

MEMORANDUM OF UNDERSTANDING

FOR THE YEAR 2015-16

PART-I

MISSION/VISION AND OBJECTIVES OF ITPO (A SECTION 25 COMPANY)

I. Long-term Vision

To be a leader amongst world class trade promotion organizations, leveraging India's strengths internationally. Rapid growth in India's share of global trade and investments, quality of our services and customer satisfaction will be the touchstone of our success.

II. Mission

To promote, facilitate, encourage and coordinate various activities and programmes to enhance India's share of export through trade in goods and services.

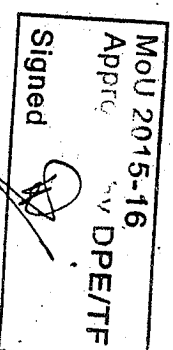
III. Objectives

The main corporate objectives of the ITPO are enumerated below:

1. To promote external and domestic trade of India in cost effective manner by organizing and participating in international trade fairs in India and abroad, organizing buyer-seller meets and contact promotion programmes abroad; conducting overseas market surveys, exchanging and coordinating visits of business delegations, and undertaking need-based research to facilitate trade in specific sectors/markets;
2. To support and assist small and medium enterprises to access markets – both in India and abroad;
3. To disseminate trade information and facilitate E-commerce/trade;
4. To develop quality physical infrastructure, services and management so as to enable holding of trade promotion events such as conventions and trade exhibitions of international standards; and
5. To enlist the involvement and support of the State Governments, other government trade promotion agencies, trade and industry associations in the promotion of India's external and domestic trade.


Part-II

Powers delegated to ITPO as a Mini Ratna to be exercised.



**Part III**  
**Performance Matrix**

S. No.	Evaluation	Unit	Weightage	MoU Target					Means of Verification
				Excellent	V. Good	Good	Fair	Poor	
<b>1 Financial Parameters (40)</b>									
11	Gross sales	Rs. in Crore	12	257.00	245.00	233.00	221.00	210.00	As per Audited Accounts
12	EBITDA(Earnings Before Interest, Taxes, Depreciation, and Amortization)	Rs. in Crore	12	168.00	160.00	152.00	144.00	137.00	
13	%age of total resources mobilized from sources other than grant in aid of Government	%	4	95.00	90.00	86.00	82.00	78.00	
14	Surplus/Capital Employed	%	4	10.50	10.00	9.50	9.00	8.50	
15	Value Added / Total Employment	Rs. in Lakh	4	11.50	11.00	10.50	10.00	9.50	
16	PAT/Net worth	%	4	10.18	9.70	9.20	8.75	8.30	
<b>2 Dynamic Parameters (Non-financial parameters) - (50)</b>									
<b>2.1 IT Initiatives:</b>									
21	i. Upgradation of local area network / Wi-fi enablement for hall no.8,9,10 & 11	Date	3	1.8.15	1.9.15	15.9.15	30.9.15	15.10.15	Certificate of Director
	ii. Migration of Corporate website on NIC server with mobile phone facility and its GIGW compliance/ Security audit	Date	2	1.8.15	1.9.15	15.9.15	30.9.15	15.10.15	
	iii. ERP Implementation	Date	4	30.9.15	31.10.15	30.11.15	31.12.15	31.01.16	
22	Strategic Plan: Development of Convention Centre	Date	5	30.9.15	31.10.15	30.11.15	31.12.15	31.01.16	Certificate of Director
	• Approval of Doc	Date	5	30.9.15	31.10.15	30.11.15	31.12.15	31.01.16	
23	Human Resource Management (HRM):								Certificate of Director
	i. Training of Officers (Category A) in Functional Areas	Nos.	2	60/180	55/165	50/150	45/135	40/120	
	ii. Training of Officials (Category B & C) in IT	Nos.	1	100/200	90/180	80/160	70/140	60/120	
24	iii. Cadre Review	Date	4	30.9.15	31.10.15	30.11.15	31.12.15	31.01.16	Certificate of Director
	i. Expenditure on CSR activities as per DPE Guidelines and Companies Act 2013	Rs. in lakhs	3	Rs.42 lakhs	Rs.40 lakhs	Rs.38 lakhs	Rs.36 lakhs	Rs.34 lakhs	

