

New Industrial Policy 2015

Revised Schemes for Market Development Assistance

Price of the Index

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Government of Gujarat
Industries and Mines Department,
Sachivalaya, Gandhinagar.
Resolution No.MSM-102017-1404-Ch
Dated: 18 AUG 2017

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Read: -

- (1) Industries and Mines Department G.R. No. MSM-102009-57928-I Dt. 27.2.2009
- (2) Industries and Mines Department G.R. No. GFC-102014-923625-P, Dt. 27.2.2015
- (3) Gujarat Industrial Policy - 2015

Preamble: -

The Industrial Policy 2015 aims at promoting 'Gujarat' as a globally competitive and innovative industrial destination that stimulates sustainable development and inclusive growth. The primary mission of the Industrial policy includes proactive support for 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 National recognized), that takes place in India in sectors related to Industries and machinery manufacturing. The machinery manufacturer industries are not able to explore business opportunities to maximum potential and participate in various International, National and State level exhibition/Seminars related to manufacturing sector. Looking to the opportunity of the machinery manufacturer industries of Gujarat both for Domestic and International market, the Industrial policy 2015 provides for 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 the Government is pleased to modify existing schemes for MSME and to introduce a "Scheme for Market Development Assistance (Revised with enhanced assistance)". The scheme will come into force from 01.04.2017 and will remain in operation till 31.12.2019 for assistance to Micro, Small and Medium enterprise.

1.0 Definitions:-

1.1 Micro, Small and Medium Enterprises (MSME):

An Enterprise , which satisfies the conditions of Micro, Small and Medium Enterprises as per the definition under the MSME Act 2006 of

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the Government of India, as amended from time to time, and having acknowledgment of Entrepreneurs' Memorandum EM part II for manufacturing activity filed with respective District Industries Centre.

2.0 Scheme — 1:

Assistance to MSME manufacturing sector participation in the Exhibition through Industries Association/Federation/Chambers

1. The assistance will be provided by way of reimbursement to Chamber of Commerce & Industries/Industries Associations for participation in industrial exhibition for representing group of minimum 5 MSME member units as mentioned below;
 - (a) State Level exhibition— assistance @ 60% of rent paid for or Rs. 5 lakhs, whichever is less
 - (b) National Level exhibition— assistance @ 60% of rent paid for or Rs. 7 lakhs, whichever is less
 - (c) International Level exhibition— assistance @ 60% of rent paid for or Rs. 10.0 lakhs, whichever is less
2. Prior approval of GM/DIC will be required to avail benefit under scheme.

2.1 Eligibility:-

The Chamber of Commerce & Industries, Industries Associations, Federation of industries and such other Industries Associations representing the interest of manufacturing sector would be eligible.

3.0 Scheme — 2 :

Assistance to MSME for participation in Trade fairs outside the state of Gujarat (Within India) /International Trade Fair outside India. Quantum of Financial Assistance:

- i. Assistance @60% for rent of stall or Space, the cost of product literature and display material subject to a maximum of Rs.4 lakhs. However, assistance for product literature and display material shall not exceed Rs. 50,000/- per participation.
- ii. Enterprise will be entitled to get assistance maximum five times during the operative period of the scheme.
- iii. The assistance would be by way of reimbursement.

3.1 Eligibility:-

- a) MSME enterprises of manufacturing sector participating in Exhibitions/Trade fairs organized outside the state of Gujarat (within India) or international Exhibitions/ Trade fairs organized 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.

- c) The MSME participating in the Exhibitions/Trade fairs which has been approved/recognized by Industries Commissionerate.
- d) For the Exhibitions/Trade fairs outside the state of Gujarat(within India), the assistance will only be disbursed to the MSMEs participating in the Exhibitions/ Trade fairs which are organized by State level Apex industrial association of respective State Government.

3.2 Conditions:

- a) Industries Commissionerate will approve/recognize the Exhibitions/Trade fairs and publish the list every calendar year.
- b) 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.
- c) MSME may avail benefits of GOI Scheme for such components for which assistance is not availed under GOG Scheme or Vice Versa.
- d) The total quantum of assistance under both the State and Central Government Scheme would be limited to actual expenditure.
- e) MSME has to apply in prescribed application form to DIC within six months from the last date of exhibition/trade fair in which it has participated.

4.0 Scheme — 3:

Assistance to Organizers for organizing industrial exhibitions in Gujarat

- i. Assistance will be provided @ 60% of Bill of electricity consumption during the exhibition period including electricity consumption during pre-preparation period.
- ii. Prior approval of Industries commissioner would be required to avail benefit under the scheme.

4.1 Eligibility:-

1. Organizer means any Industries association, federation of Industries associations, chamber of commerce & Industries organizing such exhibition in the interest of manufacturing sector who organize Industrial exhibition with prior approval of Industries Commissioner.
2. Assistance in the form of reimbursement would be provided on basis of actual expenditure incurred by the organizers

5.0 General Conditions:

- a) For the above schemes, random verification of 5% of the total assisted enterprises to be carried out in a financial year. This is to be done in addition

to the regular inspection and verification carried out before claim disbursement.

- b) The effective date of implementation of the scheme would be from 01/04/2017 with issuance of the Government Resolution.
- c) Application received on and after the date 01/04/2017 is eligible to get the assistance.

6.0 State Level Implementation Committee:-

- 6.1** A Committee consisting of following members is constituted for sanction of assistance and for approval of exhibitions for eligibility under the resolution.

Commissioner, MSME	Chairman
Managing Director, indext-b	Member
Additional Industries Commissioner	Member
Financial Advisor, Industries & Mines Dept.	Member
Deputy Secretary, Industries & Mines Dept.	Member
President, Gujarat Chamber Of Commerce and Industry	Member
Invitee Member from GIDC, CED, EDI, others, etc.	Invitee Member/s
Joint/Deputy Commissioner of Industries	Member-Secretary

- 6.2** Proposal under scheme 1 & 2 will be sanctioned & disbursed by General Manager, District Industries Centre (DIC) while scheme 3 will be approved by SLIC and disbursed by General Manager DIC.

- 6.3** The State Level Implementation Committee will review the implementation of all schemes.

- 6.4** In case of any issue regarding interpretation of the provisions under scheme, the State Level Implementation Committee is authorized to make interpretation in view of the objectives of the GR, and its decision will be final & binding to all the concerned.

7.0 Procedure:-

1. The organizer shall have to submit the project report to avail benefit under the scheme.
2. List of eligible exhibition will be published every year by Industries Commissioner.
3. The detailed procedure and guidelines for sanction and disbursement will be issued by Industries Commissioner.

8.0 Budget Provision:-

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

Sr. No	Budget Head	Para No. & Scheme
2.	Demand No. 49 Major Head 2852, 80 (800) other expenditure (24) IND-5 Promotion Efforts for Industrial Development	Market Development Support

This issues with the concurrence of Finance Department dt.31/07/2017, received on the file of this Department.

By order and in the name of Governor of Gujarat,



(C. B. Makhodia)
Under Secretary
Industries and Mines Department

Copy to

1. Secretary to Hon'ble Governor of Gujarat*
2. Principal Secretary to Hon. Chief Minister*
3. Personal Secretary to all Hon. Ministers
4. Deputy Secretary to chief secretary
5. Principal Secretary, Finance Department
6. Personal Secretary to P.S. Industries and Mines Department.
7. Industries Commissioner, Gandhinagar
8. V.C & M.D. G.I.D.C., Gandhinagar
9. Accountant General Rajkot/Ahmedabad.
10. Select File.