

No.L-21021/73/2016- IC (AYUSH)
Government of India
Ministry of AYUSH

AYUSH Bhawan, B Block,
INA , New Delhi -110023

Dated 17th November ,2016

To

- I. Ayurvedic Drug Manufacturers Association (ADMA)
admaindia@vsnl.net; admaindia@mtnl.net.in; admaindia@gmail.com,
- II. Ayurvedic Medicine Manufactures Organization of India (AMMOI)
mail@vaidhyaratnam.mooss.com
- III. The Karnataka Indian Medicine Manufactures Association (KIMMA)
vedicshylu@gmail.com; commsitaram@gmail.com
- IV. Association of Manufacturers of Ayurvedic Medicine (AMAM)
multaniayurveda@hotmail.com

Sub: Participation of Ayush Industry in the "India Sourcing Fair" in Colombo (Sri Lanka) from 20-24 December,2016 being organized by The Indian Trade Promotion Organization (ITPO), a Public Sector Enterprise under Ministry of Commerce .

Sir,

I am directed to inform that "India Sourcing Fair" in Colombo (Sri Lanka) from 20-24 December,2016 is being organized by The Indian Trade Promotion Organization (ITPO), a Public Sector Enterprise under Ministry of Commerce .

2. As you are aware, the Ministry under the Central Sector Scheme of International Cooperation reimburses the expenditure incurred by AYUSH entrepreneurs, AYUSH drug manufacturing industry, AYUSH Health Care providers etc. participating in international exhibitions, trade fairs, road shows etc., **with prior approval of this Ministry**, on air-travel (economy class), accommodation and product-display arrangement including hiring of stalls, on submission of application in prescribed format along with relevant documents as specified there in. The financial assistance will be limited up to maximum of 75% of the expenditure limited to maximum of Rs.2.00 lakhs (which ever is less) for Asian and African Countries, per industry for two persons.

3. You are therefore requested to circulate the information among members and advise them to participate in the event. The interested members may contact organizers for further information in this regard and apply to this Ministry for prior approval for their participation, in the prescribed format- Appendix -. II of IC scheme, within the stipulated period. A copy of IC scheme is available on the website of this Ministry (www.indianmedicine.nic.in). Consequent to their participation, the industry may apply for reimbursement of the expenditure incurred by them.

Yours, faithfully,



(Anjan Biswas)

Under Secretary to the Government of India
Tel No. 24651961

Copy to :-

Sh. V.Narayan , Senior Manager ,
Indian Trade Promotion Organization,
Raja Annamalai Building (2nd Floor)
Rukmani Lakshmipathi Road
Egmore, Chennai -600008

Mobile .09566046088

E.Mail. narayana@itpo.gov.in