



ABSTRACT

Industries, Investment Promotion and Commerce - Annual Grant of Rs.10.00 crores for Investment Promotion activities of Guidance - Sanctioning of Rs.5.00 crore (Rupees Five crore only) as grant for 1st and 2nd quarter for the financial year 2022-2023 - Orders - Issued.

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

G.O.(Ms.) No.187

Dated 26.08.2022

சுபகிருது வருடம் - ஆவணி 10

திருவள்ளூர் ஆண்டு-2053

Read:

1. G.O. (Rt.) No.299, Industries (MIB-2) Department, Dated 04.11.2019
2. From the Managing Director and Chief Executive Officer, Guidance Letter No. Admin/ F&B Grants /812/19/2022-23, Dated 19.07.2022

ORDER:

Based on the announcement of the 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.

(p.t.o)

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

2. In the letter second read above, the Managing Director & Chief Executive Officer, Guidance has stated the following:

- I. The Guidance is also 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.17.00 crore (Rupees Seventeen crore only) for the activities as in I to IX above.
- II. In this regard, Guidance has no sufficient funds towards the expenses estimated for this current year 2022-2023.

3. The Managing Director and Chief Executive Officer, Guidance has requested that out of the total Annual grant of Rs.10.00 crore (Rupees Ten crore only), a sum of Rs.5.00 crore (Rupees Five crore only) may be sanctioned and released to Guidance as grant for 1st and 2nd quarter to undertake various Industrial promotional activities to attract new investments into the State for the year 2022-2023 and to authorize the Industries Commissioner and Director of Industries and Commerce to draw and disburse the amount to Guidance.

4. After careful examination, the Government hereby sanction a sum of Rs.5.00 crore (Rupees Five crore only) to Guidance to undertake various investment promotional activities detailed in para 1 above to attract new investments into the State.

5. The expenditure sanctioned in para 4 above shall be debited to the following head of account:-

Head of Account	Provision made in BE 2022 – 2023	Amount sanctioned for 1st and 2nd 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.4.00 crore
2852-80-800-JT-33309	Rs.2.00 crore	Rs.1.00 crore

IFHRMS (DPC) = 2852 80 800 JT 309 01

IFHRMS (DPC) = 2852 80 800 JT 333 09

6. Necessary funds have been provided in BE/RE 2022 - 2023. The Industries Commissioner and Director of Industries and Commerce is authorized to draw and disburse the amount sanctioned in para 4 above, to Guidance through ECS.

7. This order issues with the concurrence of Finance Department vide its U.O.No.41153/Finance(Ind)/2022 Dated 24.08.2022

(BY ORDER OF THE GOVERNOR)

**S. KRISHNAN
ADDITIONAL CHIEF SECRETARY TO GOVERNMENT**

To

The Managing Director and Chief Executive Officer,
Guidance,
Prestige Polygon Towers, 11th Floor (No.471),
Anna Salai, Rathna Nagar, Teynampet, Chennai – 600 035 (w.e)

(p.t.o)

The Industries Commissioner and Director of Industries and Commerce,
5/6, Guindy Industrial Estate, SIDCO Industrial Estate,
Guindy, Chennai- 600 032.

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 Finance (Industries/BG) Department, Chennai – 600 009.

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

//FORWARDED /BY ORDER//

K. Suresh Babu 26.8.22
SECTION OFFICER

10/2/22
26.8.2022