



## ABSTRACT

Micro, Small and Medium Enterprises Department - Replacing the term Hall Rent with suitable component of expenditure for reimbursement of 50% grant of exhibitions conducted by MSMEs Associations – Revised Guidelines for availing Marketing Assistance by the MSMEs Associations conducting / participating in Domestic Trade Fairs / Exhibitions / International Trade Fairs - Orders – Issued.

### Micro, Small and Medium Enterprises (G) Department

**G.O (Ms) No.38**

**Dated: 09.10.2018**

விளம்பி வருடம், புரட்டாசி 23  
திருவள்ளூர் ஆண்டு 2049

**Read:**

1. G.O. (Ms).No.14, Micro, Small and Medium Enterprises (B) Department, Dated 07.05.2008
2. G.O. (Ms) No.10, Micro, Small and Medium Enterprises (G) Department, dated 18.02.2009.
3. Government letter No.1866/G/2017-1 & 3, Dated 09.05.2017 and 21.02.2018.
4. From Additional Chief Secretary / Industries Commissioner and Director of Industries and Commerce letter Rc. No.13343/IES-2/2017, dated 06.06.2017 and 11.05.2018.

### **ORDER**

In G.O. (Ms) No.14, Micro, Small and Medium Enterprises (B) Department, dated 07.05.2008, Government have issued Micro, Small and Medium Industries Policy, 2008 for the benefit of Micro, Small and Medium Enterprises and announced several schemes in the policy including programme for infrastructure support. Under the Heading Information and Marketing support, it has been mentioned among other things that grant 50% of the Hall Rent charges subject to a ceiling of Rs.5 lakhs per event in Chennai, Rs.1 lakh per event in the Districts and Rs.5 lakhs in other States per exhibition will be sanctioned on reimbursement basis for sponsoring of exhibition by Micro, Small and Medium Enterprises Associations.

2. In G.O.(Ms) No.10, Micro, Small and Medium Enterprises (G) Department, dated 18.02.2009, orders have been issued prescribing certain guidelines for sanction of 50% of hall rent charges on

reimbursement basis for sponsoring exhibitions by Micro, Small and Medium Enterprises Associations as follows:-

1. Expenditure incurred towards conduct of exhibition alone will qualify for reimbursement and expenditure incurred for organizing seminar/ workshop will not be eligible.
2. MSE units should have participated in the exhibition to promote their products.
3. The registered MSME – Associations, should have been existence for at least 3 years.
4. The registered MSME – Associations, concerned should have at least 20 MSE units as its member.
5. The exhibition should at least have a minimum of 10 (ten) stalls.
6. An advertisement or press release informing about the exhibition should have been released at least one popular local newspaper.
7. The registered Micro, Small and Medium Enterprises Associations, should submit the application for the claim to the General Manager / Regional Joint Director concerned at the proposal stage itself.
8. The General Manager/Regional Joint Director concerned should be invited to the exhibition for inspection. The General Manager / Regional Joint Director concerned should ensure that the exhibition has been conducted exclusively for marketing of the units participated and that they should send a comprehensive report after verifying the relevant details and records for disbursement of the eligible claim.

3. The Government have proposed to issue revised order replacing the term Hall Rent with suitable component of expenditure. The Commissioner and Director of Industries and Commerce was requested to send suitable proposal to replace the term "Hall rent" with suitable component of expenditure for reimbursement of 50% grant towards sponsoring of exhibitions conducted by MSMEs Associations in G.O. (Ms) No.14, Micro, Small and Medium Enterprises (B) Department, dated 07.05.2008 [Para 5, (IV)].

4. The Commissioner and Director of Industries and Commerce has sent proposal to replace the term "Hall Rent" with suitable component of expenditure for reimbursement of 50% grant towards sponsoring of exhibition conducted by MSMEs Associations and the draft guidelines for availing "Marketing Assistance" (in lieu of the term "Hall Rent") for encouraging Micro and Small Enterprises (MSEs), to explore new markets for selling their products in National / International market.

5. The Government after careful examination have decided to accept the proposal of the Commissioner and Director of Industries and Commerce to replace the term "Hall Rent" with suitable component of expenditure and to issue the revised Guidelines for granting Marketing

Assistance (in lieu of the term Hall Rent) at 50% of the expenditure on reimbursement basis to MSMEs Associations conducting / participating in Domestic Trade Fairs / Exhibitions / International Trade Fairs as follows and also direct the Commissioner and Director of Industries and Commerce to follow the revised guidelines annexed to this Government Order scrupulously.

