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HARYANA GOVERNMENT

INDUSTRIES & COMMERCE DEPARTMENT
DIRECTORATE OF MICRO, SMALL AND MEDIUM ENTERPRISES

Notification

The 16th November, 2026

No. 02/04/2026-1IB-II.— In pursuance of the Haryana Progressive MSME & Export Promotion Policy 2026 notified in the Gazette Notification Vide No. 02/04/2026-1IB-II dated 29th July 2026, the Governor of Haryana is please to notify the "**Support for Market and Business Expansion Scheme"** for micro and small enterprises across Haryana. The scheme will consist of the following provisions:

1. Objective

The scheme aims to support Micro and Small Enterprises (MSEs) in expanding their business operations and market reach by adopting e-commerce platforms. It seeks to improve access to domestic and international markets by enabling MSEs to use digital channels for marketing, sales, and customer engagement. By promoting participation in online marketplaces and e-commerce ecosystems, the scheme aims to enhance the competitiveness, visibility, and export readiness of MSEs, thereby contributing to increased sales, business growth, and integration with the digital economy.

2. Quantum of Assistance

I. **E-Commerce for Exports:** To enhance MSE global market access through cross-border e-commerce platforms, the State Government will provide financial assistance to all MSE exporters @75% of the total fees (*including registration fees, shipping fees, subscription fees, etc.*) charged by e-commerce platforms engaged in exports, up to a maximum of Rs. 2.00 lakh per year per MSE exporter, on a reimbursement basis for a period of 5 years.

II. **E-Commerce for MSEs:** To enhance MSE market access through e-commerce platforms, the State Government will provide financial assistance to all MSEs @75% of the total fees (*including registration fees, subscription fees, etc.*) charged by e-commerce platforms, up to a maximum of Rs. 1.00 lakh per year per MSE, on a reimbursement basis for a period of 5 years.

Note: *The applicant availing an incentive under this scheme will not be eligible to obtain any incentive for the same component under any similar scheme or other policies of the State Government, and vice versa.*

3. Definitions

I. **Applicant:** It means any Individual, Legal entities such as Proprietorship Firms, Partnership Firms, Limited Liability Partnership Firms, Public & Private Sector Companies, Corporations, Cooperatives, Self-Help Groups (SHGs), Trusts, Farmer Producer Organisation (FPO).

Note: *The legal constitution of the applicant shall be verified through Certificate of Incorporation/Registration. For a proprietorship firm, the legal constitution shall be verified through PAN, GST Registration Certificate and Udyam Registration Certificate.*

II. **Authorised Representative of the Applicant:** It means the Director, Promoter, Partner, Proprietor or any other person duly authorised by the applicant to act on its behalf through a valid Board Resolution, Power of Attorney or any other legally valid authorisation, as applicable.

III. **Chartered Accountant (CA):** It means a person who is a member of the Institute of Chartered Accountants (ICAI) and holds a valid certificate of practice, authorised to verify and certify the books of account(s) and financial records of the applicant.

IV. **Directorate:** It means the Directorate of Micro, Small and Medium Enterprises, Government of Haryana, which shall be the nodal department for the implementation of the scheme.

V. **Existing Enterprise/ Unit:** It means any enterprise/unit existing in the State and in operation prior to notification of the policy.

VI. **Existing Exporter:** means a manufacturing existing enterprise/unit that is already engaged in export activities and having at least 25% of its turnover from exports.

VII. **Micro Enterprise:** Investment in Plant and Machinery or Equipment does not exceed Rs. 2.5 Crore and annual turnover does not exceed Rs. 10 Crore as amended under the MSMED Act, 2006 or as amended by the Government of India from time to time.

Note: *The category of enterprise shall be verified through the latest Udyam Registration Certificate issued by the Ministry of MSME, Government of India.*

VIII. **New Enterprise/ Unit:** It means an enterprise/unit established and commencing commercial production/operation during the operative period of the policy. The existing enterprise/unit undertaking expansion/diversification at a different location shall also be considered as New Enterprise/Unit, provided that such different location is duly reflected in the GST Registration Certificate and Udyam Registration Certificate of the enterprise/unit.

