



Haryana Government Gazette

EXTRAORDINARY

Published by Authority

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No. 150-2023/Ext.] CHANDIGARH, WEDNESDAY, AUGUST 23, 2023 (BHADRA 1, 1945 SAKA)

HARYANA GOVERNMENT

INDUSTRIES AND COMMERCE DEPARTMENT

Notification

The 23rd August, 2023

No. 02/09/2023-11B-II.— In supersession of earlier notification No.25/05/2020-4IB-I dated 08.06.2021 regarding 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 “Revised 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:**

The MSEs shall be provided reimbursement of following expenses of 01 National Exhibition and 01 International exhibition during a Financial Year:

Sr. No.	International	National
75% reimbursement of following expenses:		
(a)	Space/Participation Charges	Space/Participation Charges
(b)	Shipment Charges from source/origin to country of exhibition.	Transportation Charges from source/ origin to place of exhibition.
(c)	Cost of Display Material/Product literature	Cost of Display Material/Product Literature
(d)	Stand (Stall) Construction/ Fabrication/ Designing Charges	Stand (Stall) Construction/ Fabrication/ Designing Charges
Maximum Assistance for (a) to (d) above = Upto Rs.4.00 lac		Maximum Assistance for (a) to (d) above = Upto Rs.3.00 lac
and		
(e)	Economy Class Air Fare from source/origin to country of exhibition = upto Rs.1.00 lac (maximum 2 persons).	Economy Class Air Fare or II nd Class AC Railway Fare from source/ origin to place of exhibition = upto Rs.0.50 lac (max.2 persons)
(f)	Boarding Charges = Upto Rs.50,000/- (Restricted to Rs.10,000 per day per person - maximum 02 persons and upto 05 days)	Boarding Charges = Upto Rs.25,000/- (Restricted to Rs.5,000/- per day per person - maximum 02 persons and upto 05 days)
Maximum Assistance for (e) to (f) above = Upto Rs.1.50 lac		Maximum Assistance for (e) to (f) above = Upto Rs.75,000/-
Total Assistance = Upto Rs.5,50,000/-		Total Assistance = Upto Rs.3,75,000/-

The Cost of Product Literature/Display Material shall include the advertisement/ publicity material charges related to the product i.e. Flex, Signboard, Visiting Cards, Catalogues, Pamphlets, Leaflets, brochures, Stickers, Electronic Media etc. It shall not include the cost of products to be displayed therein.

3. Commencement and Applicability:

The scheme shall commence with effect from date of revised notification and shall remain in force till it is amended or superseded by the Government. 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 expenses in one national & one international fair/exhibition during a Financial Year as per closing date of the concerned exhibition/fair. 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 Udhya 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 Proprietor/Partner/Directors/Regular Employees of the Enterprise shall be permissible by Enterprises for participation in the fairs/exhibitions. Post attending the exhibition; the industrial unit shall submit a Participation Certificate issued by the concerned exhibitor mentioning the details of participants. The industrial unit participating in international exhibition shall also be required to submit ZED Certification (Silver Level or above).

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 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 shall be competent to make interpretation/ clarification of any provision of this scheme.

9. **Appeal:**

Only an online appeal through web-portal of the department against the 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 evidences/ 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.

12. **Service Delivery Timeline**

Sr. No.	Tasks	Time limit (working days)
(i)	Letter of Approval	30 days
(ii)	Letter of Sanction	07 days
(iii)	Disbursement	07 days

Chandigarh:
The 18th August, 2023

ANAND MOHAN SHARAN,
Addl. Chief Secretary to Government Haryana,
Industries & Commerce Department.

Annexure-I**Application Form for Market Development Assistance Scheme for Micro and Small Enterprises for the participation in National / International Exhibitions:**

