may be displayed from Board's stalls. Non-tea products (i.e. products not derived from the plant *Camellia sinensis*) or other beverages as well as other origin teas apart from India should not be displayed from the stalls. Any deviation to this will be viewed seriously.
3. Participants are to ensure that their display is put up in an aesthetic manner and their allotted space is manned properly during the full duration of the exhibition.

4. Tea companies having a large range of products and samples to display, desiring to have more space, may be provided extra space at actual cost if Tea Board's budget permits and if it is possible to get extra space alongside Tea Board's booth after accommodating other participants, provided they indicate their requirement well in advance. The enhanced space must be properly utilized through adequate and varied display of packaged products.
5. Only one application will be entertained for group companies where the entire group will be considered as one applicant.
6. In case of the company choosing to participate from a separate stall due to Tea Board not being able to provide required space, Tea Board will not bear the cost or consider reimbursement of the stall space.
7. In the event of more number of companies applying than the available space in a particular fair/exhibition, preference will be given to the following categories in descending order of importance:
 - (1) Companies dealing in value added/organic teas
 - (2) Mid-sized companies
 - (3) Small tea growers
 - (4) Large companies

In case of more number of participants within a particular category, the selection of companies for that particular category would be done through drawing of lots.

8. Participation fees of applicants will be forfeited if they pull out of the participation with less than 15 days for the commencement of the event. In the case of an intimation by an applicant pulling out of an event more than 15 days before commencement of the event and an alternative participant not being found to take up the stall space, the applicant will forfeit the money so submitted.
9. Tea Board will provide basic furnished stall space only. All other requirements e.g. travel, accommodation, sampling equipment, logistics, extra furnishing and other incidental charges will have to be arranged for and borne by the company.
10. In all cases of dispute, the decision of the Advisory Committee, Tea Board, is final and binding.

E. Resolution of Disputes

Any doubt or dispute arising out of any application will be referred to an Advisory Committee constituted by Deputy Chairman, Tea Board. Thereafter, the decision of the Deputy Chairman, Tea Board shall be final and binding on all issues.

F. Submission of Application

The tea companies desirous of availing the assistance shall submit their application in the prescribed format (OR online) along with necessary supporting documents, to the Publicity Officer, Tea Board India, 14 B.T.M. Sarani, Kolkata 700001.

G. Amendment to the Sub-Component

Tea Board reserves the right to amend, amplify or abrogate, in its discretion, any of the terms and conditions of the sub-component without notice as deemed necessary for efficient and effective execution of the scheme and fulfilment of its objectives.

N.B.

Applications of persons who resort to making offers, rewards, gifts or any material benefit, or any coercion either directly or indirectly, to influence the sanction process shall summarily be rejected.

Application for participation in Domestic Fairs/Exhibitions along with Tea Board India

Sr. No.	Subject	Particulars
1	Name of the firm/company/organization	
2	Complete communication coordinates (E-mail, Telephone no, Mobile No, Address of Registered Office)	
3	Name of the official participating in the event	
4	Name of the Group company	
5	Name and number of the documents showing registration with Tea Board	
6	Annual turnover of the company in the last 3 Financial Years (mention for each of the last 3 years separately) Year 1 Year 2 Year 3	
7	Particulars of fair/exhibition/BSM for participation Name: City: State: Duration of the event from ____ to ____	
8	Whether assistance availed from other Govt. Bodies/EPCs/Commodity Boards/ APEDA/MPEDA/ ITPO etc. for the event under reference at Sr. No. 7?	

Declaration

I/We hereby solemnly undertake/declare that the particulars stated above are true and correct to the best of my/our knowledge and belief.

Any information, if found to be incorrect, wrong or misleading, will render us liable to rejection of our participation in the forthcoming events with Tea Board, without prejudice to any other action that may be taken against us in this behalf.

If as a result of scrutiny any excess payment is found to have been made to me/us, the same may be adjusted against any of the subsequent claims to be made by my/our firm or in the event no subsequent claims are in the pipeline, the amount overpaid will be refunded by me/us to the extent of the excess amount paid.

Signature_____

Name (Block Letters) _____

Designation_____

Name of Applicant _____ Firm _____

Office Seal_____

Place:

Date: