

Gujarat Industrial Policy 2020
Market Development Assistance
to MSMEs

Government of Gujarat
Industries and Mines Department
Sachivalaya, Gandhinagar
Resolution No:SSI/102020/332349/Ch
Dated: 01-09-2020

Read:

- (1) GR of Industries and Mines Department No.GFC/102014/923625/P,
Dt.27/02/2015
- (2) GR of Industries and Mines Department No.MSM/102017/1404/Ch,
Dt.18/08/2017
- (3) Gujarat Industrial Policy-2020

Preamble:

The Industrial Policy 2020 aims at propelling Gujarat's Industries for the ATMANIRBHAR Gujarat. The primary mission of the Industrial Policy includes proactive support for the development of MSME through technological up-gradation, Quality product and Market Development Initiatives of Manufacturing in State GDP.

There are more than 200 Trade Fairs (International and Nationally recognized) that take place in India in sectors related to Industries and machinery manufacturing. With time it is observed that the Machinery Manufacturing Industries are not able to explore business opportunities to maximum potential and participate in various International, National and State level exhibition/Seminars relating to Manufacturing Sector. Looking to the opportunity of the Machinery Manufacturing Industries in Gujarat for both Domestic and International market, The Industrial Policy 2020 provides extending support to promote manufacturing sector with an integrated approach for the overall development of the State.

In view of above, it was under active consideration of the State Government to enhance the state support to the Industries as well as Industrial Organisations and other Stake Holders.

Resolution:



In view of the strategy under New Industrial Policy-2020 the Government is pleased to modify existing schemes for MSME and to introduce a "Market Development Assistance to MSMEs". The scheme will come into force from 07/08/2020 and will be operative for 5 years for assistance to Micro, Small and Medium Enterprise.

1.0 Scheme 1: Assistance to MSME Manufacturing sector participation in the Exhibition (National and International)

- (a) State Level Exhibition** – Assistance @75% maximum up to INR 50,000/- (Cost of Stall rent + Cost for product Literature and Display material cost). Expenditure incurred for product Literature and Display material will be limited to INR 10,000 /-.
- (b) National Level Exhibition** – Assistance @75% maximum up to INR 1 lakhs (Cost of Stall rent + Cost for product Literature and Display material cost) whichever is less. Expenditure incurred for product Literature and Display material will be limited to INR 10,000 /-.
- (c) International Level Exhibition (Inside India)** – Assistance @75% maximum up to INR 2 lakhs (Cost of Stall rent + Cost for product Literature and Display material cost) whichever is less. Expenditure incurred for product Literature and Display material will be limited to INR 20,000 /-.
- (d)** Enterprise will be entitled for maximum five times of participation in State level, National level and International level inside India in total.
- (e) International Level Exhibition (outside India)** – Assistance @60% maximum up to INR 5 lakhs (Cost of Stall rent + Cost for product Literature and Display material cost). Enterprise will be entitled for maximum three times during operative period of the scheme. Maximum cost of product literature and display material is capped at INR 50,000.
- (f)** The assistance will be provided by the way of reimbursement.

1.1 Eligibility

- (a)** MSME enterprises of manufacturing sector participating in Exhibitions/Trade fairs in India for State, National and International

level Exhibition/Trade fairs organized by industry associations, federations, chamber of commerce and State Government (or its Agency) and / or outside India will be eligible under the scheme.

- (b) MSME enterprises participating in Exhibitions/Trade fairs should be in production in the State of Gujarat during the operative period of the scheme.

1.2 Conditions

- (a) The Enterprise that has received assistance under this scheme will not be entitled to avail benefit of any other state Government Scheme for the same component/purpose, unless specifically specified under that scheme.
- (b) MSME may avail benefits of GOI Scheme for such components for which assistance is not availed under GOG Scheme or Vice Versa.
- (c) The total quantum of assistance under both the State and Central Government Scheme would be limited to actual expenditure.
- (d) MSME Unit must apply on IFP Portal to DIC within six months from the last date of exhibition/trade fair in which it has participated.
- (e) International level exhibition must be approved by Ministry of MSME, India Trade Promotion Organization (ITPO), EEPC, Federation of Indian Export Organization (FIEO) etc. and as approved by SLEC will be eligible under the scheme.

2.0 Scheme 2: Assistance to Organizers for organizing industrial exhibitions in Gujarat.

- (a) Assistance will be provided @60% of Bill of electricity consumption during the exhibition period including electricity consumption during pre-preparation period.
- (b) Prior approval of MSME Commissioner would be required to avail benefit under the scheme.
- (c) Exhibition organized during the policy period will be eligible under the scheme.

2.1 Eligibility

- (a) Organizer means any industries association/federation of Industries association, chamber of commerce & Industries organising such exhibition in the interest of manufacturing sector who organize Industrial Exhibition with prior approval of MSME Commissioner.



- (b) Assistance in the form of reimbursement would be provided on the basis of actual expenditure incurred by the organizers.

3.0 State Level Empowered Committee

- (a) A Committee consisting of following members is formed for the sanction of assistance and for the approval of exhibitions for eligibility under this resolution

Commissioner MSME	Chairperson
Managing Director, INDEXTb	Member
Joint / Deputy Secretary, Industries and Mines Department	Member
Financial Advisor, Industries and Mines Department	Member
President, Gujarat Chamber of Commerce and Industry	Member
Additional Industries Commissioner (Extn.)	Member
Joint/Deputy Commissioner of Industries	Member Secretary

- (b) Proposal under scheme 1 will be sanctioned & disbursed by General Manager, District Industries Centre (DIC) while scheme 2 will be approved by SLEC and disbursed by General Manager DIC.
- (c) The State Level Empowered Committee will review the implementation of all schemes.

4.0 Procedure

- (a) The organizer shall have to submit the project report to avail benefit under the scheme 2.
- (b) The detailed procedure and guidelines for sanction and disbursement will be issued by MSME Commissioner.

5.0 Budget Provision:

The expenditure on this account will be met from the sanctioned grant of the respective financial year under the following budget head:



Budget Head	Para NO. & Scheme
Demand No-49	Market Development Assistance
Major head-2851- Village and small industries	
Sub major head-00	
Minor head -102- Small Scale industries	
Sub head-19 Scheme of MSME Commissioner	
(49-2851-00-102-19)	

This issues with the concurrence of Finance Department vide note dated 27-08-2020 on this department file of even number.

By order and in the name of Governor of Gujarat,



(Anand Bihola)

Deputy Secretary to Government
Industries and Mines Department

Copy to:

1. Secretary to Hon'ble Governor of Gujarat*
2. Additional Chief Secretary to Hon'ble Chief Minister
3. Personal Secretary to all Hon'ble Ministers
4. Advisor to Hon'ble Chief Minister
5. Joint Secretary to Chief Secretary
6. Additional Chief Secretary, Finance Department
7. PS to Additional Chief Secretary, Industries and Mines Department
8. MSME Commissioner, Gandhinagar
9. V.C & M.D., G.I.D.C., Gandhinagar
10. C.E.O., GIDB, Gandhinagar
12. Computer Cell, Industries and Mines Department
13. Select file