

NOTIFICATION

No.49/43/2015-4IB1

The 24th August, 2017

In pursuance of the provision under Chapter 12 of Enterprises Promotion Policy-2015 notified vide No. 49/43/2015-4IB1 dated 14th August, 2015 and notification dated 29.01.2016 the Governor of Haryana is pleased to notify the revised “Market Development Assistance Scheme” for the Micro and Small enterprises located anywhere in the State. The scheme will consist of the following provisions:

1. Objective

Fast changing global economic scenario has thrown up many opportunities as well as challenges to the Micro and Small Enterprises. One of the challenges is to create marketing avenues for their products. A need is felt to support Micro and Small enterprises for the sales promotion of products by providing financial support for participation in national/ international level exhibition in the country and abroad. Accordingly, provision has been made in Enterprises Promotion Policy, 2015 to provide Market Development Assistance to Micro and Small enterprises in the State.

2. Quantum of Assistance

The reimbursement of participation charges for space of maximum size of stall up to 9 sq.m., cost of product literature, display material subject to maximum up to Rs. 3 lakh and actual second class AC travelling charges/ air fare by economy class & boarding charges @ Rs.1000/- per day per person (maximum two persons) upto Rs. 0.50 lakh shall be made for participating in one exhibition in a year within the country. Further, 75% of total expenditure incurred towards space charges, shipment charges of exhibits, cost of product literature, display material subject to maximum up to Rs. 5 lakh and air fare by economy class up to Rs.1 lakh for maximum two persons will be reimbursed for participation in one international exhibition in a year. This assistance would be in addition to the support being provided by Govt. of India. The assistance shall not exceed the total expenditure incurred for participation in exhibition.

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3. Commencement and Applicability

The Scheme shall commence with effect from its date of notification and shall remain in operation upto 14.08.2020.

4. Eligibility

All Micro and Small enterprises existing anywhere in the State, which have obtained SSI registration/ filed EM Part-II/Udyog Aadhar with respective District Industries Centre shall be eligible under the scheme. Such enterprises shall only be provided financial assistance by way of reimbursement for participation in one National & one International fair/exhibition in a year. The Eligible Enterprises must also comply with the following conditions:

- i. The unit should not have been placed in the restrictive list as notified by the State government from time to time.
- ii. The unit should have obtained NOC/CLU from Competent Authority, if applicable.
- iii. The unit should be in commercial production.
- iv. The unit should be in regular production at the time of reimbursement i.e. the reimbursement will not be allowed to a closed unit.

5. Procedure

- a. Application on prescribed Form (Annexure-I) for the grant of Market Development Assistance on the participation in exhibition along with listed documents would be submitted to the Director of Industries & Commerce on the web portal of the department within three months of the closing date of the exhibition participated.
- b. The application would be processed and examined. The deficiencies, if any, would be communicated to the applicant in writing within a period of 10 working days and the applicant would be given a time period of four weeks to rectify the deficiencies so pointed out. The enterprise shall not be required to submit any additional document other than specified under Annexure-I unless required for establishing genuineness of the claim.
- c. In case the deficiencies are not removed within prescribed period, the claim/case will be closed by the Competent Authority, under intimation to the applicant through an e-mail.

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d. A claim application so closed, may be reopened with the orders of Principal Secretary Industries & Commerce provided request for the same is received within a period of 30 days from the date of closure/rejection of the claim by the designated Competent Authority.

6. Time Limit

An enterprise shall forfeit its entitlement for the Market Development Assistance, if it does not submit its claim, complete in all respects within three months of the closing date of the exhibition participated.

7. Competent Authority for sanction

The Additional Director, Industries & Commerce shall be competent authority for sanction of assistance for Micro & Small Enterprises within 30 days from the date of completion of the claim.

8. Interpretation/ Relaxation

Principal Secretary, Industries & Commerce, Haryana shall be competent to make interpretation/ relaxation of any provision of this scheme.

9. Appeal

An appeal against an order passed by the Competent Authority shall lie with the Principal Secretary, Industries & Commerce, Haryana within a period of 30 days from the date of communication of orders appealed against. The orders passed by the Principal Secretary, Industries & Commerce, Haryana in appeal shall be final.

10. Penal Action

In case, it is found at any stage that the applicant has claimed marketing assistance on the basis of wrong facts, the applicant shall besides refunding assistance with compound rate of interest @12% per annum and facing legal action, will be debarred from grant of any incentive/assistance from the State Government.

Sudhir Rajpal
Principal Secretary to Government of Haryana,
Industries and Commerce Department.

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Annexure-‘I’

Application form for Market Development Assistance for Micro and Small Enterprises for the participation in Exhibitions in the country and abroad

1.	Name of applicant (Authorized person of the unit)	
2.	Name & Address of the unit with telephone no. and e-mail	
3.	EM Part-II/Udyog Aadhar No. & Date	
4.	Category of the unit - Micro/Small	
5.	Value of Plant and Machinery (original purchase value) as per CA certificate	
6.	Item of manufacture/ processing as indicated in the EM Part-II/ Udyog Aadhar	
7.	Name of Organizing Agency	
	i) Contact no. of the organizer	
	ii) E-mail ID.	
8.	Details of Exhibitions:	
	i) National/International	
	ii) Location	
	iii) State	
	iv) Country	
	v) Size of Stall (in Sq. Mt.)	
	vi) Rate per Sq. Mt.	
	vii) Dates of the exhibition	
9.	Details of total expenditure (attach CA Certificate)	
	Foreign Exhibition:	
	i) Shipment charges of exhibits	
	ii) Expenditure incurred on display material & Cost of product literature	
	iii) Space charges	
	TOTAL	
	i) Economy Class Air Fare	
	TOTAL	
	Exhibition within country:	
	i) Space charges (restricted to stall size upto 9	

