



**Mukhtarul Amin**  
Chairman

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Vice-Chairman

# Council for Leather Exports

(Sponsored by Ministry of Commerce & Industry, Government of India)

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No.CLE-HO/IFLADP/Branding /2018-19

03<sup>rd</sup> August, 2018

To: Members of the Council

(Those having export turnover of Rs.75 crores & above as per CLE membership data)

Dear Sirs,

**Sub: Proposals Invited by DIPP, Government of India for Promotion of Indian Brands –  
FAQ's & Check List formulated by DIPP.**

This has reference to CLE circular dated 18.05.2018 sent to eligible members regarding the sub-scheme Promotion of Indian Brands in Footwear, Leather & Accessories sector under IFLADP 2017-2020.

The Department of Industrial Policy & Promotion, Government of India has now formulated FAQs and Check list for proposals as per guidelines for the sub scheme Promotion of Indian Brands.

The following is attached herewith for your perusal :

1. Frequently Asked Questions (FAQs) –
2. Check List for Proposals as per guidelines.

The eligible units are hereby requested to refer the above FAQ's & Checklist and submit their proposals to the DIPP, Government of India as per the guidelines of the scheme. A copy of the same may be sent to CLE for our information.

For any guidance and clarifications, you are welcome to approach CLE.

With warm regards,  
Yours Sincerely,

*R. Selvam*  
3/8/18

**R. SELVAM, IAS**  
Executive Director