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PART-I

Notifications, Orders and Declarations by Haryana Government

HARYANA GOVERNMENT

INDUSTRIES & COMMERCE DEPARTMENT

Notification

The 4th March, 2024

No. 12/02/2022-1IB-II.— In pursuance to the Programme to Accelerate Development for MSME Advancement (PADMA) notified in Gazette *vide* Notification No. 12/2/2022-1IB-II dated 29th November 2022 and re-notified in Gazette *vide* No. 12/2/2022-1IB-II dated 17th August 2023, the Governor of Haryana is pleased to notify “**PADMA Designing, Branding, Marketing & Exports Promotion Scheme**” for micro and small enterprises inside/outside the approved PADMA cluster. The details of the scheme are as under:

1. Objective

The major objective of the scheme is to provide branding & marketing support for micro and small enterprises coming inside/outside the approved PADMA cluster for their market enhancement in domestic as well as international levels.

2. Quantum of Assistance

A financial assistance shall be provided to micro and small enterprises by the way of reimbursement of 50% up to maximum of Rs. 10 lakh per year inside the approved PADMA cluster and 50% up to maximum of Rs. 5 lakh per year outside the PADMA Cluster (*Unit in that particular block around the identified product as mentioned in the PADMA policy*) towards the expenses incurred on various marketing & branding activities, such as listing on e-commerce platforms, market intelligence activities, logo and packaging design, digital marketing, adoption of innovative and sustainable packaging solutions, etc. or any other activity, as approved by SLSC-PADMA.

3. Definitions

- I. **Micro Enterprise:** Investment in Plant and Machinery or Equipment does not exceed INR 1 crore and turnover does not exceed INR 5 crore or as amended by GoI under the Micro, Small and Medium Enterprises Development Act, 2006 from time to time.
- II. **Small Enterprise:** Investment in Plant and Machinery or Equipment does not exceed INR 10 crore and turnover does not exceed INR 50 crore or as amended by GoI under the Micro, Small and Medium Enterprises Development Act, 2006 from time to time.

4. Commencement and Applicability

The scheme shall commence with effect from the date of re-notification of PADMA policy *i.e.*, 17.08.2023 and shall remain in operation for a period of 5 years up-to 16.08.2028 or till the validity of the PADMA policy.

5. Eligibility

Micro and small enterprises inside/outside the approved PADMA cluster shall be eligible under the scheme. Such enterprises shall only be provided financial assistance by the way of reimbursement for the expenses incurred on various marketing & branding activities, such as listing on e-commerce platforms, market intelligence activities, logo and packaging design, digital marketing, adoption of innovative and sustainable packaging solutions, etc. The units must comply with following conditions at the time of application:

- I. The unit should have filed Udyam Registration Certificate (URC) and Haryana Udyam Memorandum (HUM).
- 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 be in commercial production i.e., benefit under the scheme may be availed only after commencement of commercial production.
- IV. The unit should be in regular production at the time of disbursement and the subsidy shall not be released to the closed unit.
- V. The unit should be engaged in manufacturing of approved product of PADMA cluster.
- VI. The unit may avail the benefit every year till 05 consecutive financial years, from the date of re-notification of said policy or as extended by State Government from time to time.
- VII. The unit availing incentive under this scheme will not be eligible to obtain incentives under similar scheme of other policies of the State Government.
- VIII. The CLU/NOC/Industrial License as applicable obtained by IA for the said PADMA cluster, will be applicable.

6. Eligible Components under the Scheme

- I. Listing of products on e-commerce platforms including photography, cataloguing
- II. Market intelligence activities such as market research, customer satisfaction survey, pricing review, competitor analysis, etc.
- III. Logo Design, Package Design
- IV. Digital Marketing–Content Marketing, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing, Affiliate and Influencer Marketing, Email and Message Marketing, etc.
- V. Adoption of innovative and sustainable packaging solutions
- VI. Any other activity related to branding and marketing
- VII. Any other activity, as approved by SLSC-PADMA

7. Process for Application

- I. Application on prescribed Form (Annexure - I) for the grant of PADMA Designing, Branding, Marketing & Exports Promotion Scheme, along with listed documents should be submitted to the Director General, Directorate of Micro, Small and Medium Enterprises, on the web portal of the department within three months of expenses incurred or from the date of notification of the scheme, whichever is later.
- II. The application would be processed and examined by the Joint Director/Deputy Director, District MSME Centre. He/she will be responsible for scrutiny & verification of documents and shall clearly recommend the application for approval/rejection of the claim after conducting the 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.
- III. In case the deficiencies are not removed within prescribed period by the applicant, the claim shall be recommended for rejection by the Joint Director/Deputy Director of the concerned District MSME Centre and subsequently, the claim shall be filed by the Competent Authority, under intimation to the enterprise through an e-mail. 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.

8. Time Limit

An enterprise shall forfeit its entitlement for the grant of financial assistance under PADMA Designing, Branding, Marketing & Exports Promotion Scheme, if it does not submit its claim, complete in all respects within 06 months of the expenses incurred or from the date of notification of the scheme, whichever is later.

9. Competent Authority for Sanction

The Head of the Department (HOD) of Directorate of MSME, Haryana shall be competent authority for sanction of the amount of assistance under the scheme.