IX. **New Exporter:** It means the manufacturing enterprise holding an Import Export Code (IEC) issued on or after the date of notification of the Haryana Progressive MSME and Export Promotion Policy 2026.

X. **Policy:** It means the Haryana Progressive MSME & Export Promotion Policy 2026 notified by the Government of Haryana vide Notification No. 02/04/2026-1IB-II dated 29th July 2026, as amended, modified or supplemented from time to time.

XI. **Promoter(s):** It means director(s)/partner(s)/proprietor or other person(s) having ownership or controlling interest in the applicant, as applicable.

XII. **Scheme:** It means Support for Market and Business Expansion Scheme under the Haryana Progressive MSME & Export Promotion Policy 2026, as amended from time to time.

XIII. **Small Enterprise:** Investment in Plant and Machinery or Equipment does not exceed Rs.25 Crore and annual turnover does not exceed Rs.100 Crore as amended under the MSMED Act, 2006 or as amended by the Government of India from time to time.

Note: *The category of enterprise shall be verified through the latest Udyam Registration Certificate issued by the Ministry of MSME, Government of India.*

4. Commencement and Applicability

The scheme shall commence with effect from the date of notification of Haryana Progressive MSME & Export Promotion Policy 2026, i.e., 29th July 2026 and shall remain in operation for a period of 5 years or till the validity of

Haryana Progressive MSME & Export Promotion Policy 2026 or the date of any new policy/amendment introduced by the Government of Haryana, whichever is earlier. The assistance shall be admissible for the individual MSEs/MSE Exporters (new and existing) which have registered on an e-commerce platform during that period.

5. Eligibility

I. Any Individual, Legal entities such as Proprietorship Firms, Partnership Firms, Limited Liability Partnership (LLP) Firms, Public & Private Sector Companies, Corporations, Cooperatives, Self-Help Groups (SHGs), Trusts, Farmer Producer Organisation (FPO) shall be eligible to apply for financial assistance under the scheme.

II. The applicant should be a manufacturing MSE or manufacturing MSE Exporter as defined under the applicable MSME classification prevailing from time to time.

III. **E-Commerce for Exports:** The applicant should have ZED Certification (Gold) issued by the Ministry of MSME, Government of India and a valid IEC certificate issued by the Directorate General of Foreign Trade (DGFT), Ministry of Commerce and Industry, Government of India at the time of application.

IV. **E-Commerce for MSEs:** The applicant should have ZED Certification (Silver or above) issued by the Ministry of MSME, Government of India at the time of application.

V. The financial assistance shall be provided only by way of reimbursement for the expenses incurred on registration of e-commerce platforms during the policy period.

VI. The applicant should not have obtained or applied for grant-in-aid for the same component/activity from any other Ministry or Department of the Government of India or State Government or their agencies.

VII. The applicant/promoter(s) of the applicant should not be categorised as a Wilful Defaulter as per RBI guidelines or should not be debarred from doing business /blacklisted from any of the Government Agency/ Department/ State or Central Government at the time of application.

VIII. The applicant unit should be in regular operation at the time of disbursement, and the subsidy shall not be released to the closed enterprise.

IX. The applicant unit should not have been placed in the restrictive list as notified by the State Government from time to time.

6. Documents Required for Online Application

The following documents, duly signed by the authorised representative of the applicant, shall be required to be uploaded on the portal for availing the financial assistance under the scheme:

I. Application form in the prescribed format (Annexure – I).

II. Certificate of incorporation/ registration of the organisation, Memorandum and Articles of Association and Bye-laws of the society (As applicable).

III. Land title documents, i.e., sale deed or registered lease deed for at least 15 years or Regular Letter of Allotment (RLA), in case of a plot allotted by HSIIDC, IMT or any other Industrial Estate/Authority.

