

## 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 organising interactive sessions between buyers and sellers

### Eligibility

1. All exporters holding valid exporters' license are eligible to participate from Tea Board's booth in exhibition
2. Exporters submitting regular monthly export returns will be eligible for participation only

### Scale of assistance

1. For Tea Board led Trade fairs/Exhibition/BSM, assistance to exporters will be permissible for air fare in economy excursion class for one company representative travelling from India on the India-destination-India sector in the shortest route. This will, however, be subject to an upper ceiling per tour as indicated below:-
  - a) For Latin American Countries (LAC) – Rs.1,00,000/-
  - b) For USA, Canada – Rs 70,000/-
  - c) For all other Countries – Rs.70,000/-

### 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 confirmed on "first-come-first-serve" basis only on receipt of participation charges as well as requisite application fee as given above
2. Payments by way of Demand Draft drawn in favour of Tea Board and payable at Kolkata for the following:-
  - a) Non-refundable application fee of Rs.1000/- (one thousand) per sq. m. space (towards IEBR)
  - b) Non-refundable participation charge of Rs. 30000/-.

### Documents to be submitted

1. Original e-ticket and boarding passes used during the journey along with cost break up
2. Self certified photocopies of money receipt, bank advice etc. evidencing payment made
3. A self certified copy of the certificate issued by DGFT
4. The self certified photocopy of the passport duly highlighting date of departure
5. The self certified photocopy of the passport duly highlighting date of arrival

## 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 and other origin teas apart from India may not be displayed from Board's stall.
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 a senior management level.
4. Since there are many companies exporting teas, there is a need to make a priority list between bulk and packet tea exporters. 100% Indian packet tea exporters will be given preference over bulk tea exporters. Further Y-o-Y growth (%) in aggregate export volume as well as export to that particular market of a company will be considered as one of the important criteria for selecting a participant in the Tea Board pavilion. However, decision of Tea Board in this regard will be final and binding.
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. The enhanced space must be properly utilized through adequate and varied display of packaged products.
6. A total of four (4) travel cost reimbursements per company in a financial year will be permissible
7. Only one application will be entertained for group companies where the entire group will be considered as one applicant. In case other destinations are covered, travel cost reimbursement will be on the basis of minimum fare in regard to India-destination-India sector in the shortest route
8. Application for participation in exhibition with Tea Board will be confirmed on "first-come-first-serve" basis only on receipt of participation charges as well as requisite application fee as given above
9. 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.
10. Participation charges and Application Fee of non-participants will be forfeited.
11. Tea Board will provide stall space and arrangement for buyer seller or any other interaction. All other requirements e.g. accommodation, visa, interpreter, sampling equipment, logistics and other incidental things will have to be arranged by the

- exporter. Tea Board will also help in organizing invitation letters for application of visa. However, issuance of visa is the discretion of the destination country
12. Claim for reimbursement will have to be accompanied by a Chartered Accountant's Certificate
  13. In all cases of dispute, the decision of Chairman, Tea Board is final and binding.

Implementation: Tea Board will implement the sub-component as per the delegation of powers and with due concurrence of Finance Department. Any doubt or dispute arising out of any application will be referred to an Advisory Committee constituted by the Chairman, Tea Board. Thereafter, decision of the Chairman, Tea Board shall be final and binding on all issues.

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

Disbursement: Reimbursement will be effected through E-governance Portal of Tea Board to be developed by it. After the sanctioning authority has satisfied him about the legitimacy of the same, funds will be released through e-payment mechanism ie. RTGS/NEFT. Administrative and monitoring expenses of the sub-component will be met from the fund allocated to it.

#### 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.