

**NOTIFICATION**

The 14<sup>th</sup> June, 2016

No. 49/43/2015-4IB1 - in pursuance of the provision under Chapter 12 of Enterprises Promotion Policy-2015 notified vide No. 49/43/2015-4IB1 dated 14<sup>th</sup> August, 2015, the Governor of Haryana is pleased to notify the “Marketing Promotion Assistance Scheme for the artisans/weavers” belonging to 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 artisans & weavers. One of the challenges is to create marketing avenues for their products. A need is felt to support artisans & weavers for the sale promotion of products by providing financial support for participation exhibition in the country and abroad. Accordingly, provision has been made in Enterprises Promotion Policy 2015 to provide Marketing Promotion Assistance to artisans & weavers in the State.

**2. Assistance for Product Promotion**

100% reimbursement of participation charges for space of maximum size upto 6 sq.m. and actual second class AC travelling charges and boarding charges at the rate of Rs. 1000 per day shall be made to artisans for participating in the exhibitions organized by Export Promotion Councils/ Governments Agencies within the country, whereas the 100% participation charges including space charges, shipment charges of exhibits, costs of product literature, display material or maximum of Rs. 3 lakh and air fare by economy class up to Rs. 1 lakh shall be reimbursed for the international fairs/ exhibitions once in a year.

**3. Commencement and Applicability**

The Scheme shall commence with effect from 15.8.2015 and shall remain in operation for a period of 5 years or till the time Government decides otherwise. The assistance shall be admissible for participation in exhibitions after 14.08.2015 and before 14.08.2020.

**4. Eligibility**

All artisans/weavers of the State, which have obtained weavers identity card / artisans photo identity card issued by office of Development Commissioner for Handloom/Handicraft shall be eligible under the scheme. Such artisans/weavers

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shall only be provided financial assistance by way of reimbursement for participation in one fair/exhibition in a year sponsored/organized by Export Promotion Councils/ Government of India/States Governments/ CII/FICCI /Indian Chamber of Commerce & Industry/PHD Chamber of Commerce & Industry/ Association of Corporations & Apex Societies of Handlooms (ACASH)/State Level Handloom co-operative Societies/Federation/undertaking of Government of India/State Government.

**5. Procedure**

- a. Application on prescribed Form (Annexure-I) for the grant of Marketing Promotion 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 20 working days and the applicant would be given a time period of eight weeks to rectify the deficiencies so pointed out. The applicant 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 will be filed by the Competent Authority i.e. Additional Director Industries, under intimation to the applicant through an e-mail.
- d. A claim application so filed, may be reopened with the orders of Director Industries & Commerce provided request for the same is received within a period of 30 days from the date of rejection of the claim by the designated Competent Authority.

**6. Time Limit**

An applicant shall forfeit its entitlement for the Marketing Promotion 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 artisans/weavers within 30 days from the date of completion of the claim.

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**8. Interpretation**

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

**9. Appeal**

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

DEVENDER SINGH  
Principal Secretary to Government of Haryana,  
Industries and Commerce Department.

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Annexure-I

**Application form for Marketing Promotion Assistance for Artisans/Weavers for the participation in Exhibitions in the country and abroad**

1.	Name of Artisan/ Weaver.	
2.	Name & Address of the Artisan/ weaver with telephone no. and e-mail	
3.	Registration no. and Date with DC(Handicrafts)/ DC (Handlooms), Gol	
4.	Adhaar No. of the Applicant	
5.	Item of manufacture	
6.	Name of Organizing Agency	
	i) Contact no. of the organizer	
	ii) E-mail ID.	
7.	Details of Exhibitions:	
	i) National/International	
	ii) Location	
	iii) State	
	iv) Country	
	v) No. of Stalls	
	vi) Size of Stall (in sq. Mt.)	
	vii) Rate per sq. Mt.	
8.	viii) Dates of the exhibition	
	Details of total expenditure (attach original CA Certificate)	
	Foreign Exhibition:	
	i) Amount of air fare in case of foreign exhibition	
	ii) Boarding Charges	
	iii) Shipment charges of exhibits	
	iv) Expenditure incurred on publicity/ display material	
v) Space charges(upto 6 Sq.mtrs)		
	Exhibition within country:	

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	i) Travelling Expenses, in case of exhibition within country	
	ii) Boarding charges	
	iii) Expenditure incurred on publicity/ display material	
	iv) Space charges	
9.	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)	
10.	Details of the trade inquiries received	
11.	Additional information, if any	

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

- i. Copy of Registration/ID card issued by DC(Handicrafts)/ DC (Handloom), Govt. of India.
- ii. CA certificate of details of Expenditure incurred in participation of exhibition (in original) (Annexure-‘II’)
- iii. Passport of the person (with Immigration/Emigration and Visa Stamps) who participated (in case of foreign exhibition).
- iv. Copy of Boarding Pass with stamp.

Signature of the Artisan/ Weaver

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

I, \_\_\_\_\_ r/o. \_\_\_\_\_ do, hereby, solemnly state that I am registered Artisan/ Weavers with Development Commissioner(Handicrafts)/ DC(Handlooms) , Govt. of India engaged in the manufacturing of handicrafts items \_\_\_\_\_ at location \_\_\_\_\_.

2. I, do, hereby affirm that the particulars given in the application for marketing Assistance 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 Artisan/ Weaver

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**Annexure-‘II’**

Certificate from Chartered Accountant in respect of Proof of Expenditure incurred for participation in the exhibition by artisans/ weavers held at ..... from .....(date of fair) (on a CA letter head)

To whom it may concern

The document & records of Artisan Sh./Smt./Ms. ....r/o.....engaged in manufacturing of handicraft items at the location..... in respect of the expenditure incurred for the participation in exhibition held at ..... from ..... to ..... (date of fair) have been verified, and it is certified that the said Artisan have incurred a total expenditure of Rs. .... (Rupees ..... ) towards, participation charges (restricted to 6 Sq. mtr. display area), travelling charges (Actual IInd class AC Travelling Expenses of railway in case of national exhibition and air fare of economic class in case of foreign exhibition), boarding charges, Shipment charges of exhibits, Expenditure incurred on publicity/display material as per the following details of payments. The \*details of payments are given as under:

- a) Space charges (restricted to 6 Sq. mtr. display area).....
- b) Travelling charges (Actual IInd class AC Travelling Expenses of railway in case of national fare and air fare of economic class in case of abroad fare).....
- c) Boarding charges .....
- d) Shipment charges of exhibits .....
- e) Expenditure incurred on publicity/display material.....
- Total .....

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

Dated .....

\*Payment at (a), (b), (c), (d) and (e) 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.