IV. Change in Land Use (CLU)/ NOC permission for the proposed land from the Competent Authority.

V. Consent to Establish (CTE)/Consent to Operate (CTO) issued by Haryana State Pollution Control Board (HSPCB).

VI. CA certificate regarding the expenditure incurred.

VII. CA certificate of export turnover (In case of an existing exporter).

VIII. Copy of ZED Certification (Gold) and IEC Certificate (In case of e-commerce for exports).

IX. Copy of ZED Certification (Silver or above) (In case of e-commerce for MSEs)

X. A declaration/undertaking in the prescribed format.

XI. Udyam Registration Certificate (URC) and GST Registration Certificate.

XII. Board Resolution/Power of Attorney for authorised signatory

7. Procedure

I. The applicants shall apply online on the Invest Haryana New Single Window portal (new portal) in the prescribed proforma (Annexure–I) along with complete documents within three (03) months from the date of registration on the e-commerce platform or from the date of notification of the scheme, whichever is later.

Until the new portal is made operational, applications under the scheme shall be accepted and processed in accordance with the existing prescribed procedure or through e-mail, as may be specified by the Directorate.

Upon the new portal becoming operational, all applications under the scheme shall thereafter be submitted and processed exclusively through the portal. No application submitted through any other mode shall then be considered.

II. Upon submission of the application, the Invest Haryana Single Window Portal shall, wherever system integration is available, automatically fetch relevant records from the concerned Government Departments and agencies, including land and stamp duty details from the Revenue Department, electricity connection details from UHBVN/DHBVN, Consent to Establish/Operate details from the Haryana State Pollution Control Board, GST details, and such other records as may be required for preliminary verification of the claim.

III. The Directorate or third-party verification agency appointed by the Directorate of MSME shall undertake preliminary scrutiny of the application based on the information furnished by the applicant, records fetched through system integration, the CA Certificate, undertakings, declarations and such other documents prescribed under the scheme.

If any deficiency is noticed during preliminary scrutiny, it shall be communicated to the applicant through the portal within ten (10) working days from the date of submission of the complete application. To avoid delay in processing of applications, all deficiencies/queries shall be raised in one single instance. The applicant shall be allowed thirty (30) working days to remove such deficiencies. The period taken by the applicant to furnish clarifications or rectify deficiencies shall be excluded while computing the timelines prescribed under this scheme.

IV. In case the deficiencies are not rectified within the prescribed period, the claim shall be rejected by the Directorate, under intimation to the applicant through email. The applicant shall not be required to submit any document other than those specified in Annexure-I, unless such additional documents are considered necessary by the Directorate for establishing the genuineness of the claim. The applicant shall be provided only one opportunity to rectify the deficiencies, and thereafter, the Directorate shall take a final decision on the claim for acceptance or rejection.

V. After completion of all requisite information/documentation, the application shall be taken up for detailed scrutiny by the Directorate or by a third-party verification agency appointed by the Directorate of MSME. Such detailed scrutiny may include verification of documents and certificates furnished by the Chartered Accountant, verification of the expenses incurred, and such other examination or verification as may be considered necessary under the policy and the scheme.

VI. Upon completion of the detailed scrutiny, the application shall be placed before the competent authority for further consideration and approval/Sanction.

8. Competent Authority for Approval & Sanction

The Additional Director, Directorate of MSME shall be the competent authority for approval and disbursal of grant-in-aid after compliance with requisite formalities.

9. Time Limit

An enterprise shall forfeit its entitlement for financial assistance if it does not submit its claim, complete in all respects, within three (03) months from the date of registration on the e-commerce platform or from the date of notification of the scheme, whichever is later.

10. Circumstances where subsidy shall not be released

Subsidy shall not be released in the following circumstances:

I. the applicant has failed to furnish required declarations, reconciliation or supporting documents;

II. the unit has violated any condition prescribed under the Haryana Progressive MSME & Export Promotion Policy 2026, Approval Letter under the Scheme or

Provided that where only a part of the claim is disputed or requires further verification, the Competent Authority may withhold the disputed portion and process the undisputed admissible portion in accordance with the procedure prescribed under this scheme.

