



## **ABSTRACT**

Micro, Small and Medium Enterprises Department - New Entrepreneur-cum- Enterprise Development Scheme (NEEDS) – Individual based subsidy for the year 2014-15 – Rs.9,60,00,000/- Sanctioned – Orders issued.

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### **MICRO, SMALL AND MEDIUM ENTERPRISES (D2) DEPARTMENT**

**G.O.(Ms).No.30**

**Dated: 18.07.2014**

**திருவள்ளூர் ஆண்டு 2045  
ஆடி 2**

**Read:**

1. G.O.(Ms).No.49 Micro, Small and Medium Enterprises (D2) Department dated 29.10.2012.
2. From the Principal Secretary / Industries Commissioner and Director of Industries and Commerce, Letter Rc.No. 10840/ NEEDS / 2014, dated 30.04.2014, 22.05.2014, 04.06.2014 and 02.07.2014.

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### **ORDER:**

In the Government Order first read above, the Government have approved the guidelines for implementation of the “New Entrepreneur – cum - Enterprise Development Scheme” (NEEDS) and accorded administrative sanction for a sum of Rs.100,00,00,000/- towards implementation of the scheme and released of sum of Rs.51,80,00,000/- for the above scheme for the year 2012-13.

2. Based on the request of the General Managers, District Industries Centres / Regional Joint Director, Chennai and Tamil Nadu Industrial Investment Corporation Limited , Chennai, the Principal Secretary / Industries Commissioner and Director of Industries and Commerce in his letter second read above has requested the Government to sanction a sum of Rs.9,60,00,000/- towards individual based subsidy under New Entrepreneur – cum - Enterprise Development Scheme.

3. The Government after careful consideration of the proposal of Principal Secretary / Industries Commissioner and Director of Industries and Commerce accord sanction for a sum of Rs.9,60,00,000/- (Rupees Nine crores and sixty lakhs only) towards individual based subsidy for the year 2014-15.

4. The amount sanctioned in para 3 above shall be debited to the following head of account:

2851-00-Village and Small Industries – 102 Small Scale Industries – Schemes in the Twelfth Five year Plan II State Plan – MF New Entrepreneurship-cum-Enterprise Development Scheme – 11 Subsidies 01 Individual Based Subsidy.

**(DPC 2851-00-102 MF 1115)**

5. The Industries Commissioner and Director of Industries and Commerce is authorized to draw the amount sanctioned in para 3 above and allocate it to the General Managers of District Industries Centres / Regional Joint Director of Industries and Commerce, Chennai and Tamil Nadu Industrial Investment Corporation Limited (TIIC).

6. The Industries Commissioner and Director of Industries and Commerce is also instructed to follow scrupulously the guidelines issued in the Government Order first read above while implementation of the scheme and to send the Utilization Certificate to the Government.

7. This order issues with the concurrence of Finance Department vide its U.O. No. 37730/Ind/2014, dated 15.7.2014.

**(BY ORDER OF THE GOVERNOR)**

**C.V. SANKAR  
PRINCIPAL SECRETARY TO GOVERNMENT**

To  
The Principal Secretary / Industries Commissioner and  
Director of Industries and Commerce,  
No. 36, South Canal Bank Road, Mandaivelipakkam,  
Raja Annamalaipuram, Chennai-28.  
The Director,  
Entrepreneurship Development Institute, Guindy, Chennai-32.  
The Chairman and Managing Director,  
Tamil Nadu Industrial Investment Corporation Limited,  
Chennai-35.  
The Accountant General, Chennai-18 (By Name)  
The Concerned Pay and Accounts Officers / Treasury Officers.

**Copy to:-**

The Finance (Ind./BG-II)Department, Chennai-9.  
The Private Secretary to Secretary to Government,  
Micro, Small and Medium Enterprises Department,  
Chennai – 9.  
The Nodal Officer (Schemes),  
Micro, Small and Medium Enterprises Department,  
Chennai – 9.  
Stock file / Spare copy.