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) Number 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)	
	International Exhibition:	
	(i) Space charges	
	(ii) Shipment Charges from origin to country of exhibition	
	(iii) Expenditure incurred on Display Material/ Product Literature	
	(iv) Stand(Stall) construction/fabrication/designing Charges	
	TOTAL	
	(v) Economy Class Air Fare (maximum 2 persons)	
	(vi) Boarding Charges (restricted to Rs.10,000 (per day per person - maximum 2 persons upto 05 days)	
	TOTAL	
	National Exhibition:	
	(i) Space charges	
	(ii) Transportation charges from origin to place of exhibition	
	(iii) Expenditure incurred on display material, product literature	
	(iv) Stand(Stall) construction/fabrication/designing Charges	
	TOTAL	
	(v) Economy Class Air Fare/II nd Class AC Railway Fare (maximum 2 persons)	
	(vi) Boarding Charges (restricted to Rs.5,000 (per day per person - maximum 2 persons upto 05 days)	
10.	Amount of financial assistance obtained from State Govt. for participation in fair/exhibition during the current Financial Year (if any). International exhibition: National 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 latest documents to be attached with the application:
- i. Copy of Udyam Registration Certificate (URC) and Haryana Udhyan Memorandum (HUM).
 - ii. Certificate of Incorporation/ Firm Registration with Partnership deed/ Partnership registration with Form 'A' & 'C'/ Co-operative society registration.
 - iii. Board Resolution/ Power of Attorney to be signed by majority of the Directors/Partners.
 - iv. CA certificate of details of Expenditure incurred in participation of exhibition (Annexure-'III' or Annexure 'IV').
 - 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 annual GST Return & Audited balance-sheet for last financial year.
 - ix. Undertaking/Declaration on non-judicial stamp paper (Annexure-II)
 - x. Copies of tax invoices/bills of expenses incurred in the exhibition and Payment Proof thereof i.e. Bank Statement in form of Passbook/E-mail/ letter head of the concerned bank, in favor of the concerned vendor. (Bankers' Certificate/Any other relevant document mentioning Foreign Exchange Rate and suppliers details in case of international payments).
 - xi. Proof of Regular Employee i.e. Letter of Appointment & Salary Slip of the participants issued by the Enterprises and Participation Certificate issued by the concerned exhibitor mentioning the details of participants.
 - xii. ZED Certification (Silver Level or above).
 - xiii. Land Proof i.e. Letter of Allotment/Sale Deed/ Transfer Deed/ Conveyance Deed/ Occupation Certificate. Registered Lease Deed/Registered Rent Deed from the concerned competent authority covering the minimum duration of operative period of the MDA scheme, in case the unit is running on lease/rent.
 - xiv. Any other document in support of the claim, required from time to time.

Date:

Signature of the applicant
(with seal)

Annexure-II**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:**

1. I,.....do, hereby, solemnly state that I am proprietor/partner/director _____ of M/s _____ located at _____ which is engaged in the manufacture of _____ and I have been authorized to submit the market development assistance claim with the Directorate of MSME, 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-III

Certificate from Chartered Accountant in respect of Proof of Expenditure incurred for participation in the International 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 at.....and factory located at..... in respect of the expenditure incurred for the participation in International Exhibition held at from to (date of fair) have been verified and it is certified that the said company has incurred a total expenditure of Rs..... (Rupees.....) towards Space/Participation Charges, Shipment Charges, Display Material, Product Literature, Stand (Stall) Construction/ Fabrication/ Designing Charges, Economy Class Air Fare and Boarding Charges as per the following *details of payments:

- I. (a) Space/Participation charges.....
 (b) Shipment charges of exhibits from source/origin to country of exhibition....
 (c) Expenditure incurred on display material & cost of product literature.....
 (d) Stand (Stall) Construction/ Fabrication/ Designing Charges
 Total (a) to (d)
- II. (e) Economy Class Air Fare from origin to country of exhibition.....
 (f) Boarding Charges.....
 Total (e) to (f)
- III. Total (I + II)

AND

Verified from the books of accounts of above firm that the value of 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.....

*Payment at (a), (b), (c), (d), (e) & (f) 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-IV

Certificate from Chartered Accountant in respect of Proof of Expenditure incurred for participation in the National 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 has incurred a total expenditure of Rs.....(Rupees.....) towards, Space/Participation Charges, Transportation Charges, Display Material, Product Literature, Stand (Stall) Construction/ Fabrication/ Designing Charges, Economy Class Air Fare and Boarding Charges as per the following *details of payments:

- I. (a) Space/Participation charges.....
 (b) Transportation charges of exhibits from origin to place of exhibition.....
 (c) Expenditure incurred on display material & cost of product literature.....
 (d) Stand (Stall) Construction/ Fabrication/ Designing Charges
 Total (a) to (d)
- II. (e) Economy Class Air Fare or IInd Class AC Railway Fare from source/origin to place of Exhibition.....
 (f) Boarding Charges
 Total (e) to (f)
- III. Total (I + II)

AND

Verified from the books of accounts of above firm that the value of 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.....

*Payment at (a), (b), (c), (d), (e) & (f) 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.