11. Interpretation and Clarification

The Administrative Secretary, Industries & Commerce, Haryana, shall be competent to make interpretation/clarification, modification/simplification to the scheme guidelines as may be necessary and removal of any difficulties in the provision of this scheme.

12. Appeal

I. An Appeal against the order passed by the Additional Director, Directorate of MSME, Haryana shall lie with the Director General, Directorate of MSME, Haryana within a period of 30 days from the date of communication of the order appealed against.

II. Appeal against the orders passed by the Director General, Directorate of MSME, Haryana shall lie with the Administrative Secretary, Industries & Commerce, Haryana within a period of 30 days from the date of communication of the order appealed against.

III. The orders passed by the Administrative Secretary, Industries & Commerce, Haryana, in appeal shall be final.

13. Power to condone delay in submission of application for the reasons beyond the control of applicant

I. 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.

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 for the late submission of the application, based on the substantial evidence, documents, and arguments presented by the applicant.

14. Penal Action

I. If at any stage it is found that grant-in-aid has been obtained on the basis of false information, misrepresentation, suppression of facts, misstatement, fraud, deceit or concealment of material facts, the applicant shall be liable to face action in terms of prevailing laws along with the refund of the entire amount of assistance along with compound interest at the rate of 12% per annum, or such other rate as may be prescribed by the Government from time to time. Such applicants shall also be debarred from availing incentives or assistance from the State Government and from public procurement for such period as may be decided by the competent authority.

II. Before facing action and initiating recovery, the applicant shall be given a reasonable opportunity of being heard

15. Amendment, Modification and withdrawal of scheme

The Government reserves the right to withdraw, suspend, modify, amend or discontinue this scheme, in whole or in part, at any time, without assigning any reason, subject to such terms and conditions as may be specified by the Government.

No approval or sanction of any incentive under this scheme shall be construed as creating an irrevocable or vested right to receive or continue to receive such incentive. The Government reserves the right to suspend the disbursement of, cancel, modify or withdraw any incentive approved or sanctioned under the scheme, in accordance with the provisions of the Policy, this scheme or such directions as may be issued by the Government from time to time.

AMIT KUMAR AGRAWAL,
Commissioner & Secretary to Government Haryana,
Industries & Commerce Department.

Chandigarh:
The 11th November, 2026.

Annexure – I

APPLICATION FORM

S. No.	Particular	Details
1.	Name of the applicant entity/enterprise	
2.	Constitution of applicant entity/enterprise (*Proprietorship Firm/Partnership Firm/Limited Liability Partnership Firm/ Public & Private Sector Companies/Corporations/Cooperative Societies/ Self-Help Groups (SHGs)/Trusts/ Farmer Producer Organisations (FPO)*)	
3.	Registration/ identification number of applicant entity/enterprise, as applicable ▪ *For Company: CIN* ▪ *For LLP: LLPIN* ▪ *For Partnership Firm/Corporation/ Cooperative Society/SHG/NGO: Registration No.* ▪ *For Proprietorship: GSTIN/ Udyam Registration No./ any other Government-issued registration*	
4.	PAN of applicant entity/enterprise	
5.	Category of Unit (Micro/Small)	
6.	GSTIN, wherever available/applicable	
7.	Udyam Registration Number and date, as applicable	
8.	Name of authorised representative	
9.	Designation of authorised representative	
10.	Email ID of authorised representative	
11.	Mobile number of authorised representative	
12.	Registered office address	
13.	Item of manufacture/processing	
14.	Complete address of project site Address: Tehsil: District:	
15.	GIS/Google Coordinates	
16.	Mode of Land/Premises Possession (Owned/leased)	
17.	Lease period, if land/premises is on lease	
18.	Sale Deed/ Lease Deed Registration Number	
19.	Sale Deed/ Lease Deed Registration Date	
20.	Details of expenditure incurred on registration of e-commerce platform component-wise:	
21.	In case of Export Category I. Import Export Code & Date of issuance II. Details of turnover (*overall vs exporting turnover in form of CA Certificate*)	
22.	Amount of financial assistance obtained under this scheme previously, year-wise (if any) FY _____ (1st Year) FY _____ (2nd Year) etc,	

Note: The applicant shall have to submit the application along with documents mentioned at clause No. 6 of scheme guidelines.

