

Gujarat Industrial Policy 2003
Scheme for Assistance to
Market Promotion and Development

Government of Gujarat
Industries & Mines Department
Resolution No.APN/102003/1161(3)/I
Sachivalaya, Gandhinagar
Dated:- 10th JUNE 2004

Read: 1 Gujarat Industries Policy 2003
2 Industries & Mines Department GR No.EHB-1182-4600-CH.,
dated 24-10-1986.

1. Preamble:

Market development assume a critical importance for successful running of an industry. Today when the restrictions and trade barriers are progressively removed across the globe, the importance of effective communication between sellers and buyers has reached the new heights. Government of Gujarat intends to streamline its policy initiatives with global realities and encourage market development. The Gujarat Industrial Policy-2003 lays emphasis towards this aspect and intends to provide assistance to industrial units to tap global market through new initiatives.

2. The Scheme:

The scheme will be known as Assistance to industrial units for market promotion and development. The scheme comes into force from the date of issue of this GR.

3. Eligible Activities and Quantum of Assistance

3.1 Common Branding and Marketing Fund

In order to promote the products manufactured by specific industrial clusters, the State Government intends to create a Common Branding and Marketing Fund under which all products manufactured by the

clusters will be promoted and marketed under a common brand name.

The financial assistance will be provided on a matching basis to Industries Associations of the clusters. The assistance will be as one time grant limited to Rs.10,000 per unit. to promote the brand name and/or marketing of the products. This assistance will be given to those clusters/individual manufacturers who would be promoting their products as manufactured in Gujarat. The manufacturer will have to adhere to stringent quality norms as required in the market. The Government will arrange for testing of products from quality point of view and on finding inferior quality, manufacturers will be severely dealt with.

3.2 Participation in International Trade Fairs in Gujarat Pavilion.

The State Government intends to provide assistance for booking space in product specific international trade fairs. The State Government Corporations, agencies or Industries Associations will be eligible for assistance. The space will be offered to industrial units of the State at concessional rentals. This will enable the units to approach international buyers in a cost effective manner.

When state government will book space in certain famous product-specific international trade fairs through its agencies and in turn offer space to Gujarat industries in the small and medium sectors in the Gujarat pavillion at concessional rentals.

The quantum of the assistance will depend on the space to be booked rent, country etc. However, it will not exceed 50% of the total rent subject to maximum Rs.5 lakhs.

3.3 Participation in Exhibition Abroad.

The State Government will offer a cash subsidy on the lines of assistance offered by Government of India. to industrial units in international trade fairs organized abroad subject to maximum Rs.2 lakhs. The cost will cover rent and expenditure towards printing of product, catalogue, display materials etc.

3.4 Assistance for sending Product Sample Abroad

The State Government will provide financial assistance to industrial units upto a maximum of Rs.50,000 for sending product samples abroad with the prospective buyers for approval. The assistance will be to the unit entering first time in the export market.

3.5 Participation in Seminar Abroad

The Government will provide assistance to industrial units in small and medium scale sector for participation in training programme limited for a duration of two months and seminar held abroad in the relevant technical field which would lead to technology upgradation or quality improvement in the unit.

This assistance will be at the rate of 50% of the cost of participation fees subject to Rs.50,000. The assistance will be offered for participation in a recognized foreign University/Institutional programme. The assistance will be disbursed only after relevant certificate is produced by the participants.

3.6 Setting up of Permanent Exhibition-cum-Conventional Centre

The State Government will support setting up of Permanent Exhibition-cum-Conventional Centre in major cities. Under the

scheme, the Government will reimburse the cost of land at the rate of 50% of the total cost subject to a limit of Rs.1 crore per centre.

3.7 Trade Centre.

The State Government will provide assistance for setting up Trade Centres at important industrial clusters/industrial locations.

The Trade Centre will have specific facilities covering conference centre, media centre, exhibition hall, business centre, commercial bank branch, communication facilities etc.

Under the scheme, assistance will be provided at the rate of 25% of project cost subject to maximum Rs.10 lakh.. The built up area must be 1000 Sq.mt. and above.

4. State Level Approval Committee.

The State Level Approval Committee has been constituted with following members to sanction financial assistance on the proposals received under market promotion and development scheme.

Principal Secretary(I&M)	Chairman
Secretary, FD (Economic Affairs)	Member
Industries Commissioner	Member
Principal Chief Industrial Advisor	Member
Deputy Secretary (I&M)	Member
Addl. Industries Commissioner/ Joint Commissioner of Industries(IP)	Member-Secretary

5.0 Processing of Application

Application under the scheme for various proposals/projects will be received and processed by Industries Commissionerate, Gandhinagar.

The detailed procedure in this regard will be laid down by the Industries Commissioner.

The expenditure on this amount will be met from the sanctioned grant by the financial year under the following budget head.

Demand No.49
Major Head-2852, Industries
Minor Head-(800) Other expenses
Sub Head-(24) IND-5, Promotional Efforts for Industrial Development
Head Chargeable: 285280800292
Detailed Head (31) Grant in Aid (C) to others

By order and in the name of the Government of Gujarat.

R.S.Dave.
Section Officer,
Industries and Mines Department.

Copy to:-

- 1 Secretary to Hon. Governor
- 2 Secretary to Hon. Chief Minister.
- 3 Personal Secretary to all Ministers.
- 4 Advisor to chief Minister
5. Under Secretary to Chief Secretary.
6. Principal Secretary ,Finance Department.
7. Industries Commissioner,Udyog Bhavan, Gandhinagar.
8. Sales Tax Commissioner, Ashram road ,Ahmedabad.
9. Managng Director ,Index -B ,Udhyog Bhavan, Gandhinagar.
- 10 All Board/Corporation under I&MD
11. Accountant General, Ahmedabad/Rajkot
12. All Officers I&MD
- 13 All Branches I&MD
14. Select File