

Expression of Interest (EoI) for participation in Assam Pavilion in World Food India, 2024

Dated 12/08/24 at Guwahati, Assam

Assam Industrial Development Corporation Ltd. is set to join in upcoming World Food India, 2024 to be held during 19th to 22nd September, 2024 through installation of Assam Pavilion. This international event platforms the opportunities to food processing and related entrepreneurs to showcase their products and services for creation of market linkages and also serves as a great learning platform.

Now, applications are invited for participation of food processing entrepreneurs under Assam Pavilion in upcoming World Food India, 2024 to be held during 19th to 22nd September, 2024. The objective of the participation are kept as under:

- Representation of Assam through its unique food products in Assam Pavilion.
- Creation of national and international level market linkages for products in verticals like GI tagged product based processed food, organic based products, traditional products of Assam, spices and minor forest produces.
- Exposure of selected entrepreneurs with bandwidth to cater for developing their products as per the industry standard and catering to market demands for unique Assam products.
- To enhance the scope and mindset of the up-and-coming startups and local enterprises to enhance their supply bandwidth to cater to the increasing demand from the newly formed enterprises.

The applicants are requested to submit the attached Application Proforma with a cover letter to MD, AIDC Ltd. and complete sets of supporting documents and presentation through mail to the following email addresses latest by Date/ Month/ Year:

To: wfi2024.assam@gmail.com

Cc: aidcltd@gmail.com

19/08/2024

All supporting documents must be submitted in pdf format, however the Application Proforma should be submitted in Word as well as PDF format and Presentation Proforma should be submitted in PPT as well as PDF format.

Applicants are requested to go through eligibility criteria and preferred product categories provided as annexures with Application Proforma. Applications failing to be submitted after due date and not fulfilling eligibility criteria shall not be evaluated for selection. Any kind of personal canvassing shall not be entertained.

Signed by

Manvendra Pratap Singh

Date: 10-08-2024 11:59:49

Managing Director

Assam Industrial Development Corporation Ltd.

Application Proforma for participation through Assam Pavilion at World Food India, 2024

Sl. No.	Particulars	Details to be filled by applicants
1	Name of the Organization	
2	Address of the Organization	
3	Name of the Entrepreneur/ Partners/ SPOC	
4	Email address	
5	Phone No.	
6	Category of the Product (Please Check the Annexure 1 for categories)	
7	Products/ SKUs (Please submit the product brochure/ catalogue)	
8	UDYAM/ UDYOG ADHAAR No. (please submit the copy)	
9	Whether FSSAI State License is available or not? (Yes/ No)	
9.1	If yes, please provide the License No. (please submit the copy)	
10	Annual Turnover of last three F.Y. or since inception of the enterprise, whichever is later (in Rs.)	
11	Whether ITR/ Audited Statement is available in any of the last 3 Financial Years? (Yes/ No) If Yes, please submit the documents	
12	Whether you are a beneficiary under MoFPI Schemes i.e. PMKSY/ PMFME? (Yes/ No) (If yes, please submit documented proof of acceptance-mail/ letter/fund receipt/ list of MoFPI website/any other valid proof)	
13	Whether GST registration/ certificate is available or not? (Yes/ No)	
13.1	If yes, please mention the GST No. (also submit document)	
14	Do you have Import-Export Code (IEC)? (Yes / No)	
14.1	If yes, please mention the IEC No. (also submit document)	
15	Do you have your own website? (Yes/ No)	
15.1	If yes, please provide the URL	
16	Are your products available in E-Commerce Platforms? (Yes/ No)	

16.1	If yes, please name the platforms (also submit screenshots of the products in the platform)	
17	Do you have any prior experience in Participation as stalls in events of National and International repute? (Yes/ No).	
17.1	If yes, kindly mention the details of the event(s) (please submit proof of acceptance to participation/ participation certificate along with photographs):	
	Event Name	Venue and Dates
17.1.1		
17.1.2		
17.1.3		
17.1.4		
17.1.5		
17.1.6		
17.1.7		
18	Do you have a Trademarked/ Registered Brand name? (Yes/ No)	
18.1	If yes, please mention the brand name (please provide the certificate copy/ also please ensure that the same brand name is showcased in the product catalogue)	
19	Whether you/ your organization have received Award & Recognitions in last 5 years from Govt. and other reputed organizations? (Yes/ No)	
19.1	If Yes, provide the details (please submit documental proof)	
20	Please justify why we should accept your applications? (Not more than 100 words)	

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Please refer to the four Annexures for details and clarification.

Annexure 1: Category of the Products

Sl. No.	Preferred Category of Product
1	Organic Products
2	Spice based products
3	Meat based products
4	Tea
5	Specialty Rices and/ or Assamese Snacks and Savories
6	Unique Beverages
7	Millet/ millet based products
8	Other Assam specific unique commodities / GI tagged products
9	Other categories not mentioned in the above categories

The proposed list of products which will not be preferred due to commonality or shelf-life issues:

1. Rice Mill, 2. Oil Mill, 3. General Pickles, 4. Animal/ Poultry/ Fish Feed, 5. General Beverages, 6. Repacked products, 7. Fresh/ Raw commodities, 8. Lower shelf-life products.