MoU 2015-16  
Approved by DPE/TF  
Signed 

Sl. No.	Description	Date	3	30.9.15	31.10.15	30.11.15	31.12.15	31.1.16	Certificate of Director
5	Installation of solar panels over the roof of Administrative Building								
<b>Marketing &amp; Service Delivery Parameters</b>									
	Overseas trade delegates / business visitors	Nos.	2	650	550	500	450	400	Certificate of Director
	Number of Seminars/ Presentations to be organized for the benefit of trade & industry for export promotion	Nos.	2	50	45	40	35	30	Certificate of Director
	<b>Fairs in India (domestic)</b>	%							
	a. Increase in space sold in growth potential ITPO's fairs in India	%	3	20	15	10	5	0	Certificate of Director
	b. New Third Party Events (Fairs, Seminars etc.)	Nos.	4	10	8	6	4	2	Certificate of Director
	<b>Overseas Trade Fairs</b>								
	a. Increase in participants in overseas trade fairs	%	2	7	6	5	4	3	Certificate of Director
	b. Increase in number of new overseas trade fairs in emerging markets	Nos.	2	5	4	3	2	1	Certificate of Director
	c. Number of "Brand India" Shows abroad for export promotion	Nos.	2	4	3	2	1	0	Certificate of Director
	<b>Infrastructure Development</b>								
	Construction of toilet blocks (ladies and gents) at Service Road behind Fire brigade Building at Service Road, Gate No.10 and Construction of additional toilet block for Hall No.12 including renovation of toilet block of fire brigade building	Date	2	31.10.15	30.11.15	31.12.15	31.1.16	29.2.16	Certificate of Director
	Provision of High Mast tower for better illumination at Gates and other locations and Shifting of DJB trunk sewer line.	Date	2	31.10.15	30.11.15	31.12.15	31.1.16	29.2.16	Certificate of Director
	Upgradation of Sump Well of Storm Water Drain at	Date	2	31.10.15	30.11.15	31.12.15	31.1.16	29.2.16	Certificate of Director

	Annexe-2 and behind CPWD, Sub-station No.3 at Service Road, Gate No.10									
3.	<b>Sector Specific Parameters /Enterprise Specific Parameters (10)</b>									
3.1	<b>Customer Satisfaction</b>									
	• (Percentage of participants intending to repeat their participation) in Overseas fairs	%	3	82	78	74	70	66		Certificate of Director
	• Evaluation by stakeholders in cleanliness in Swachh Bharat Mission in Fairs in Pragati Maidan	%	3	90	80	70	60	40		
3.2	Participation of MSME sector in ITPO's exhibitions/fairs	%	4	50	40	30	20	10		Certificate of Director
	<b>Total</b>		<b>100</b>							

**Footnotes:**


- Negative marking as per guidelines issued by DPE on non-compliance of Corporate Governance and as per para no.3.22 and 3.23 of DPE MOU 2015-16 guidelines issued vide O.M. No.M-03/0012/2014-DPE (MoU) dated 07.11.2014.
- Timely submission of periodical reports to various Ministries / Departments related to the projects.
- All Internal Documents to be signed by Functional Directors of Board.

**PART IV**

**COMMITMENTS/ASSISTANCE FROM THE GOVERNMENT:**

The Government would provide funds for meeting the deficit of trade promotion programmes organized at the instance of Department of Commerce such as:

- 1) Organizing participation in exhibitions/trade fairs abroad;
- 2) Organizing participation of group or individual targeted foreign countries in India;
- 3) Indian Exhibitions in Africa & CIS Countries; and
- 4) Necessary approval for construction of Integrated Exhibition-cum-Convention Centre.
- 5) Timely action on filling of position of independent directors on the Board
- 6) Release of Government grants for development of Regional Trade Promotion Centres as mutually agreed upon on a case-to-case basis.

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Signed 

**PART V**

**Action Plan for Implementation and Monitoring of the MOU :**

- (i) Six-monthly Review of Performance by the Department of Commerce and the Board of Directors of ITPO; and
- (ii) Annual Evaluation of Performance by the Department of Public Enterprises.




**J.S. Deepak  
Chairman & Managing Director  
India Trade Promotion Organization  
(A Government of India Enterprise)**



**Rajeev Khur  
Secretary  
Ministry of Commerce & Industry  
Government of India**

Date : 23.03.2015

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Signed 

**Self-Declaration / Certification by CPSE**

It is hereby certified that the targets and actual achievements in respect of financial parameters have been worked out as per MoU Guidelines by adopting the norms and definitions laid down in MoU Guidelines for the year 2015-16. In case, any deviation is found at the time of the appraisal of performance, DPE is free to evaluate as per MoU Guidelines. CPSE has no right of claim in this regard.



एन. अर्थ प्रमोशन ऑर्गनाइजेशन  
कंपनी सेक्रेटरी/Company Secretary  
इंडिया ट्रेड प्रमोशन ऑर्गनाइजेशन  
India Trade Promotion Organisation  
प्राति भवन/Pragati Bhawan  
नई दिल्ली/New Delhi-110 001

