

OPERATIONAL GUIDELINES ON MARKETING ASSISTANCE TO INDUSTRIES
ASSOCIATION UNDER INDUSTRIAL POLICY RESOLUTION 2015.

(See Para 5.4.16 of IPR-2015)

1. **Short Title:** - Operational guidelines for providing Marketing Assistance to Industries Association under Industrial Policy Resolution, 2015.
2. **Extent:** - It shall extend to the whole of the State of Odisha.
3. **Commencement:** - It shall come into force from the "Effective Date" of Industrial Policy Resolution, 2015 i. e. 24.08.2015.
4. **Terms and Expressions:** -Terms and expressions used in this operational guideline, but not specifically defined / explained here, shall have the same meaning as in Industrial Policy Resolution-2015.
5. **Policy Provisions:-**

MARKETING ASSISTANCE TO INDUSTRIES ASSOCIATION

Marketing Assistance to Industries Association for participation of minimum 5 units in Odisha / India Pavilion in International Trade fairs abroad @ 50% of total rent subject to a maximum of Rs.10 lakh.

6. **Eligibility:-**
Industries Association duly registered with competent authority shall be eligible for assistance once in a year.
7. **Time frame for filing application: -**
Eligible Industries Associations shall file application for assistance in the format prescribed at Annexure-A at least one month before the start of International trade fair to be participated.
8. **Constitution of Committee: -**
8.1 There shall be a Committee with following composition to accord necessary sanction of Marketing Assistance to Industries Associations.

1	Director of Industries, Odisha	Chairman
2	Representative of CMD, IPICOL not below the rank of GM	Member
3	Director, MSME DI , Cuttack	Member
4	Managing Director , OSIC	Member
5	Director, Export Promotion and Marketing	Member- convener

9. Procedure: -

- 9.1 The application of Industries Association participating with five member units in the Odisha / India Pavilion in International Trade Fair shall reach in the Office of Director of Export Promotion & Marketing, Odisha at least three months in advance. The application must be accompanied by:-
- (a) Copy of EM- Part II / IEM –II of at-least five units to participate in the Trade fair
 - (b) Letter of recommendation of units by industries association
 - (c) Copy of arrangement letter / documents in support of proposed participation in the International Trade Fair
 - (d) Tariff / rent to be paid
 - (e) Details / Brochure of the International Trade Fair to be participated.
- 9.2 Directorate of Export Promotion & Marketing, Odisha shall place the application received from the Industries Associations before the Committee for consideration. If approved an in- principle letter shall be issued to the applicant Industries Association
- 9.3 On completion of the event, the Industries Association shall submit their claim for reimbursement of 50% of total rent (subject to a maximum of Rs.10 lakh) enclosing the copy of following documents.-
- (a) Receipt towards total rent paid
 - (b) Copy of passport indicating departure from and arrival in India and also the county visited for the purpose of participating in the International Trade fair.
 - (c) Copy of air ticket used during the journey.
 - (d) Report on participation and business generated, including confirmed orders obtained etc.
 - (e) Name and address of the persons attended the event.
- 9.4 Claim form must be submitted within 60 days of return to India on completion of activity.
- 9.5 Director of Export Promotion & Marketing, Odisha shall scrutinize the documents submitted by the participated Industries Associations and place the same before the Committee.