10. Interpretation/Clarification

The Administrative Secretary, Industries & Commerce, Haryana Shall be competent to make interpretation/clarification and removal of difficulties in provision of this scheme.

11. Appeals

- I. An appeal against the orders passed by the Head of the Department (HOD) of Directorate of MSME, Haryana shall lie with Administrative Secretary, Industries & Commerce, Haryana within a period of 30 days from the date of communication of order appealed against.
- II. The orders passed by the Administrative Secretary, Industries & Commerce, Haryana in appeal shall be final.

12. Power to condole delay in submission of application:

- I. The Head of the Department (HOD) of Directorate of MSME, Haryana shall be competent to condone the delay up to a period of 03 months after the prescribed time limit.
- II. 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.

13. Penal Action

In case, it is found at any stage that the applicant has claimed the assistance on the basis of wrong facts and 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. If the applicant fails to refund the subsidy amount with interest, then the amount shall be recovered as arrear of land revenue. The applicant shall be debarred from public procurement as a result of mismatch in facts and figures.

Chandigarh:
The 1st March, 2024

ANAND MOHAN SHARAN,
Additional Chief Secretary to Govt. Haryana,
Industries & Commerce Department

Annexure – I**Application Form for grant of PADMA Designing, Branding, Marketing & Exports Promotion Scheme**

S. No.	Particulars	Details
1.	Name of the applicant (Authorized person of the Unit)	
2.	Name and address of the unit with contact no. and email	
3.	Registered office address	
4.	Name of the PADMA Cluster, Block and Product	
5.	Constitution of the unit [Proprietary, Partnership, Pvt. Ltd., Public Ltd., LLP (Limited Liability Partnership) and Co-operative society]	
6.	Category of unit (Micro/Small)	
7.	Udyam Registration Certificate (URC) and Haryana Udyam Memorandum (HUM) No. & Date	
8.	Date of commencement of commercial production (as per first sale bill)	
9.	Item of manufacturing/processing	
10.	Type of Activity towards which the expense incurred	
11.	Details of total expenditure (attach CA Certificate)	
12.	Amount of Financial Assistance obtained under this scheme previously year wise (if any)	
	FY _____ (1st Year)	
	FY _____ (2nd Year) etc.	
13.	Additional Information, if any	

14. Self-attested copies of documents to be attached with the application.

- (i) Copy of latest Udyam Registration Certificate (URC) and Haryana Udyam Memorandum (HUM).
- (ii) Certificate of Incorporation/ Partnership Registration with concerned DIC/ LLP/ Co-operative Society Registration.
- (iii) Board Resolution/Power of attorney to be signed by the majority of the Directors/Partners along with their Name, Specimen of signature and Director Identification Number (as applicable).
- (iv) Undertaking/ Declaration on non-judicial stamp paper.
- (v) Land title documents i.e., Allotment Letter/ Occupation Certificate/ Sale Deed/ Transfer Deed/ Conveyance Deed in favour of the Applicant Unit/ Proprietor. Registered Lease Deed/ Registered Rent Deed for a minimum period of 10 years in favour of the Applicant Unit/ Proprietor, in case the unit is running on lease/rent.
- (vi) Copy of CLU/NOC/Industrial License obtained by Implementing Agency (IA) of approved cluster
- (vii) CA Certificate regarding expenses incurred with original invoices related to expenses.
- (viii) Copy of GST Return/ Audited Balance Sheet for last financial year (as applicable).
- (ix) Copy of first Sale bill/ copy of sale bill.
- (x) Any other document as required by Directorate of MSME from time to time.

Signature of applicant (with seal)

Date: _____

Annexure - II**Certificate from Chartered Accountant regarding expense incurred for Branding & Marketing Activities
(on CA letter head)****TO WHOM IT MAY CONCERN**

The records of M/s _____ with their registered office at _____ and factory located at _____ in respect of expenses incurred for branding and marketing related activities of the company have been verified.

The unit has incurred expense of INR _____ for _____ activities. The details of expenditure are as under:

Sr. No.	Name of Activity	Date of Expense	Expense Amount
Total			

Verified from the books of accounts of above firm the total expense related to branding and marketing is INR _____ (Rupees _____).

Name & Signature of the Chartered Accountant

With Stamps & CA membership number

Dated: _____

UDIN _____

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, _____ do hereby solemnly state that I am proprietor/partner/director/ _____ of M/s _____ which is engaged in the manufacture of _____ and I have been authorized to file the PADMA Designing, Branding, Marketing & Export Promotion claim with the Directorate of MSME, Haryana.

I have not been availed/ have not availed benefits under similar schemes of Government of Haryana.

The unit will be liable to refund the entire subsidy/ assistance or excess subsidy/assistance, if released due to any kind of omission or pointed out by the Audit team of Principal Accountant General, Haryana at the time of verification/ checking or otherwise at any stage.

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 found to be wrong or incorrect or misleading or violation of the eligibility criteria/conditions at any stage or after the disbursement of amount, I do hereby undertake to refund the entire amount of the Scheme of INR _____ (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.

Signature of the applicant (with seal)

Date: _____