



Reference No. IEIA/1047/2021

Dated: 2<sup>nd</sup> February 2021

**Dr. Anup Wadhawan, IAS**  
**Secretary**  
**Ministry of Commerce**  
**Government of India**  
Room No.143, Udyog Bhawan  
New Delhi - 110 107

Dear Dr. Wadhawan,

**Subject: Request for amendment in SOP guidelines for Trade Exhibitions**

We would like to submit as follows:

- The Ministry of Commerce & Industry SOPs dated 15<sup>th</sup> October 2020 for holding of Trade Exhibitions were designed after a detailed analysis and the entire industry feedback (ITPO, IEIA, Export Promotion Councils, CII, FICCI and other Trade Bodies were consulted by MOC) before issue of the SOPs.
- SOPs dated 15<sup>th</sup> October 2020 ensures that people density inside a hall is within manageable limits and specifies a maximum limit of person at any one point of time (Clause A (x) mentions that maximum hall density should be based on an allowance of 3.25 sqm per person) Clause B (xvii) also mentions that inflow should be restricted if the hall has reached saturation level.
- SOPs dated 15<sup>th</sup> October 2020 also recommends a 6 ft distance to be maintained.
- The Industry will be able to ensure that these guidelines are met via application of digital monitoring of persons inside a hall and has significantly invested in digitisation of the process.

We are in receipt of The Ministry of Commerce & Industry SOPs dated 30<sup>th</sup> January 2021 and are of opinion that the below additional conditions mentioned in the new SOPs are creating further restrictions rather than unlocking of exhibitions. These are:

- Clause B (xxii) - which specifies a minimum booth size of 12 sq mtr and an aisle width of 5m instead of 2.5 to 3m in practise globally.

Please appreciate that India is a country of MSMEs and it is beyond the financial capacity of most MSMEs to take a 12 sq mtr booth.

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- b. Clause B (xxiii) - which specifies a minimum of 60% of area to be kept open for circulation. This is not required as the industry is expected to ensure an allowance of 3.25 sq mtr per person inside the exhibition halls.

These restrictions make organisation of exhibitions practically not possible. Most venues in India, especially hotels do not have sufficient width and hall size to permit implementation of these clauses.

The industry is looking forward to organize more exhibitions in smaller tier II and tier III cities to give impetus to overall economic activity pan India.

We humbly request you to delete these clauses in the SOPs dated 30<sup>th</sup> January 2021 to ensure unlocking of all exhibitions in India as envisaged by Hon'ble Prime Minister of India Shri Narendra Modi and lead the next wave of economic and export growth for India.

We shall be highly thankful for your kind support.

With warm regards,



**S. Balasubramanian**  
**President**