Sl. No.	Scale of Assistance – Existing	Scale of Assistance – Requested	Scale of Assistance
<b>A.</b>	<b>Domestic Fairs / Exhibitions</b>		
(i)	50% grant as Hall Rent subject to a ceiling of Rs.5.00 lakh per event conducted in Chennai District.	50% grant subject to a ceiling of Rs.7.50 lakh per event conducted in Chennai District.	50% grant subject to a ceiling of Rs.7.50 lakh per event conducted in Chennai District.
(ii)	50% grant as Hall Rent subject to a ceiling of Rs.1.00 lakh per event conducted in the Districts.	50% grant subject to a ceiling of Rs.3.00 lakh per event conducted in the Districts.	50% grant subject to a ceiling <b>restricted to Rs.1.50 lakh</b>
(iii)	50% grant as Hall Rent subject to a ceiling of Rs.5.00 lakh per Exhibition conducted in other States.	50% grant of subject to a ceiling of Rs.7.50 lakh per Exhibition conducted in other States.	50% grant subject to a ceiling of Rs.7.50 lakh per Exhibition conducted in other States.
<b>B</b>	<b>International Trade Fairs / Exhibitions</b>		
	---Nil---	50% grant of Rent paid towards stall or space charges subject to a ceiling of Rs.15.00 lakh per International Trade Fairs / Exhibitions.	As ordered in G.O. (Ms) No.47, Micro, Small and Medium Enterprises (G) Department, dated 20.07.2017

6. This order issues with the concurrence of Finance Department vide its U.O. No.50867/Industries/2018, dated 05.10.2018.

(BY ORDER OF THE GOVERNOR)

**DHARMENDRA PRATAP YADAV**  
**SECRETARY TO GOVERNMENT**

To

The Principal Secretary / Industries Commissioner  
and Director of Industries and Commerce,

Thiru Vi. Ka. Industrial Estate, Guindy, Chennai-32.

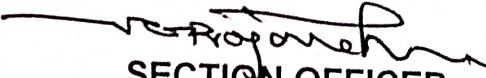
The Principal Secretary / Chairperson and Managing Director,  
Tamil Nadu Small Industries Development Corporation Limited,  
Thiru Vi. Ka. Industrial Estate, Guindy, Chennai-32.

The Additional Chief Secretary to Government,  
Finance Department, Chennai-9.

**Copy to:-**

Office of the Hon'ble Chief Minister, Chennai-9  
Office of the Hon'ble Deputy Chief Minister, Chennai-9.  
The Special Personal Assistant to Hon'ble Minister for Rural Industries,  
Chennai-9.  
The Private Secretary to Chief Secretary to Government, Chennai-9.  
The Private Secretary to Secretary to Government,  
Micro, Small and Medium Enterprises Department, Chennai-9.  
The Personal Assistant to Deputy Secretary to Government,  
Micro, Small and Medium Enterprises Department, Chennai-9.  
The Finance (Industries) Department, Chennai-9.  
The Accountant General (Audit), Chennai-18. (By Name).  
The Accountant General (A&E), Chennai-18. (By Name).  
The Accountant General (E&RSA), Chennai-18. (By Name).  
All District Collectors  
All Pay and Accounts Officers / All District Treasury Officers,  
The Chief Accounts Officer,  
Directorate of Industries and Commerce, Chennai-32.  
The Micro, Small and Medium Enterprises (B / OP) Department,  
Chennai-9.  
Sf/Sc.

//FORWARDED BY ORDER//

  
SECTION OFFICER

HNSA  
15/10/12

## ANNEXURE

### Micro, Small and Medium Enterprises (G) Department

G.O (Ms) No.38

Dated: 09.10.2018

விளம்பரி வருடம், புரட்டாசி, 23

திருவள்ளூர் ஆண்டு 2049

### Guidelines for availing Marketing Development Assistance to registered MSME Associations

#### **1. Introduction:**

Marketing is critical for the growth and survival for any Micro and Small Enterprises. The changing global economic scenario has thrown up various opportunities and challenges to the MSEs in exploring new markets. The new markets require the MSEs to showcase their products and provide sufficient knowledge to the buyer on the products being manufactured by the MSEs. With a view to providing institutional support for marketing the products manufactured by MSEs at National and International level, the scheme of marketing assistance to MSEs is being introduced.