Annexure 2: Eligibility Criteria

Mandatory Criteria	
Criteria	Details
UDYAM/ UDYOG ADHAAR	<ul style="list-style-type: none"> • UDYAM is a basic requirement for all MSMEs. • GST certificate is expected to indicate the seriousness of the business to cater
FSSAI State License	<ul style="list-style-type: none"> • To sale in a national and international platform, Central FSSAI License is required. State license is necessary for above 12 Lakh turnover. This will indicate the bandwidth.
ITR File and/ or Audited Balance Sheet	<ul style="list-style-type: none"> • Minimum annual turnover of the organization should be above 12 lakhs. • ITR / Audited Documents of any one of last 3 F.Y. i.e. 2021-22, 2022-23, 2023-24
SKU/ Product Catalogue	<ul style="list-style-type: none"> • Depicting all SKUs/ Product variants of the organization formed in a PDF • Description may include specialties/ uniqueness/ ingredient details

Preferred Criteria	
Criteria	Details
Beneficiary under MoFPI	<ul style="list-style-type: none"> • Beneficiary of PMKSY/ PMFME will get added advantage due to prior convergence • Documented proof of acceptance-mail/ letter/ fund receipt/ list of MoFPI website/ any other valid proof
Annual Turnover (AT)	<ul style="list-style-type: none"> • As per ITR file and/ or Audited statements. • Showcases bandwidth to cater to the demands of the generated leads.
GST Registration	<ul style="list-style-type: none"> • Showcases bandwidth to cater to the demands of the generated leads.
Export License (IE Code)	<ul style="list-style-type: none"> • Showcase the ability and readiness of the organization to cater demands from international markets
Presence in E-Commerce Market Platforms	<ul style="list-style-type: none"> • Own web-site (Web address will be provided) • E commerce platform presence (screenshots will be provided indicating the SKUs)
Prior Experience in Participation as stalls in events of National and International repute	<ul style="list-style-type: none"> • This is expected to indicate the prior steps taken by these organizations to create market linkages and already developed exposure. • Certificates, Orders, Acceptance for Stall exhibition may be provided as proof.
Registered / Trademarked Brand name	<ul style="list-style-type: none"> • Brand Registration Certificate • Trademark Certificate • Photographs
Award & Recognitions in last 5	<ul style="list-style-type: none"> • Recognition certificate/ to be provided

years from Govt. and other reputed organizations	<ul style="list-style-type: none">• Photos may be provided
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Annexure 3: Documents Checklist

Mandatory Documents:

1. Copy of UDYAM/ UDYOG ADHAAR
2. Copy of FSSAI State License
3. Copy of ITR File and/ or Audited Balance Sheet
4. SKU/ Product Catalogue
5. Presentation Proforma to be filled as per the format provided

Optional Documents (to increase chances of acceptance):

1. Copy of Proof of Document (Documented proof of acceptance-mail/ letter/ fund receipt/ list of MoFPI website/ any other valid proof) if you are a Beneficiary under MoFPI (PMKSY/ PMFME)
2. Copy of Proof of Annual Turnover (AT): ITR file and/ or Audited statements
3. Copy of GST Registration Certificate
4. Copy of Export License (IE Code)
5. Proof of Presence in E-Commerce Market Platforms (Screenshots formed in pdf)
6. Proof of Prior Experience in Participation as stalls in events of National and International repute (as mentioned in Application Proforma)- Certificates, Orders, Acceptance for Stall exhibition + Photographs (to be formed into 1 pdf)
7. Copy of Registration Certificate / Trademark Certificate of the Brand name
8. Award & Recognitions in last 5 years from Govt. and other reputed organizations

Annexure 4: Declarations, Terms and Conditions

1. Applications submitted within stipulated timeline will only be considered.
2. Selection will be made based on three-tier evaluation stages: 1) Fulfillment of eligibility criteria, 2) score obtained on the basis of preferred criteria as mentioned in Annexure 2 and 3) presentation submitted by the organization/ applicant.
3. Top scorer of each preferred category as per Annexure 1 will be given preference for selection.
4. Applications submitted without mandatory documents (as mentioned in Annexure 3) will not be evaluated.
5. Supporting documents against the details provided by applicant in application proforma are required to be submitted as proof, failing of which the details shall not be considered in favour of the applicant.
6. Further evaluation and scoring will be based on the details given in Application Proforma and their consequent supporting documents submitted as well as the presentation submitted by applicant.
7. Decision of the Internal Selection Committee of AIDC Ltd. shall be deemed as final.
8. Once the selection is completed, the selected applicants will be informed through mail and call. The applicants then can send their acceptance of participation through mail within 2 days.
9. Upon selection and acceptance, the candidates have to submit the following within 2 days: 1) high resolution contents for backdrops for designing of the designated areas of participation within the Assam Pavilion, 2) a high resolution video primarily showcasing the products/ SKUs of the organization and preferably showcasing the processing, premises and the entrepreneurial journey.
10. Train fare, accommodation and DA for one person per organization will be provided and the rates of the same will be decided by the competent authority.

Presentation Proforma

Logo of the
Brand/
Organization

Brand Name:

Name of the Organization:

Name of the Entrepreneurs/ Partners/ SPOC:

Address of the Organization:

Product Photographs and Details (add slides if required)

Product 1: Photograph	Details/ Specialties/ Uniqueness of the Product (also mention product category):

Product 2: Photograph	Details/ Specialties/ Uniqueness of the Product (also mention product category):

Product Photographs and Details (add slides if required)

Product 3: Photograph	Details/ Specialties/ Uniqueness of the Product (also mention product category):	Product 4: Photograph	Details/ Specialties/ Uniqueness of the Product (also mention product category):

Describe the uniqueness of the hero product of your business:

- (GI tagged Products/ Assam specific products/ variations of the same products/ new technologies implemented/ new ideas implemented)

Entrepreneurial Journey of the Entrepreneur (may add 1 more slide):

- Background:
- Idea Generation/ Cause of Motivation:
- Year of Establishment of the Enterprise/ Organization:
- Journey so far:
- Future plans:

Photographs of Previous Participations as stalls in
Expos/ Events/ Exporting/ International Visits

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