

**Government of Haryana
Industries and Commerce Department**

Notification

The 27th April, 2016

No. 49/43/2015-4IB1 In pursuance to provision under chapter 12 of Enterprises Promotion Policy, 2015 notified vide No. 49/43/2015-4iB1 dated 14th August, 2015, the Governor of Haryana is pleased to formulate Scheme for E-Commerce linkages for MSMEs for online trading of products manufactured by them and for brand building of their products. The scheme will consist of the following provisions:-

1. Objective Of Schemes;

The Scheme is primarily focused on increasing quality, industrial output and employment generation through incubation of e-Commerce in Haryana. E-Commerce as an ITES enabled effective tool provides vital commercial linkages for SMEs from Marketing, Sales, Logistics and Warehousing. It is an enabler to increase market access for manufacturers and suppliers to both indigenous and global markets. This confluence is expected to promote product assortments manufactured and traded from Haryana.

Inclusion to digital commerce would help SMEs to scale up their business at much lower levels of investment in fixed assets and human capital, thus reducing their cost structures. Online Market place shall provide a cost effective impetus for growth, opening a window to new markets, increasing spread, by shortening traditional supply chains, containing systemic inefficiencies, reducing costs, thereby leading to higher revenues and profit margins for SMEs. To achieve this objective the SMEs would need to quickly make significant changes to their business models to suitably take advantage of the opportunities presented by e-commerce. Some of the e Commerce companies are offering working capital assistance without collateral, based on business transacted on the respective e-Commerce platform, which will fulfill working capital requirements of SMEs in long run to expand business.

2. Salient Features/Process of the Scheme

The process will entail the following key steps:-

2.1 Listing of “Quality Products” for Self Consumption on “Online Marketplace”

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To create online catalog and realize advantages of digital Marketing and other allied services provided by online market place namely Digital Marketing, Logistic & Fulfilment Service and Payment Collection.

2.2 To discover products and brands through increased market access-

Once listed, products are viewed by millions of potential customers across India and abroad, opportunity to create private labels and brands with miniscule investment.

2.3 Customers/End Users buy products online-

On-line Marketplace makes buying product easy, with its secured payment infrastructure and it ensures systematic cash flow.

2.4 After products are ready for dispatch, on-line Market place ensures a quick delivery and notifies seller when order is received from customers. Seller simply pack it and keep it ready for a pick-up by e-Commerce companies/or supply through their Fulfilment Centre (warehouse).

3. Financial Assistance

3.1 A large number of MSME in Haryana are unaware of the potential benefits of e-commerce primarily due to the lack of exposure to IT products and services and the e-commerce ecosystem as a whole. Under this Scheme the Department of Industries would arrange Workshops & Seminars for the MSME units which are engaged in the manufacturing of the products which can be listed with the online Marketplaces. The expenses incurred on such workshops/seminars shall be met out of the funds ear-marked for e-commerce activities subject to a maximum of Rs. 20,000 per workshop of one full day which would includes cost of arranging Conference Hall, Honorarium to the guest speakers and refreshment to the participants. The Department would also avail the services of e-commerce companies.

3.2 The expenses incurred on listing of on-line Marketplace shall be reimbursed to all the eligible manufacturing MSME units subject to maximum of Rs 50,000/- towards en-rolling expenditure, sustenance of online business for the period of four months in continuation, within a given financial year. Reimbursement will include expenses towards managing and creation and uploading of product catalogue such as Hiring of Computer operator, Photography, content generation/product description and related allied services offered by "Online marketplaces".

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4. Commencement and Applicability:

The Scheme shall commence with effect from 15.08.2015 for E-commerce linkages and shall remain in operation for a period of 5 years. The assistance shall be admissible on e-commerce linkages/ listing with on-line marketing companies after 14.08.2015 and before 14.08.2020 under this scheme.

5. Eligible MSME Units;

5.1 All the new MSME units coming into production after the notification of Enterprises Promotion Policy 2015 i.e. 14th August 2015 except those MSME units falling in the negative list of Industries.

5.2 The industrial unit should be in production at the time of submission of application for reimbursement of expenses for e-commerce linkages and should have also filed Udyog Aadhaar Memorandum (UAM) in the office of concerned District Industries Centre. Units undertaking expansion/diversification shall also be eligible for the said incentives.

5.3 Units are eligible for this benefit once in a year or at the time of production of diversified products. This facility shall be extended on each new item of product being manufactured by them and listing thereof with the e-commerce companies.

6. Procedure for submission of Claims relating to Commercial Linkages;

All the eligible MSME units are required to apply on the prescribed application form on E-biz portal of the department within a period of six months from the date of listing with the On-line Marketing Companies. The following documents are required to be enclosed with the application form:-

- i) Application form on Appendix-A.
- ii) EM part-II/ UAM Registration.
- iii) List of expenses incurred on listing with e-commerce online companies & photo shoot expenses duly certified by e-commerce companies.
- iv) Bank Account details/ Copy of cancelled cheque and PAN number card.
- v) For reimbursement of expenses on workshops/seminars, the Joint Director/Deputy Directors of the concerned District Industries Centre shall forward their claims to the Directorate alongwith the supporting vouchers/bills and with the following certificate;

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“It is certified that a sum of Rs_____ has been spent for arrangement of workshop/ seminar for awareness of e-commerce eco system for MSME units in the District. It is also further certified that_____ number of Units (with complete particulars; Name, Contact Details; Product Profile) attended the said workshop”.

7. Competent Authority for sanction:

The Director of Industries & Commerce shall be Competent Authority to sanction the claims of reimbursement relating to Commercial linkages. He can further delegate his powers to the Additional Directors/Joint Directors at his discretion, if he feels that such an act would further facilitate the entrepreneurs.

8. Appellate Authority:

An Entrepreneur can file appeal to the Principal Secretary, Industries & Commerce against the decision of Director Industries & Commerce within the 30 days of the communication of the decision. The decision of the Principal Secretary of Industries & Commerce shall be final.

Devender Singh
Principal Secretary to Government of Haryana,
Industries and Commerce Department

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Appendix-A

Application for re-imburement of expenses incurred for e-commerce linkages for online trading of products manufactured by MSME units.

S.No.	Documents/Information required	
1.	Name of applicant (Authorized person of the unit)	
2.	Name and address of the unit with telephone no and e-mail	
3.	Correspondence address, registered office, telephone number and e-mail	
4.	Date of production	
5.	EM/UAM number and date	
6.	Details of products being manufactured.	
7.	Constitution of the unit i.e. whether Sole proprietor Partnership Limited company	
8.	Aadhaar Number of the sole proprietor/ partners/Directors (optional).	
9.	Details of expenses incurred on e-commerce linkages and claimed for reimbursement ; i) Hiring of computer operator ii) Photography iii) Content generation /product description iv) Misc.	
10.	Bank account details/copy of cancelled cheque, PAN number	
11.	Online market place.	

12. Self attested copies of documents to be attached with the application:

- i. Acknowledgement of EM part-II/ UAM.
- ii. Certificate of Incorporation/ Partnership deed.
- iii. Board resolution/ Power of attorney
- iv. Change of Land Use (CLU)/ NOC from competent authority, if applicable.
- v. CA Certificate (Annexure-I).
- vi. Copy of first sale bill.

Signature of the applicant
(with seal)

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Annexure-I

Certificate from Chartered Accountant in respect of investment in plant & machinery (on a CA letter head)

Verified from the books of accounts of above firm that the total investment in plant and machinery (original purchase value) of the unit as on date..... stands as Rs..... (Rupees)

Name & signature of the Chartered Accountant
with stamps & CA membership number

Dated