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	Sq. Mtr.)	
	ii) Expenditure incurred on display material & Cost of product literature	
	iii) Actual Travelling Expenses (IInd Class AC/Air fare by economy class)	
	iv) Boarding charges (restricted to Rs. 1000 per day per person - maximum 2 persons)	
	TOTAL	
10.	Amount of financial assistance obtained from State Govt. for participation in fair/exhibition during the current Financial Year, if any. i) Foreign exhibition ii) Domestic exhibition	
11.	Amount of financial support provided by Govt. of India for Fair/Exhibition during the year (if any)	
12.	Name & designation of person who participated. Details of travel including date of departure from India and arrival in India (copy of passport with Immigration/Emigration and Visa Stamps to be attached)	
13.	Details of the trade inquiries received	
14.	Whether the MSE unit has been charged/ debarred/blacklisted/ under investigation under EXIM Policy or any other law relating to export import business.(YES/NO)*	
15.	Additional information, if any	

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

- i. Acknowledgement of Entrepreneur Memorandum (EM) part-II.
- ii. Certificate of Incorporation/ Firm Registration Certificate with Partnership deed.
- iii. Board Resolution/ Power of Attorney
- iv. CA certificate of details of Expenditure incurred in participation of exhibition (Annexure- 'II' or Annexure II-A)
- v. Passport of the person (with Immigration/Emigration and Visa Stamps) who participated (in case of foreign exhibition).
- vi. Copy of Boarding Pass with stamp.
- vii. Change of Land Use (CLU)/ NOC from competent authority, if applicable.

Signature of the applicant
(with seal)

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Undertaking/Declaration (to be submitted on non-judicial stamp paper of Rs. 50/- (Min) duly sworn before a Notary Public affixed with Notary Seal & Notary Registration Number) or First Class Magistrate:

I, _____ do, hereby, solemnly state that I am proprietor/partner/director/ _____ of M/s _____ located _____ which is engaged in the manufacture of _____ and I have been authorized to submit the market development assistance claim with the Department of Industries and Commerce, Haryana.

2. I, do, hereby affirm that the particulars given in the application are correct. In case, any of the statement/ information furnished in the application/ documents later found to be wrong or incorrect or misleading, I, do, hereby undertake to refund the entire amount of assistance of Rs. _____ (Rupees _____) granted to me at the compound rate of interest @12% per annum, besides facing legal action in case facts contained in this application are proved to be wrong at the time of verification/ checking or otherwise at any stage.

Dated:

Signature of the applicant
(with seal)

FOREIGN EXHIBITION

Certificate from Chartered Accountant in respect of Proof of Expenditure incurred for participation in the Foreign Exhibition held at fromto(date of fair) (on a CA letter head)

To whom it may concern

The documents & records of M/s with their Regd. office atand factory located at in respect of the expenditure incurred for the participation in Foreign Exhibition held at from to (date of fair) have been verified, and it is certified that the said company have incurred a total expenditure of Rs. (Rupees) towards, participation charges (restricted to 9 Sq. mtr. stall size), economy class air fare, shipment charges of exhibits, expenditure incurred on display material & cost of product literature as per the following *details of payments:

- I. (a) Space charges (restricted to 9 Sq. mtr. stall size).....
- (b) Shipment charges of exhibits
- (c) Expenditure incurred on display material & cost of product literature

- Total
- II. (d) Economy class Air fare.....
- III. Total (I + II)

AND

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

Name & Signature of the Chartered Accountant
with stamp & CA Membership number

Dated

*Payment at (a), (b), (c) and (d) above should be supported by copies of bills/ receipts of payments made. The payment receipts must indicate the purpose for which the payments have been made.

DOMESTIC EXHIBITION

Certificate from Chartered Accountant in respect of Proof of Expenditure incurred for participation in the Domestic Exhibition held at fromto.....(date of fair) (on a CA letter head)

To whom it may concern

The documents & records of M/s with their Regd. office atand factory located at in respect of the expenditure incurred for the participation in domestic exhibition held at from.....to (date of fair) have been verified, and it is certified that the said company have incurred a total expenditure of Rs. (Rupees) towards, participation charges (restricted to 9 Sq. mtr. stall size), travelling charges (Actual IInd class AC Travelling Expenses of railway) and boarding charges (restricted to Rs. 1000 per day per person- maximum 02 persons) as per the following *details of payments:

- (a) Space charges (restricted to 9 Sq. mtr. stall size).....
- (b) Expenditure on display material & cost of product literature.....
- (c) Boarding charges (restricted to Rs. 1000 per day person - maximum 02 persons).....
- (d) Travelling charges (Actual IInd class AC Travelling Expenses of railway/Air fare by economy class).....

Total (a+b+c+d)

AND

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

Name & Signature of the Chartered Accountant
with stamp & CA Membership number

Dated

*Payment at (a), (b), (c) and (d) above should be supported by copies of bills/ receipts of payments made. The payment receipts must indicate the purpose for which the payments have been made.