

### **3.2.2 Scheme for Participation in International fairs and exhibitions with Tea Board**

**Objective:** To provide a platform to the exporters to show case their products in international events for promotion and facilitate generation of trade opportunities through interaction between buyers and sellers during the exhibition

#### **A Eligibility**

1. All exporters holding valid exporters' license are eligible to participate from Tea Board's booth in exhibition. The company shall not be under any investigation/charged/prosecuted/debarred/black listed on any grounds related with trade and business
2. Only exporters submitting regular monthly export returns will be eligible for participation
3. The exporter must be dealing in only 100% Indian teas
4. Provision for new entrants will be there as per the table at C 2 below

#### **B Procedure of application**

1. Exporters interested in participation will have to submit application to Tea Board informing them of their interest in participation. Application for participation in exhibition with Tea Board will be considered only on receipt of participation and application fee 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. For each event, a cut-off date for receiving applications along with application and participation fees will be announced. If the requisite number of exporters to be accommodated in the pavilion space is completed by that date, new applicants will be considered only upon decision by the Selection Committee/Competent Authority.
4. Payment by way of Demand Draft drawn in favour of "Tea Board Market Promotion Scheme" and payable at Kolkata (OR through bank transfer) for the following:-
  - a) An advance of Rs. 1.50 lakh /- (Rupees One lakh fifty thousand only) on account of application and participation fees to be submitted
  - b) The assistance of a furnished stall to an exporter would be to the tune of 60% of the total cost. Hence 40 % of the total cost of a furnished booth will have to be borne by the exporter. The excess money, if any, upon calculation of the 40% of the furnished booth will be refunded to the exporters upon completion of the event or vice-versa.

#### **C Sector wise representation**

1. Since there are many companies exporting teas, there is a need to make a priority list. The parameters for priority list are:
  - a. Y-o-Y growth (%) in aggregate export volume in general
  - b. Y-o-Y growth (%) in aggregate export value in general
  - c. Y-o-Y growth (%) in aggregate export volume for that particular market
  - d. Y-o-Y growth(%)in aggregate export value for that particular market
  - e. Export of value added teas.
2. In order to ensure equitable and fair representation from the Industry in an event, the following quota would be adhered to for implementation out of the admissible number of exporters to be accommodated in Tea Board's stand for a particular fair/exhibition. This may be treated as the general guideline in the aforesaid direction. However, quantum of selection from each segment would ultimately depend upon the actual availability and segment wise responses.



| Sr. No. | Segment                           | % representation |
|---------|-----------------------------------|------------------|
| 1.      | Merchant Exporters                | 40%              |
| 2.      | Producer Exporters                | 30%              |
| 3.      | Entrepreneurs/Small growers       | 10%              |
| 4.      | Value added including organic     | 10%              |
| 5.      | First time entrant/ new companies | 10%              |

In case of more entries in segments 1-4, decision for selection will be based on parameters as at C (1) above, whereas in case of segment 5 it will be based on drawing of lots.

3. A Company will be eligible for participation under this scheme for **three consecutive times** in a **particular** event after which the company will not be eligible for participation under this Scheme. They may, however, choose to participate along with Tea Board upon agreeing to bear the cost of the furnished stall on a 50% basis in the 4<sup>th</sup> year, 60% basis in the 5<sup>th</sup> year and 70% basis in the 6<sup>th</sup> year, provided there is enough space left after accommodating the exporters availing of the Scheme benefits.

The same company will again be eligible for participating along with Tea Board as per the scheme after a gap of **three years**, but with higher participation charges from the exporter viz. 50% basis in the 7<sup>th</sup> year, 60% basis in the 8<sup>th</sup> year and 70% basis in the 9<sup>th</sup> year and so on. In case of repeat participants being more than the space availability, selection will be done as per the criteria at point no C (1)

#### **D Documents to be submitted**

1. A self certified copy of the IEC certificate issued by DGFT
2. A signed and stamped self declaration 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 organization.

#### **E Terms & conditions**

1. For participating in Fairs & Exhibitions with Tea Board each participating exporter 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 eg. Tulsi tea/ Herbal tea (nonx *camellia sinensis*) and 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. Representatives from the exhibiting companies shall preferably be of senior management level.
5. Value added tea exporters 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, if they indicate their requirement well in advance upon accommodating other participants. The enhanced space must be properly utilized through adequate and varied display of packaged products.
6. A total of four (4) participation per company in a financial year will be permissible along with Tea Board under this scheme

7. Only one application will be entertained for group companies where the entire group will be considered as one applicant
8. In case of participation 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.
9. Participation charges and Application Fee of non-participants will be forfeited if they pull out of the participation by a month or less before the event. In the case of an intimation by a participant pulling out of an event before a month and an alternative participant is not found to take up the stall space, the participant will forfeit the money so submitted
10. Tea Board will provide basic furnished stall space only. All other requirements e.g. accommodation, visa, interpreter, sampling equipment, logistics, extra furnishing and other incidental things will have to be arranged for by the exporter
11. Upon completion of the fair and return to India, the participating companies have to submit their original boarding passes to Tea Board, so as to ensure that travel reimbursement is not availed from any other organisation in connection with that particular event. If the original boarding passes are not submitted, participation in the next fair/exhibition along with Tea Board will not be entertained.
12. In all cases of dispute, the decision of the Advisory Committee, Tea Board is final and binding.

#### **F Implementation**

The implementation will be as per the approved scheme. Deputy Chairman will be the sanctioning Authority under the scheme component. Any doubt or dispute arising out of any application will be referred to an Advisory Committee constituted by Deputy Chairman, Tea Board. Thereafter, decision of the Deputy Chairman, Tea Board shall be final and binding on all issues.

#### **G Submission of application**

The applicant exporters desirous of availing the assistance shall submit their application in the prescribed form (OR online) along with necessary supporting documents, to any Deputy Director of Tea Promotion, Tea Board, 14 B.T.M. Sarani, Kolkata 700001.

#### **H Amendment to the Sub-component**

The 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 sub-component and fulfillment 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. Similarly, legal action will be initiated for recovery with applicable interest against applicants who obtain the export incentive benefit by willfully furnishing wrong/incorrect information, misrepresentation and suppression of information.