**// FORWARDED BY ORDER //**

**UNDER SECRETARY TO GOVERNMENT**



Micro, Small and Medium  
Enterprises (D2) Department,  
Secretariat, Chennai-9.

**Letter No. 9579/D2/2013-3, dated : 24.1.2014**

From  
Thiru. K. Dhanavel, I.A.S.,  
Secretary to Government.

To  
The Department Industrial Policy and Promotion,  
Government of India,  
Ministry of Commerce and Industry,  
Udyog Bhavan, New Delhi. (we)

Sir,

Sub : Modified Industrial Infrastructure Upgradation Scheme (MIIUS) –  
Proposal for Development of Industrial Infrastructure for market  
connectivity and efficiency enhancement under MIIUS submitted  
by M/s. Tamilnadu Chamber Forward Linkage Infra Ltd.,  
Madurai – forwarded - Reg.

Ref : 1. From the Principal Secretary / Industries Commissioner  
and Director of Industries and Commerce Letter Rc. No. 33411  
/ CDC / 2013, dated 6.12.2013

2. G.O. (MS) No.4, Micro, Small and Medium Enterprises  
(D2) Department, dated:24.01.2014

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I am to inform that, this Government has nominated Tamil Nadu Small Industries Development Corporation Limited (TANSIDCO) as State Implementing Agency (SIA) for implementation of the projects under Modified Industrial Infrastructure Upgradation Scheme (MIIUS) in the G.O 2<sup>nd</sup> cited (Copy enclosed).

2. I am also to state that, the Principal Secretary / Industries Commissioner and Director of Industries and Commerce has sent the Detailed Feasibility Report (DFR) for development of Industrial Infrastructure for Market Connectivity and Efficiency Enhancement proposal by M/s. Tamil Nadu Chamber Forward Linkage Infra Limited, Madurai under MIIUS.

3. The project envisages establishment of various Market Connectivity infrastructure that are pivotal in the development of any market economy. A major part of the Project Investment goes toward the Permanent Exhibition and Convention Centre. Apart from the obvious promotion angle, Conferences and Exhibitions also provide an excellent opportunity to connect with the clients and get their valuable feedback, determine market potential, conduct research, assess competition, establish relationships with new agents and distributors, and initiating joint ventures and partnerships. Invariably, investments by either the Government or the private sector in the MICE (Meetings, Incentives, Conferences and Exhibitions) segment

stimulate development in the overall economy especially in the hospitality sector. The site for this project has already been identified and will be either purchased or taken on long lease as required.

4. The site is located in the Nilaiyur village in Madurai district on the Madurai-Tirumangalam Road, off NH7. The site is located in the suburb of the Madurai and is around 14 kms from the centre of Madurai city. The total project cost of the above project is Rs.9,479/- lakhs. The State Government contribution is Rs.2203 lakhs which is 25% of the project cost. This project is expected to generate employment for around 50,000 people over first seven years. It is estimated that as an effect of such infrastructure, the revenue is expected to grow by an average of 10-15% of the overall industries.

5. The Principal Secretary / Industries Commissioner and Director of Industries and Commerce has therefore requested the Government to forward the DFR for development of Industrial Infrastructure for Market Connectivity and Efficiency Enhancement at Madurai to the Government of India for approval of DFR.

6. I am, therefore, to forward the DFR for development of Industrial Infrastructure for Market Connectivity and Efficiency Enhancement at Madurai prepared by M/s. Tamil Nadu Chamber Forward Linkage Infra Limited, Madurai for approval, The decision in this regard may be sent to this Government early.

Yours faithfully,

for **SECRETARY TO GOVERNMENT**

**Copy to:-**

The Principal Secretary / Industries Commissioner and  
Director of Industries and Commerce,  
No.36, South Canal Bank Road,  
Mandaivelipakkam, Chennai - 28.

The Managing Director,  
Tamil Nadu Small Industries Development Corporation Limited,  
Guindy, Chennai-32

M/s. Tamil Nadu Chamber Forward Linkage Infra Limited,  
Arokya Building, 4/9, Kamar Street,  
S.S. Colony, Madurai - 625 010.

Stock file / Spare copy.

