

Guidelines finalized for selecting Export awards for 2011-12 to 2014-15 which may be continued for future as well:-

1. Principal requirement is Highest Export Value of the applicant company in each category
2. Positive Export Growth over the previous year is preferred. However, if the difference of export turnover between the first and second no is substantial, applicant with negative export growth but higher export value may be considered for the award.
3. If the same company is getting same type of award in the subsequent year, they may be considered for the same award every only every alternate year and the next company meeting the criteria be given the award. This is to encourage and motivate other exporters and maximizing participation.
4. If the applicant company is getting Upgradation from Lower type of Award to higher Award in the succeeding years, they may be considered for the higher award in the succeeding year.
5. Those exporters who are eligible to get same award in the succeeding year but are not considered because of alternate year condition, they will be given a special recognition for consistency in their export performance by way of a "Certificate of Excellency" to them for that year. Such Excellency Certificate may be considered for Trishul and Gold Award category.
6. It is important to recognize exporters with highest performance in each panel/category with Trishul Award (highest award of the Council) instead of only one Trishul Award in all categories. In view of this change, Platinum award to be discontinued.

A handwritten signature in black ink, appearing to be 'A. R.', is located at the bottom center of the page. The signature is written in a cursive style with a horizontal line underneath.