Date:

Signature of Authorised Representative of applicant entity with seal

Annexure – II

CHARTERED ACCOUNTANT CERTIFICATE

(with membership No. and Firm Registration No. of CA on the letterhead of CA)

To WHOMSOEVER IT MAY CONCERN

I/We have examined the books of account, audited financial statements, fixed asset register, trial balance, general ledger, purchase register, statutory records, invoices, proof of payment, bank statements, GST records, sales records, capitalization records, depreciation schedule and such other books, records and documents of M/s _____ ("the applicant") as considered necessary for the purpose of certifying the particulars relating to the application submitted under the **Support for Market and Business Expansion** scheme of **Haryana Progressive MSME & Export Promotion Policy 2026** by the applicant.

1. The actual expenditure incurred on registration of e-commerce platform during the policy period as prescribed under the scheme is summarised below and detailed in Schedule 1 to this certificate.

S. No.	Name of Component/Item	Cost (Rs. Lakh)
1.		
2.		
3.		
4.		
5.		
	Total	

2. We hereby certify that the unit commenced commercial production on _____ and is currently operational as on the date of issuance of this certificate. This has been verified with reference to the GST returns, details of taxable outward supplies/tax invoices, books of accounts, electricity bills and other relevant records produced before us.

3. The aggregate amount certified in Schedule 1 reconciles with the amount certified in this certificate and with the corresponding balances reflected in the books of account of the applicant.

4. The expenditure certified herein has been verified from the books of account, audited financial statements, fixed asset register, invoices, proof of payment, bank statements and other supporting records maintained by the applicant. Such expenditure is supported by documentary evidence including tax invoices, payment records and accounting entries.

5. The expenditure certified herein has been actually incurred, fully paid (*except where specifically permitted under the Scheme*), capitalised wherever applicable, and recorded in the books of account of the applicant during the eligible investment period prescribed under the scheme.

6. The expenditure incurred has been computed strictly in accordance with the definitions, inclusions and exclusions prescribed under the scheme.

7. All eligible assets forming part of the claim have been capitalised, wherever applicable, in accordance with the applicable accounting standards and are reflected in the fixed asset register of the applicant.

8. The expenditure incurred does not include expenditure specifically excluded under the Haryana Progressive MSME & Export Promotion Policy 2026 and this scheme, including working capital, goodwill, preliminary and pre-operative expenses, capitalised interest, consultancy charges, royalty, technical know-how, patents, licenses, design and drawings or other ineligible expenditure.

9. The expenditure certified herein has been determined after giving due effect to all applicable rebates, discounts, credit notes, recoverable or refundable taxes and duties, reimbursements, grants, subsidies and other similar adjustments.

10. No asset or expenditure forming part of this claim has been considered more than once while computing the eligible expenditure.

11. Where expenditure has been incurred in foreign currency, the amount certified has been converted into Indian Rupees based on the exchange rate adopted in the books of account of the applicant.

12. The applicant has disclosed all subsidies, grants, reimbursements, incentives and financial assistance received, sanctioned or applied for from the Government of India, Government of Haryana or any other Government agency in respect of the project.

13. The particulars contained in this certificate and the schedules attached hereto are true and correct to the best of our knowledge and belief based on the records examined. In case any information is subsequently found to be false, misleading, misrepresented, suppressed or based on concealment of material facts, we shall be liable for appropriate action under the prevailing laws.

