

**OPERATIONAL GUIDELINES ON MARKETING ASSISTANCE TO INDUSTRIES
ASSOCIATION UNDER INDUSTRIAL POLICY RESOLUTION 2015.**

(See Para 5.4.16 of IPR-2015)

1. **Short Title:** - Operational guidelines for providing Marketing Assistance to Industries Association under Industrial Policy Resolution, 2015.
2. **Extent:** - It shall extend to the whole of the State of Odisha.
3. **Commencement:** - It shall come into force from the "Effective Date" of Industrial Policy Resolution, 2015 i. e. 24.08.2015.
4. **Terms and Expressions:** -Terms and expressions used in this operational guideline, but not specifically defined / explained here, shall have the same meaning as in Industrial Policy Resolution-2015.

5. **Policy Provisions:-**

MARKETING ASSISTANCE TO INDUSTRIES ASSOCIATION

Marketing Assistance to Industries Association for participation of minimum 5 units in Odisha / India Pavilion in International Trade fairs abroad @ 50% of total rent subject to a maximum of Rs.10 lakh.

6. **Eligibility:-**

Industries Association duly registered with competent authority shall be eligible for assistance once in a year.

7. **Time frame for filing application: -**

Eligible Industries Associations shall file application for assistance in the format prescribed at Annexure-A at least **one month** before the start of International trade fair to be participated.

8. **Constitution of Committee: -**

8.1 There shall be a Committee with following composition to accord necessary sanction of Marketing Assistance to Industries Associations.

1	Director of Industries, Odisha	Chairman
2	Representative of CMD, IPICOL not below the rank of GM	Member
3	Director, MSME DI , Cuttack	Member
4	Managing Director , OSIC	Member
5	Director, Export Promotion and Marketing	Member- convener

9. Procedure: -

9.1 The application of Industries Association participating with five member units in the Odisha / India Pavilion in International Trade Fair shall reach in the Office of Director of Export Promotion & Marketing, Odisha at least three months in advance. The application must be accompanied by:-

- (a) Copy of EM- Part II / IEM –II of at-least five units to participate in the Trade fair
- (b) Letter of recommendation of units by industries association
- (c) Copy of arrangement letter / documents in support of proposed participation in the International Trade Fair
- (d) Tariff / rent to be paid
- (e) Details / Brochure of the International Trade Fair to be participated.

9.2 Directorate of Export Promotion & Marketing, Odisha shall place the application received from the Industries Associations before the Committee for consideration. If approved an in- principle letter shall be issued to the applicant Industries Association

9.3 On completion of the event, the Industries Association shall submit their claim for reimbursement of 50% of total rent (subject to a maximum of Rs.10 lakh) enclosing the copy of following documents.-

- (a) Receipt towards total rent paid
- (b) Copy of passport indicating departure from and arrival in India and also the county visited for the purpose of participating in the International Trade fair.
- (c) Copy of air ticket used during the journey.
- (d) Report on participation and business generated, including confirmed orders obtained etc.
- (e) Name and address of the persons attended the event.

9.4 Claim form must be submitted within 60 days of return to India on completion of activity.

9.5 Director of Export Promotion & Marketing, Odisha shall scrutinize the documents submitted by the participated Industries Associations and place the same before the Committee.

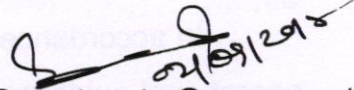
9.6 On approval of the Committee, Export Promotion & Marketing, Odisha shall make disbursement of assistance from the annual budget support placed by MSME Department with Director of Industries.

10. This has been concurred in by the Finance Department vide their UOR No.87-ES-II/F, dated 10.06.2015.

GOVERNMENT OF ODISHA
INDUSTRIES DEPARTMENT

Memo No 5930 /I., Bhubaneswar, dated 2/9/2015.
XIV-HI-37/2015

Copy forwarded to All Departments/ All Heads of Departments/ All PSUs/ All Revenue Divisional Commissioners/ All Collectors/ All DICs/ All RICs/ Head, State Portal Group, IT Centre, Secretariat, Bhubaneswar/ All Sections of Industries Department/ Guard File (5 copies) for information and necessary action.


Joint Secretary to Government

**APPLICATION FOR MARKETING ASSISTANCE TO INDUSTRIES ASSOCIATION
UNDER INDUSTRIAL POLICY RESOLUTION-2015**

*Application received after the due date / incomplete in any respect shall be liable for rejection
(Strike out whichever is not applicable)*

Copy of Documents / Certificates shall be self- certified by the applicant

From:

(Address of applicant Industries Association)

To

The Director,
Export Promotion & Marketing, Odisha,
Bhubaneswar.