#### **2. Objectives of the Scheme:**

The broad objectives of the scheme, inter-alia include:

- i. To enhance marketing capabilities & competitiveness of the MSEs.
- ii. To showcase the competencies of MSEs.
- iii. To facilitate MSEs about the prevalent market scenario and its impact on their activities.
- iv. To encourage MSEs in their efforts of identifying Domestic / Overseas Markets.
- v. To provide platform to MSEs for interaction with large institutional buyers.
- vi. To facilitate marketing linkages.

#### **3. Eligibility Criteria:**

The registered MSME associations in existence for a period of at least 3 years with minimum of 20 MSE units as its member shall be eligible for availing financial benefits.

#### **4. Components of the Scheme:**

A. The Marketing Assistance grant will be granted to:-

- i. Domestic Fairs / Exhibitions
- ii. International Trade Fairs / Exhibitions

B. The following components will be considered for computing the eligible expenditure incurred availing grant under the Marketing Assistance Scheme:-

- i. Venue Rent
- ii. Power Cost
- iii. H.V. A.C. (Heating, Ventilation and Air Conditioning)
- iv. Internal Partition and display arrangements

- v. Furniture
- vi. Audio - Visual Equipments including computers
- vii. Cost of Man Power engaged for the purpose (Guides, Securities, etc.) on actual, but limited to 10% of the total cost.

**5. Criteria for availing Financial Assistance:**

- (i). The Registered MSME associations would be allowed reimbursement under the scheme for a maximum of 2 (two) events in a year.
- (ii). The expenditure incurred towards conduct of exhibition alone will qualify for reimbursement and expenditure incurred for organizing seminar / workshop will not be eligible.
- (iii). The MSE units should have participated in the exhibition to promote their products.
- (iv). The exhibition should have at least minimum of 10 (ten) stalls.
- (v). An advertisement or press release informing about the exhibition should have been released at least in one popular local newspaper.
- (vi). The General Manager / Regional Joint Director concerned should be invited to the exhibition for inspection.
- (vii). The General Manager / Regional Joint Director concerned should ensure that the exhibition has been conducted exclusively for marketing of the units participated.

**6. Quantum of Financial Assistance:**

Sl. No.	Scale of Assistance – Existing	Scale of Assistance
<b>A.</b>	<b>Domestic Fairs / Exhibitions</b>	
(i)	50% grant as Hall Rent subject to a ceiling of Rs.5.00 lakh per event conducted in Chennai District.	50% grant subject to a ceiling of Rs.7.50 lakh per event conducted in Chennai District.
(ii)	50% grant as Hall Rent subject to a ceiling of Rs.1.00 lakh per event conducted in the Districts.	50% grant subject to a <b>ceiling restricted to Rs.1.50 lakh.</b>
(iii)	50% grant as Hall Rent subject to a ceiling of Rs.5.00 lakh per Exhibition conducted in other States.	50% grant subject to a ceiling of Rs.7.50 lakh per Exhibition conducted in other States.
<b>B.</b>	<b>International Trade Fairs / Exhibitions</b>	
	---Nil---	As ordered in G.O. (Ms) No.47, Micro, Small and Medium Enterprises (G) Department, dated 20.07.2017

**7. Procedure for Availing Financial Assistance:**

The registered Micro, Small and Medium Enterprises Associations should submit their application for availing marketing assistance to the General Manager / Regional Joint Director concerned at the proposal stage itself. The application claim should be preferred before the concerned General Manager, District Industrial Centre / Regional Joint Director of Industries and Commerce, Chennai where the Exhibition / Trade Fair was conducted, within a period of 2 months from the completion date of fair / exhibition, failing which it may be presumed that they are not interested in the reimbursement. The concerned General Manager, District Industrial Centre / Regional Joint Director of Industries and Commerce, Chennai shall forward the proposal for availing marketing assistance to the Industries Commissioner / Director of Industries and Commerce, after duly verifying the expenditure incurred. The proposal will be forwarded with recommendations of the Industries Commissioner / Director of Industries and Commerce to the Government.

**DHARMENDRA PRATAP YADAV  
SECRETARY TO GOVERNMENT**

**//TRUE COPY//**



**SECTION OFFICER**

L.N.G.  
15.10.18