Date: _____
Place: _____
Name of CA: _____
Membership No.: _____
Firm Registration No.: _____
UDIN: _____

Schedule 1: Details of Expenditure (*to be signed on each page by CA*)

S. No.	Component	Invoice No.	Invoice date	Supplier Name	Amount Paid	Amount claimed

Note: *The CA shall initial and affix his/her seal on each page of Schedule 1. The signature appearing on the final page of this certificate shall be deemed to authenticate the entire certificate, including all schedules and annexures forming an integral part thereof.*

Date: _____
Place: _____
Signature/Name of CA: _____
Membership No.: _____
Firm Registration No.: _____
UDIN: _____

Schedule 2: Details of Exporting Turnover (*to be submitted by Exporting MSE and signed on each page by CA*)

Sr. No.	Year	Turnover (Rs. in Lakh)	Exporting Turnover (Rs. in Lakh)

Date: _____
Place: _____
Signature/Name of CA (Statutory Auditor in case of company): _____
Membership No.: _____
Firm Registration No.: _____
UDIN: _____

Annexure – III

DECLARATION OF GUARANTEE

[*to be submitted on non-judicial stamp paper of Rs. 100/- (Min) duly sworn before a Notary Public (duly affixed with Notarial Stamp; and with Notary Seal & Notary Registration Number) or First-Class Magistrate*]

I/We, _____, authorised signatory of M/s _____, having its unit at _____, for claiming the incentive of _____ under the Support for Market and Business Expansion scheme of Haryana Progressive MSME & Export Promotion Policy 2026, do hereby solemnly affirm and declare as under:

1. That I/we am/are duly authorised to submit this application, annexures, certificates, schedules and supporting documents and that the information furnished therein is true, complete and correct to the best of my/our knowledge and belief.
2. That the expenditure, asset-wise investment details, invoices, proof of payment, books of accounts, fixed asset register and other supporting records submitted or relied upon are true, correct and relate to the approved project at the approved project location, and that the assets forming part thereof have been acquired, installed, commissioned and put to productive use, wherever applicable.
3. That the actual expenditure component-wise shall remain subject to verification and final recognition by the Competent Authority under the scheme, and no right to incentive shall arise merely upon submission of this application.
4. That all applicable statutory approvals, registrations and compliances required for establishment and operation of the project have been obtained and continue to remain valid, except to the extent specifically disclosed.
5. That no duplicate claim has been made or shall be made in respect of the same project, assets, expenditure under any other scheme or policy of the Government of Haryana, except where expressly permitted under the Haryana Progressive MSME & Export Promotion Policy 2026, and that all fiscal incentives, subsidies, grants, reimbursements or financial assistance received, sanctioned or applied for from the Government of India, Government of Haryana or any other Government agency have been fully disclosed.
6. That I/we authorise the Competent Authority or any agency authorised by it to inspect the project site, verify books of accounts, statutory records, fixed asset register, employment records and supporting documents, and to obtain or verify information from any other Government department or financial institution or agency, as may be considered necessary.
7. That I/we have carefully read and understood the provisions of the Haryana Progressive MSME & Export Promotion Policy 2026, the applicable scheme, and all applicable terms and conditions governing the incentives claimed by the eligible applicant, and I/we undertake to comply with the same.
8. I/we understand and acknowledge that any fraud, forgery, fabrication or manipulation of records, submission of false or misleading information or certificates, concealment or suppression of material facts, submission of false declarations, or claiming incentives on the basis of fictitious or ineligible expenditure, assets or employees, may result in rejection of the application, withdrawal and recovery of incentives along with applicable interest, and may also attract action under the applicable laws, without prejudice to any other action that may be taken by the Competent Authority.
9. That any material change affecting the eligibility of the project or the admissibility of the subsidy, including any change in investment, project category, ownership, constitution, GSTIN, project location, commencement or operation status, employment strength, merger, demerger, transfer of business, closure of the unit or any other matter having a bearing on eligibility under the policy or the scheme, shall be promptly intimated to the Competent Authority during the project period.
10. That I/we shall comply with all continuing obligations prescribed under the Haryana Progressive MSME & Export Promotion Policy 2026 and the applicable scheme throughout the period during which any incentive is claimed or received, and this undertaking shall remain binding upon the eligible unit notwithstanding the release of any incentive.

Date:

Signature of Authorised Representative of applicant entity with seal

12959—C.S.—H.G.P., Pkl.