



Haryana Government Gazette

EXTRAORDINARY

Published by Authority

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No. 90-2021/Ext.] CHANDIGARH, TUESDAY, JUNE 8, 2021 (JYAISTHA 18, 1943 SAKA)

HARYANA GOVERNMENT

INDUSTRIES & COMMERCE DEPARTMENT

Notification

The 8th June, 2021

No. 25/05/2020-4IB-I.— In pursuance to the provision under Chapter 14 of the Haryana Enterprises & Employment Policy-2020 notified in Gazette *vide* No.25/05/2020-4IB-I dated 29.12.2020, the Governor of Haryana is pleased to notify the “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 Haryana Enterprises & Employment Policy-2020 to provide Market Development Assistance to Micro and Small enterprises in the State.

2. Quantum of Assistance

- (i) International fair: 75% space charges, shipment of exhibits, cost of product literature, display material, stall/stand construction/ fabrication/ designing charges or maximum up to INR 4 lakh and air fare by economy class up to INR 1 lakh (maximum 2 persons) will be reimbursed for participation by Micro & Small Enterprises in the international fairs/ exhibitions for one fair in a year.
- (ii) Domestic fair: 75% space charges, transportation charges of exhibits, cost of product literature, display material, stall/stand construction/ fabrication/ designing charges or maximum up to INR 3 lakh and air fare by economy class up to INR 0.50 lakh and boarding charges @ INR 5000/- per day per person (maximum two persons) will be reimbursed for participation by Micro & Small Enterprises in the domestic fairs / exhibitions for one fair in a year.

3. Commencement and Applicability

The Scheme shall commence with effect from 01.01.2021 and shall remain in operation for a period of 05 years. MSEs which have participated in fair/exhibition on or after 01.01.2021 and before 31.12.2025 shall be eligible under the scheme.

4. Eligibility

All Micro and Small enterprises existing anywhere in the State 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 Industrial Units must comply for the following conditions at the time of application:

- i. The unit should have filed Udyam Registration Certificate (URC) and Haryana Udyam Memorandum (HUM) on the portal for statistical purpose, at any stage.
- ii. The unit should not have been placed in the restrictive list as notified by the State Government from time to time.
- iii. The unit should have obtained NOC/CLU from Competent Authority, if applicable.
- iv. The unit should be in commercial production.
- v. The unit should be in regular production at the time of reimbursement and the assistance will not be released to a closed unit.
- vi. Only the regular employees/Directors/ Proprietor of the Enterprise/company shall be permissible by Enterprises for participation in the domestic fairs/ exhibitions

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/ Director General, Micro, Small and Medium Enterprises on the web portal of the department within three months of the closing date of the exhibition participated or from the date of notification of the scheme, whichever is later.
- b. The application would be processed and examined by the Joint Director/Deputy Director, District MSME Centre. He will be responsible for scrutiny and shall clearly recommend for approval/rejection of the claim after conducting inspection of the unit. The deficiencies, if any, would be communicated to the applicant in writing within a period of 07 days and the applicant would be given a time period of 10 days 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.

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 in or from the date of notification of the scheme, whichever is later.

7. Competent Authority for sanction

The Additional Director shall be competent authority for sanction of assistance for Micro & Small Enterprises.

8. Interpretation/ Clarification

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

9. Appeal

An appeal against an order passed by the Competent Authority shall lie with the Director/ Director General, Micro, Small and Medium Enterprises, Haryana within a period of 30 days from the date of communication of orders appealed against. The orders passed by the Director/ Director General, Micro, Small and Medium Enterprises, Haryana in appeal shall be final.

10. Power to condone delay in submission of application & appeal:

- (a) The Director/ Director General, Micro, Small and Medium Enterprises, Haryana shall be competent to condone the delay up to a period of 03 months after the prescribed time limit.
- (b) The Administrative Secretary, Industries & Commerce, Haryana shall be competent to condone the delay up to a period of 06 months after the prescribed time limit.

Provided that the competent authority is satisfied with the reasons of late submission of the application on the basis of the substantial evidence/documents/ arguments presented by the applicant.

11. 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 and shall be recoverable as arrears of land revenue. The applicant shall be debarred from public procurement as a result of mismatch in facts and figures.

10. Service Delivery Timeline

| S. No. | Tasks | Time limit (working days) |
|---------------|--------------------|----------------------------------|
| 1 | Letter of Approval | 30 days |
| 2 | Letter of Sanction | 07 days |
| 3 | Disbursement | 07 days |

VIJAYENDRA KUMAR,
Principal Secretary to Government Haryana,
Industries & Commerce Department.

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. | Udyam Registration Certificate (URC) and Haryana Udyam Memorandum (HUM) No. and 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 | |
| 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) Stall/stand construction/ fabrication/ designing charges | |
| | iv) Space charges | |
| | TOTAL | |
| | i) Economy Class AirFare (maximum 2 persons) | |
| | TOTAL | |
| | Exhibition within country: | |
| | i) Space charges | |
| | ii) Transportation charges | |

| | | |
|-----|--|--|
| | iii) Expenditure incurred on display material & Cost of product literature | |
| | iv) Stall/stand construction/ fabrication/ designing charges | |
| | Total: | |
| | v) Actual Travelling Expenses (IInd Class AC/Air fare by economy class - maximum 2 persons) | |
| | vi) Boarding charges (restricted to Rs. 5000(perday per person - maximum 2 persons) | |
| 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. Copy of Udyam Registration Certificate (URC) and Haryana Udhyaam Memorandum (HUM).
- ii. Certificate of Incorporation/ Firm Registration with Partnership deed/Partnership registration/ Co-operative society registration.
- 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.
- viii. Copy of GST return/Audited Balance Sheet for last financial year.

Signature of the applicant
(with seal)

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/MSMEs, Haryana.

2. The unit will be liable to refund excess subsidy/assistance, if any released due to omission or pointed out by the Audit team of Principal Accountant General, Haryana.

3. I do hereby further 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 or violation of the eligibility criteria/conditions, 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)

Annexure-‘II’

FOREIGN EXHIBITION

Certificate from Chartered Accountant in respect of Proof of Expenditure incurred for participation in the Foreign Exhibition held atfrom.....to.....(date of fair) (on 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, 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.....
 (b) Shipment charges of exhibits
 (c) Expenditure incurred on display material & cost of product literature -----
 (d) Stall/stand construction/ fabrication/ designing charges -----
 Total
- II. (e) Economy class Air fare (max. 2 persons).....
- 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-----) and turnover of last financial year Rs.----- (Rupees-----)

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

Date-----

UDIN No.-----

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

Annexure-‘II-A’

DOMESTIC EXHIBITION

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

To whom it may concern

The documents & records of M/s with their Regd. office at.....and 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, transportation, travelling charges (Actual IInd class AC Travelling Expenses of railway) and boarding charges (restricted to Rs. 5000 per day per person- maximum 02 persons) as per the following *details of payments:

- I. (a) Space charges
- (b) Transportation Charges.....
- (c) Expenditure on display material & cost of product literature.....
- (d) Stall/stand construction/ fabrication/ designing charges-----
- (e) Boarding charges (restricted to Rs. 1000 per day person – maximum 02 persons).....
- Total.....
- II. (e) Travelling charges (Actual IInd class AC Travelling Expenses of railway/Air fare by economy class).....
- 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.....) and turnover of last financial year Rupees-----

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

Date-----

UDIN No-----

*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.