

Promotion of Indian Brands in Leather, Footwear and Accessories Sector sub-scheme of Indian Footwear,  
Leather & Accessories Development Programme

Check list for proposals as per guidelines

Name and Address of the Manufacturer/Unit:

S.No.	Particulars	Remarks of PIU (Yes/No/N.A.) (mention wherever required)	Page No.
1	<p>Eligibility Criteria:</p> <p>i) All Indian Manufacturers in any one or some of the followings:-</p> <p>a) Leather, b) Footwear, c) Footwear components, d) Accessories, e) Finished leather, f) Leather goods, g) Leather garments, h) Saddlery (Please attach DIC/IEM certificate)</p> <p>ii) Having cash profit for last 3 years, or</p> <p>iii) Having minimum domestic sales of Rs. 75 crore per year of products, [Please attach CA certificate for (ii) or (iii) as per format given in Annexure]</p> <p>(iv) Having minimum exports of Rs.75 crore per year of products (Attach DGCIS report)</p> <p>v) Having registered logo in Indian/Overseas market (Please enclose registration details)</p>		
2.	<p>Eligible activities:</p> <p>I. Display in International Departmental Store</p> <p>a) Tie up with Local distributors/major stores, b) International Departmental Stores chains</p> <p>II. Publications of World Class Catalogues,</p> <p>III. Registration Charges for Indian Brand/Logo overseas,</p> <p>IV. Publicity Campaign and Brand Promotion</p> <p>i) Deployment of right media tools:-</p> <p>a) Digital, b) Social, c) Electronic, d) Outdoor and e) Print media</p>		
3.	Total Project Cost (please specify)		
4.	Central Government assistance required (please specify)		
5.	Specific Trust and Retention Account (TRA) (if yes, please mention)		
6.	Self-certification with respect to Para -10 of guidelines (please enclose certificate)		

Date:

Name & Signature of Manufacturer with Stamp