

Schemes relating to Branding, Packaging and Export promotion under HEEP 2020

1. SME Exchange Equity scheme for Small and Medium Enterprise Sector (Branding)

Description: This scheme is indirectly related to you companies branding promotion which shows the company credibility, brand value which can help in market positioning and get growth opportunity.

Incentive: Get Listed Get rewarded

Get one-time reimbursement of 25% on expenses for SME listing on NSE/BSE, covering registration and fundraising costs—up to ₹5 lakh.

2. Market Development Assistance Scheme (Export)

Description: To help MSEs boost sales and gain exposure, the Haryana government offers financial support for participation in national & international exhibitions.

Incentive: supports Micro & Small Enterprises (MSEs) with up to 75% reimbursement for participation in national & international fairs:

International Fairs: Up to ₹4 lakh for stall setup, shipment, and marketing + ₹1 lakh for airfare (for 2 persons).

Domestic Fairs: Up to ₹3 lakh for exhibition costs + ₹50,000 for airfare + ₹5,000/day for boarding (for 2 persons).

3. Freight Assistance Scheme (Export)

Description: Exporting from Haryana? High transportation costs holding you back? The Freight Assistance Scheme helps reduce shipping expenses, making your products more competitive in global markets.

Incentive: New Micro & Small Enterprises (MSEs) with ZED certification and turnover under ₹10 crore can get up to ₹10 lakh (C & D blocks) or ₹5 lakh (A & B blocks) per year in freight assistance—covering 1% of FOB value or actual transport costs to seaports, air cargo, or international borders.

4. State Export Awards Scheme (Export)

Description: Exports are the backbone of economic growth, and Haryana has consistently excelled despite geographical challenges. From just ₹4.5 crore in 1967-68 to over ₹1,05,291 crore in FY 2019-20, the state's exporters have thrived, driven by strong policies, initiatives, and entrepreneurial spirit.

To recognize and reward outstanding contributions to exports, Haryana introduced the State Export Awards in 1996. Now revamped, this scheme continues to honor businesses that elevate Haryana's presence in global markets.

Incentive:

Award Money: The Award Money accompanying each Award/Prize shall be as under: Sr. No. Award / Prize Amount

1. Outstanding State Export Award Rs. 5,00,000/-
2. Outstanding Women Exporter Award Rs. 5,00,000/-
3. Outstanding Exporter Award from SC Category Rs. 5,00,000/-
4. Consolation Prizes Rs. 51,000/

5. **Quality Certification Assistance Scheme** (Branding and Packaging)

Description: MSMEs need top-notch quality and efficient management to thrive. This scheme helps businesses enhance their operations, achieve quality certifications, and gain a competitive edge in marketing and exports. Elevate your brand, expand globally.

Incentive:

75% reimbursement on certification costs.

Up to ₹5 lakhs for **ISO, HACCP, BIS, WHO-GMP, ZED, TS, and Hallmark** certifications.

Up to ₹10 lakhs for **international (country-specific) certifications**.

Additional support beyond Government of India schemes.

Total expenses covered, ensuring no extra burden on enterprises.