

Sustainable Industry Incentive Scheme 2023

Annexure G

SCHEME 10

Incentive for Participation in Trade Fairs

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Incentive for Participation in Trade Fairs

A. The Scheme

The scheme envisages to provide assistance by way of reimbursement up to 100% of the stall charges incurred, subject to a maximum of Rs. 5.00 Lakh for participating in one domestic and one international fair per annum for manufacturing and service enterprises in the State.

B. Eligibility of Applicants

1. The Scheme is applicable to industrial units with in the State of Kerala in categories MSME, Large & Mega.
2. The assistance shall be applicable only for participating in trade fairs held on or after 01.04.2023.
3. The Scheme is applicable to manufacturing/service sector (excluding trade activities)
4. The industrial unit shall be an independent legal entity.
5. The unit shall be functioning while receiving assistance under this scheme.
6. MSMEs shall have valid Udyam registration.
7. Large and Mega industries should have valid DPIIT registration (if applicable)
8. The industrial unit shall be in any of the priority sectors mentioned in the Kerala Industrial Policy 2023
9. Government controlled industries, public sector undertakings; and any activities banned by GoK/GOI from time to time are not eligible for assistance.

C. Definitions & Explanations

The definitions for the terms mentioned in this Manual shall be applicable only for this Scheme.

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- **MSME units: All Micro Small & Medium Enterprises (MSME's)**, as defined in the MSMED Act 2006.
- **Large Enterprise:** A company with Investment in plant & machinery / equipment above INR 50.00Cr and not exceeding INR 300.00Cr or Turnover above Rs.250.00 Cr, or defined by GoK/GoI from time to time.
- **Mega Enterprise :** A company with Investment in plant & machinery /Equipment above the definition of Large Enterprises, or defined by GoK/GoI from time to time.
- **Trade Fairs:** Fairs which are either B2B or B2C.
- **Domestic Trade Fair:** Trade fairs within the territory of the country organised by Centre Government / State Governments/UTs, Government agencies of Centre / State Governments/ UTs, Government approved Industry organisations/Forums like CII, FICCI, ASSOCHAM, Chamber of Commerce, etc. The State Level Incentive Implementation Committee (IIC) shall have the authority to decide on whether the participation in a particular trade fair is eligible for the assistance.
- **International Trade Fair:** Trade fairs outside the territory of the country listed by Government agencies/ Export promotion councils etc. The State Level Incentive Implementation Committee (IIC) shall have the authority to decide on whether the participation in a particular trade fair is eligible for the assistance.

D. Entitlement of a successful applicant

A successful applicant shall be eligible for 100% of the stall charges incurred as assistance on reimbursement basis, subject to a maximum of Rs. 5.00 Lakh. An enterprise shall be eligible for assistance to participate in one domestic and one international trade fair per annum.

E. Mode of Application & Processing Fee

Eligible applicant shall apply online, with all relevant supporting documents and remit the applicable processing fee. The processing fee shall be Rs.1000/- +GST per claim.

F. Recommending Authority

The Recommending Authority for the applications shall be the concerned Assistant District Industries Officer. The duties of the Recommending Authority are;

- i. Verify the documents submitted by the applicant via online
- ii. Conduct inspection if required,

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- iii. Ascertain the eligibility, and recommend eligible amount to the Sanctioning authority.
- iv. Provide additional details if any called for by the Sanctioning Authority.
- v. Handhold smooth implementation of the scheme in close co-ordination with the applicant and Sanctioning Authority.

G. Sanctioning authority

The General Manager DIC shall be the Sanctioning Authority for all applications under this Scheme and his key responsibilities are;

- i. Review the recommendation, verify the entire procedure of the Recommending Authority if required
- ii. Take a final decision on the claim submitted by the applicant.
- iii. Based on the final decision, a proceeding shall be issued by the Sanctioning Authority.
- iv. Issue intimation letter to the applicant via online.
- v. Facilitate executing the “agreement” for this scheme by the applicant before General Manager DIC of the respective district.
- vi. Submit the copy of the proceedings and relevant details to MD-KSIDC for the disbursement.
- vii. Collect the details of the fund being released and intimate the applicant accordingly.

H. Mode of Release of Eligible Incentive

If the documents submitted by the Sanctioning Authority are in order, MD-KSIDC will initiate further steps for the disbursement of the eligible amount directly to the bank account of the Beneficiary subject to the availability of the fund.

I. Obligations of the applicant entrepreneurs

1. The applicant shall submit the application, online through the web portal along with supporting documents.
2. The applicant shall pay the requisite application fee through the online portal.
3. The applicant shall provide all required details and declare such information as to be true.
4. The applicant shall provide the Bank Account details of the MSME unit at the time of submission of application.

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5. The applicant shall provide clarifications or further details sought by the Recommending Authority/ Sanctioning Authority/Appellate authority.
6. The applicant shall produce the supporting documents to ascertain the participation in the trade fair ie: proof of remittance of stall rent, certificate of participation issued by the organiser, proof of transportation/freight if applicable, proof of journey in case of participation in international trade fair, photos of stall etc.
7. The applicant shall produce originals of any documents if so required by the recommending/sanctioning/appellate authority for verification.
8. The applicant shall execute requisite legal agreement before the sanctioning authority.
9. The enterprise shall apply for the assistance within six months after the participation in the trade fair.

J. General Guidelines

1. The claims under this scheme shall be entertained only during the currency of this Scheme and Budgetary allocations. The decision of the GoK to modify, amend and if required completely withdraw the Scheme, any point of time in part or in full, is final.
2. The processing fee collected from applicant shall be used for meeting the incidental expenses including TA/DA, other administrative overheads, consultancy expenses, if any, incurred for the proper processing of the claims etc.

K. Recoveries and Penalties.

Any assistance under this Incentive to an industrial unit is liable to be refunded by the unit, on violation of any of the conditions in the agreement executed with the sanctioning authority or on grounds of obtaining assistance by misrepresentation, forgery or deception , with interest at the rate of 14% per annum from the date of receipt of the same, on issue of registered demand notice to the unit by the Recommending/Sanctioning authority . All amounts due to Government under this provision shall, in case of default, be recoverable as if they are arrears of land revenue under the provisions of the Kerala Revenue Recovery Act, 1968 or in such other manner as Government may deem fit. Sufficient opportunity to show cause in writing shall however be granted to the units before a demand is raised against it.

L. Appeal & Dispute Resolution Mechanism

There is a provision for the applicant to appeal against the award of the Sanctioning Authority, if

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needed. The appellate authority for applicants in such circumstances shall be MD-KSIDC. The Appeal Form affixing court fee stamp for Rs.10.00/- in the prescribed format, to be submitted within 90 days from date of Proceedings. The Appellate Authority in such cases shall convene a meeting with the Sanctioning Authority and aggrieved applicant to resolve the matter. The decision of Appellate Authority will be final on such cases.

The assistance proposed in this scheme is envisaged as a fiscal incentive for the investment made in Kerala and to attract more investors. Any dispute arises, which cannot be resolved at the level of Appellate Authority can only be questioned at courts having its jurisdiction at Thiruvananthapuram

M. Forms and Clarifications.

MD-KSIDC shall have the full authority to prepare the application forms, form of agreement and any other formats required for the proper implementation of the Scheme and to issue clarifications sub-rules, modify the check-list etc, if required.
