



ABSTRACT

Industries, Investment Promotion and Commerce - Annual Grant of Rs.10.00 crores for Investment Promotion activities of Guidance - Sanctioning of Rs.2.50 crore (Rupees Two Crore and Fifty Lakhs only) as grant for 3rd quarter for the financial year 2022-2023 - Orders - Issued.

INDUSTRIES, INVESTMENT PROMOTION & COMMERCE (MIB.2) DEPARTMENT

G.O.(Ms.)No.233

Dated:25.11.2022

சுபகிருது - கார்த்திகை 9

திருவள்ளூர் ஆண்டு 2053

Read:

1. G.O.(Rt.)No.299, Industries (MIB.2) Department, Dated 04.11.2019.
2. G.O.(Ms.) No.187, Industries, Investment Promotion and Commerce (MIB.2) Department, Dated 26.8.2022.
3. From the Managing Director and Chief Executive Officer, Guidance Letter No. Admin/ F&B Grants/ 812/ 19/ 2022-2023 dated 31.10.2022

ORDER:

Based on the announcement of Hon'ble Chief Minister under Rule 110 of TNLA Rules, in the G.O. first read above, the Government have sanctioned a sum of Rs.10.00 crore (Rupees Ten crore only) to Guidance to undertake the following investment promotion activities towards attracting new investments into the State:

- I. Rebranding and re-structuring of Guidance.
- II. Setting up of Delhi Desk at Tamil Nadu House, New Delhi and Country Desk at Guidance Bureau Office in a phased manner.
- III. Hiring of a "Knowledge Partner" for preparing an Investment Promotion Strategy and Road Map, identification of prospective investors and focused investor targeting.
- IV. Conducting road shows, round tables and business meetings at the target countries like Taiwan, Japan, Korea, China, USA, France, Germany and Israel.
- V. Participation in events and summits of the target sectors, with specific focus on aerospace and defence, automobiles (e-Vehicles and new fuel technologies), electronics, food processing and promotion of investment in to Tamil Nadu.
- VI. Events targeting the Tamil Diaspora across the world with specific focus of attracting their investments and using them as "Investment Ambassadors".
- VII. Reaching out to the existing and new investors through regular outreach programme, newsletters, etc.

VIII. Activities to promote ease of doing business, facilitation and aftercare.

IX. Conducting online and offline campaigns outreach activities, targeted meetings to promote "Brand Tamil Nadu".

2. Out of the Annual grant of Rs.10.00 (Rupees Ten crore only), the Government have already sanctioned a sum of Rs.5.00 crores as 1st and 2nd quarter amount in the G.O. second read above.

3. In the letter third read above, The Managing Director and Chief Executive Officer, Guidance has stated as follows:-

- i. Guidance is mainly incurring expenditure towards the Administrative expenses including hiring of consultancy services, rentals and other important activities. Apart from this Guidance is also conducting regular domestic and overseas Road Shows, Marketing Investment Promotional activities and Specific events etc. Hence, Guidance needs regular funding support for its operations and it is anticipated that the total expenses towards investment Promotional activities for the year 2022 - 2023 would cost above Rs.18.00 crore (Rupees Eighteen crore only) in connection with the above activities.
- ii. Guidance has no sufficient funds to meet out the expenses estimated for this year 2022 - 2023.
- iii. A sum of Rs.8.00 crores and Rs.2.00 crores have been provided in BE 2022-2023 under Demand No.27 of Industries department as detailed below:

Head of Account	BE 2022 - 2023 (Rupees in crores)	Amount required for the 3 rd quarter
"2852 - Industries - 80 General - 800 Other Expenditure - State's Expenditure - JT Special Desk to facilitate foreign investors at Tamil Nadu House, New Delhi - 309 Grants-in-Aid"		
2852-80-800-JT-30901	Rs.8.00 crore	Rs.2.00 crore
2852-80-800-JT-33309	Rs.2.00 crore	Rs.0.50 crore

4. The Managing Director and Chief Executive Officer, Guidance has requested sanction a sum of Rs.2.50 crores (Rupees Two Crores and Fifty Lakhs only) towards the 3rd quarter grant for the year 2022 - 2023 as detailed above to undertake various industrial promotional activities. She has also requested that the Industries Commissioner and Director of Industries and Commerce, Chennai - 32 may be authorized to draw and disburse the amount of Rs.2.50 crores to Guidance - Tamil Nadu.

5. After careful examination, the Government hereby sanction a sum of Rs.2.50 crore (Rupees Two Crore and Fifty Lakhs only) towards the 3rd quarter grant for the year 2022 - 23 to Guidance to undertake various investment promotional activities detailed in para 1 above to attract new investments into the State.

6. The expenditure sanctioned in para 5 above shall be debited to the following head of account:-

Head of Account	Provision made in BE 2022 - 2023	Amount sanctioned for 3rd quarter
"2852 - Industries - 80 General - 800 Other Expenditure - State's Expenditure - JT Special Desk to facilitate foreign investors at Tamil Nadu House, New Delhi - 309 Grants-in-Aid		
2852-80-800-JT-30901	Rs.8.00 crore	Rs.2.00 crore
2852-80-800-JT-33309	Rs.2.00 crore	Rs.0.50 crore

IFHRMS (DPC) = 2852 80 800 JT 309 01

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7. Necessary funds have been provided in BE/RE 2022 - 23. The Industries Commissioner and Director of Industries and Commerce is authorized to draw and disburse the amount sanctioned in para 5 above, to Guidance through ECS.

8. This order issues with the concurrence of Finance Department vide its U.O.No.51160/Finance(Ind)/2022 Dated 25.11.2022

(BY ORDER OF THE GOVERNOR)

S. KRISHNAN
ADDITIONAL CHIEF SECRETARY TO GOVERNMENT

To

The Managing Director and Chief Executive Officer,
Guidance, Teynampet, Chennai - 35 (w.e)

The Industries Commissioner and Director of Industries and Commerce,
5/6, Guindy Industrial Estate,
SIDCO Industrial Estate, Guindy, Chennai- 600032.

The Pay and Accounts Officer,
Egmore, Chennai - 600 008.

The Accountant General, Chennai - 600 018

Copy to

Hon'ble Chief Minister's Office,
Secretariat, Chennai - 600 009

Spl.PA to Hon'ble Minister for Industries, Chennai - 600 009

The Fin(Ind/BG- I/II) Dept., Chennai - 600 009.

The Inds (Bills/ OP II/GIM) Department, Chennai - 600 009.
SF/SCs.

//FORWARDED BY ORDER//

Sureshbab
25.11.22
SECTION OFFICER

W. Sureshbab
25.11.2022

