

**Government of Gujarat
Industries & Mines Department
G.R.No. GFC-102014-923625-P
New Sachivalaya, Gandhinagar
Dated:27.2.2015**

Read: -

- 1) G.R. Ind. & Mines Dept. No. MSM-102009-57928-I Dt. 27.2.2009
- 2) 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.

Resolution:-

In view of the strategy under New Industrial Policy the Government is pleased to introduce a **"Scheme for Market Development Assistance"** which will come into force from the date 1.1.2015 and will remain in operation for a period of five years.

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 MSMED Act 2006 of 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 Center.



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 for participation in International Trade Fair outside India

- I. Assistance to MSME enterprises of manufacturing sector for participation in International Trade Fair outside India:
- II. Assistance @50% for rent of stall or space, cost of product literature and display material subject to maximum Rs. 4 lakhs. However, assistance for product Literature and display material cost shall not exceed Rs. 50,000/-per participation.
- III. Enterprise will be entitled for maximum three times during operative period of the scheme.
- IV. The assistance would be by way of reimbursement.

3.1 Eligibility:-

- I. MSME of manufacturing sector as defined in 1.1 will be entitled to avail assistance under different schemes separately or in combination with Govt. of India schemes.
- II. MSME may avail benefits of GoI scheme for such components for which assistance is not availed under GoG scheme or vice versa.



- III. 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 otherwise under that scheme.
- IV. The total quantum of assistance under both the State & Central Government Scheme would be limited to actual expenditure.
- V. Assistance will only be available for participation in exhibition approved by the Committee.

4.0 Scheme – 3:

Assistance to Organizers for organizing industrial exhibitions in Gujarat

0. Assistance will be provided @ 60% of Bill of electricity consumption during the exhibition period including electricity consumption during pre-preparation period.
1. 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 State Level Implementation Committee:-

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

Industries Commissioner	Chairman
Managing Director, indext-b	Member
Additional Ind. Commissioner (Ext.)	Member
Financial Advisor, Industries & Mines Dept.	Member
Deputy Secretary, Industries & Mines Dept.	Member
President, Gujarat Chamber of Commerce and Industry	Member
Joint/ Dy. Commissioner of Industries	Member-Secretary

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



5.3 The State Level Implementation Committee will review the implementation of all schemes.

5.4 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.

6.0 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.

7.0 Budget Provision:-

7.1 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. 21.2.2015, received on the even number file of this Department.

By order and in the name of Governor of Gujarat,

B. S. Mehta
(B.S.Mehta)
Deputy 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 Advisor to Hon. Chief Minister
- 5 Under Secretary to chief secretary
- 6 Principal Secretary. Finance Department
- 7 Personal Secretary to P.S. I&M.1)
- 8 C.E.O. GIDB
- 9 V.C & M.D. G.I.D.C.,Gandhinagar
- 10 Industries Commissioner, Gandhinagar
- II Accountant General Rajkot/Ahmedahad.
- 12 Select File.

B.S. Mehta