

BIPONI

Objective:

The objective of the scheme is to support to the Micro & Small enterprises to participate in different trade fairs and events within the State, in the Country and abroad for marketing of their products and also getting the exposure.

Implementation :

(A) Marketing Promotion within the State:

1. General Manager, District Industries & Commerce Centre will identify important events/exhibition held within the district where large numbers of visitors gather. Some important events are Rash Mohotsav at Nalbari, Annual event of Asom Sahitya Sabha, Annual event of Bodo Sahitya Sabha, Annual Ambubashi mela at Kamkhya, DouL Utsav at Barpeta, DouL Utsav at Batradava, Asokastomi mela at Dhubri, Annual event of Srimanta Sankar Sangha, Sivaratri mela at Sivasagar, Dihing Patkai Utsav at Jagun, Dibru-Saikhowa Utsav at Tinsukia, etc. This list is only suggestive, but not exhaustive.
2. 100 (One hundred) numbers of participants covering all the districts will be selected for participation in the identified events/exhibitions.
3. Concerned General Manager, District Industries & Commerce Centres will arrange the stalls in collaboration with the organizers of the event. There will be a maximum ceiling of Rs. 5000.00 (Rupees Five Thousand) per entrepreneur towards stall rent, which will be paid directly to the organizers by Cheque. In case of participants from other districts, a fixed lump sum grant of Rs. 500.00 (Rupees Five Hundred) per day for the actual fair/exhibition period will be provided to meet the Travelling, Food & Lodging expenses etc.
4. General Manager, District Industries & Commerce Centre can sponsor the participants to other districts also. District-wise targets will be decided by the Commissioner, Industries & Commerce preferably on the basis of population data.

(B) Marketing Promotion outside the state:

1. A list of National Level Exhibitions to be held outside the State like Suraj Kund Mela, Dilli Hat, India International Gift Fair, etc. will be prepared by the Commissioner, Industries & Commerce.
2. Applications will be invited through New Paper advertisement from interested participants for participation in identified trade fairs.
3. Participants for these fairs will be selected depending upon their Quality of Products, performance in the Fairs/exhibition held within the State etc.
4. Selected participants will be reimbursed 50% of the stall rent subject to a ceiling of Rs. 10000.00 (Rupees Ten Thousand) only and actual Sleeper Class to & fro Railway fair for 2(two) persons per unit along with Rs. 300.00 (Rupees three hundred) per person per day for the actual fair period towards food & lodging expenses.
5. In case, the number of participants in a single fair is more than 10(ten), an officer from the department may accompany the participants and the TA & DA of the officer will be borne from the scheme.

(C) Marketing Promotion outside the Country :

1. For promotion of “ Brand Assam”, a basket of products will be identified for marketing promotion outside the country.
2. A list of International Fairs/exhibitions, suitable for marketing promotion of the identified product basket, will be prepared by the Commissioner, Industries & Commerce.
3. Applications will be invited through New Paper advertisement from interested enterprises manufacturing the identified products for participation in identified trade fairs.
4. Participants for these fairs will be selected depending upon their Quality of Products, performance in the Fairs/exhibition held within & outside the State etc.
5. Selected participants will be provided free stall space on sharing basis and actual Economy Class Air fair for 1(One) persons per unit along with Rs. 1000.00 (Rupees One thousand) per person per day for the actual fair period towards food & lodging expenses.
6. The TA & DA of departmental officers if accompanying the participants will be borne from the scheme.

Advertisement & Publicity:

1. Adequate advertisement & publicity of the investment potential of the state including setting up of departmental stall in major fairs, printing of information brochure/booklet, publicity of participant's profile etc. will be ensured & cost of same will borne from the scheme.

Form A
Application form for Applying under the scheme BIPONI

A passport size photograph
paste here

- 1 Name & complete Address of the applicant with mobile Phone no/ e-mail address if available :
- 2 Father's/Husband's Name :
- 3 Name of the District and Block :
- 4 EM Registration number :
- 5 Address of the Factory :
- 6 Whether belongs to SC/ST/OBC/Minority Community ? :
- 7 Date of starting commercial productions :
- 8 Name of the Bank Branch A/C no. & IFSC code :

- 9 Any previous experience of attending any trade fair :
- 10 Any award received during participating in earlier fair :
- 11 Location & trade fair in which desired to participate :
- 12 Date from which the fair will commerce and end :
- 13 Stall rent for the fair (quotation from the fair organization regarding rent to be submitted) :

Declaration :

I do hereby certify that all information furnished by me is true to my best of knowledge and belief. The entire amount shall be refunded , if any information is found to be incorrect or misrepresenting of facts.

Date :-

Place :-

Signature of the applicant

Copy to be Submitted :

1. One Pass Port size photograph
 2. Copy of Industry registration .
 3. Caste Certificate , as applicable .
 4. Training Certificate , if available .
 5. Copy of cancelled cheque with name of the proprietor printed.
 6. Quotation from the fair organization regarding rent to be submitted .
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OFFICE USE

The above information has been verified and found in order. The fair would be held from _____ to _____ in _____ location. The stall rent quotation has also been verified.

General Manager
District Industries and Commerce Centre