Sub:- Assistance for participation in Odisha / India Pavilion in International Trade Fair abroad----- (Specify name of the Country) under Industrial Policy Resolution, 2015.

Sir,

In accordance with the provisions laid down in Industrial Policy Resolution, 2015 and operational guidelines, the claim for assistance for participation in Odisha / India Pavilion in International Trade Fair abroad @ 50% of total rent limited to Rs.10,00,000/- is submitted herewith with following particulars.

1	Name and address of the Industries Association						
2	Registration No of Industries Association						
3	No of Participating units (Minimum five units)						
4	Details of Participating Industrial unit					Attach separate Sheets	
	Sl	Name & Address of the Unit	Name of the Promoter / Representative attending Trade Fair	E M –II / IEM – II / I L	Import Export Code No	Details of product(s)	Copy of Passport
	1	2	3	4	5	6	7
5	Documents in support of Membership of participating units with industries association						
6	Copy of arrangement letter / documents in support of proposed participation in the International Trade Fair						
7	Tariff / rent to be paid						
8	Details / Brochure of the International Trade Fair to be participated.						

9	Particulars of Visit (a) Date of departure from India (b) Date of Arrival in India		
10	Details of Bank extended loan for undertaking the visit, if any		
11	Details of incentives applied for / availed from any sources of GoO / Gol / Other agencies for this purpose		
12	Amount of Claim / differential amount of claim		
13	Details of Bank A/c No with IFSC code etc for e-payment		

I /We hereby undertake to abide by the terms and conditions prescribed under the provisions of Industrial Policy Resolution, 2015 and its operational guidelines.

I /We hereby undertake to repay the assistance or any part thereof with penal interest as decided by the authority If the information furnished is found to be false/ incorrect / misleading or mis-represented and there has been suppression of facts / materials or if found to have been disbursed in excess of the amount actually admissible for whatsoever reason.

I /We hereby certify that the Industries Association and the participating industrial units are not under investigation / charges / prosecuted / debarred / black listed under Foreign Policy of India or any other law relating to export & import business.

I /We hereby certify that I have not applied for / availed this assistance in any manner under any other scheme of the State Govt. or the Central Govt. or any Financial Institution(s).

Copies of relevant documents in support of information / facts furnished above are self-attested and enclosed herewith.

Signature of President / Secretary / Authorized Signatory

in full and on behalf of -----

Place-

Date-

Enclo.

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OFFICE OF THE DIRECTOR, EXPORT PROMOTION & MARKETING, ODISHA,
BHUBANESWAR.

Lt. No- Dt.

IN PRINCIPLE SANCTION OF ASSISTANCE

(Strike out whichever is not applicable)

In-principle sanction is accorded in favour of ----- (Name & details of Industries Association) for participation of --- Units (minimum five units) in Odisha / India Pavilion in International Trade fairs in ----- (Name the country) abroad @ 50% of total rent subject to a maximum of Rs. 10 lakh during ----- to -----

Director, Export Promotion & Marketing, Odisha.

Memo No.----- Dt

Copy forwarded to General Manager, RIC/DIC - - - for information & necessary action

Director, Export Promotion & Marketing, Odisha.

Memo No.----- Dt

Copy forwarded to applicant Association - - - for information & necessary action

Director, Export Promotion & Marketing, Odisha.

Annexure- C

OFFICE OF THE DIRECTOR, EXPORT PROMOTION & MARKETING, ODISHA,
BHUBANESWAR.

Lt. No- Dt.

SANCTION LETTER

(Strike out whichever is not applicable)

The Committee in its meeting dated ----- have accorded sanction of Rs. -----
towards 50% of total rent paid (Maximum limit Rs. 10 lakh) in favour of i- - - - -
- - - - - (Name & details of Industries Association) in participating in Odisha / India
Pavilion in International Trade fairs in ----- (Name the country) from Dt -----
to ----- with --- no. of Units (minimum five units).

The Disbursement of sanctioned amount shall be made subject to the availability of
funds under the Scheme.

Director,
Export Promotion & Marketing, Odisha.

Memo No.----- Dt

Copy forwarded to General Manager, RIC/DIC - - - for information & necessary action

Director,
Export Promotion & Marketing, Odisha.

Memo No.----- Dt

Copy forwarded to applicant Association - - - for information & necessary action

Director,
Export Promotion & Marketing, Odisha.