

GOVERNMENT OF PUDUCHERRY
DIRECTORATE OF INDUSTRIES AND COMMERCE
(SECRETARIAT WING)

G.O Rt. No.19/DI&C/TECH/MSME/2022-23

Puducherry, dt.29.12.2022

CORRIGENDUM

Sub: DI&C - Incentives/subsidies to the Industrial Units under the Scheme - Motivation of Entrepreneurs to Start Industries and Fiscal Assistance to Industries – Market Development Support Assistance – Corrigendum – Issued.

- Ref : 1. G.O. Ms. No. 4/ Ind 7 Com./A6/2017 dated, 2-05-2017 of the Directorate of Industries and Commerce, Puducherry.
2. O.M.No.K-02/4/2021-SME, dated 15.11.2021 of the Ministry of Micro, Small and Medium Enterprises, SME Section, New Delhi.
3. O.M.No.5(1)/2021-22/PMS/SFC & Scheme Guideline, dated 26.07.2022 of the Ministry of Micro, Small and Medium Enterprises, PMS Division, New Delhi.

WHEREAS the Ministry of MSME has issued the guidelines for the proposal for continuation of National Scheduled Caste and Scheduled Tribe Hub (NSSH) vide reference (2) cited above and the guidelines of the Procurement and Marketing Support (PMS) Scheme vide reference (3) cited above. Based on which the National Small Industries Corporation Limited, Thattanchavady, Puducherry has approached this Administrative Directorate to offer up-front discount to the State MSMEs with a subsidy to onboard Units to MSME MART (B2B) portal for providing them with much-needed online marketing support under the E-commerce policy of the State Government to showcase the products/ services of the Puducherry MSME through the dedicated web page – PUDUCHERRY-MSMEMART.COM. The MSMEs shall be provided with the financial assistance/subsidy for availing the digital services offered to MSME by www.msmemart.com towards Annual Membership as detailed below.

- For **SC/ST Enterprises** - **80%** subsidized – under National SCST Scheme of the Ministry of MSME, Govt. of India (for both Micro and Small enterprises).
- For **Micro Enterprises** – **75%** subsidized – under adoption of the E-Commerce platform of procurement and marketing scheme for Micro Enterprises under Ministry of MSME, Govt. of India Scheme.

2. AND WHEREAS, this U.T. of Puducherry also provides various incentives/subsidies to the industrial units under the Scheme “Motivation of Entrepreneurs to Start Industries and Fiscal Assistance to Industries” vide G.O. cited under reference (1).

3. The Government of Puducherry, after due consideration approves to issue necessary CORRIGENDUM to the G.O. Ms. No. 4/ Ind 7 Com./A6/2017 dated, 2-05-2017 of the Directorate of Industries and Commerce, Puducherry as detailed below and the Clause No.2.6 Market Development Support Assistance shall be amended as follows:-

For	Read
<p>2.6 Market Development Support Assistance: Assistance to the industrial units for participation in international trade fair as an industry association will be given @ 50% of total rent, literature and display material subject to a maximum of Rs. 5 lakhs.</p> <p>Conditions:</p> <p>2.6.1 Market Development Support Assistance for market development support would be reimbursed provided on the basis of actual expenditure incurred.</p> <p>2.6.2 The unit shall obtain prior approval from the Director of Industries about the participation in exhibition.</p>	<p>2.6 Market Development Support Assistance: Assistance to the industrial units for participation in international trade fair as an industry association will be given @ 50% of total rent, literature and display material subject to a maximum of Rs. 5 lakhs.</p> <p>Further, additional/gap incentives to the Units to onboard the E-commerce portal of the MSME Mart online (i.e. between the percentage of incentive availed from MSME, GOI, and the balance to make it 100% incentivize towards Annual Membership fee) will be granted based on the proof of receipt of MSME incentive for the purpose.</p> <p>Conditions:</p> <p>2.6.1 Market Development Support Assistance for market development support would be reimbursed provided on the basis of actual expenditure incurred.</p> <p>2.6.2 The unit shall obtain prior approval from the Director of Industries about the participation in exhibition.</p>

4. All other terms and conditions remain unaltered.

5. This issues with the concurrence of the Finance Department vide their I.D.No.1639/FC/FD/F4/A3/2022-23 dated.26.12.2022.

// By Order //


(V. MOKAN KUMAR)

UNDER SECRETARY TO GOVT. (Ind. & Com)

2/11

To

The Director,
Directorate of Industries and Commerce, Puducherry.

Copy to :-

1. All Secretaries to Government/Private Secretaries to Hon'ble Lt. Governor/Hon'ble Chief Minister/Ministers/Hon'ble Speaker/Dy. Speaker/P.A to Govt. Whip/Parliamentary Secretary to Chief Minister.
2. All Head of the Departments/Head of Offices/Public Sector Undertakings/Local Bodies of Government of Puducherry.
3. The Office of the Accountant General (Audit)I, Puducherry Branch, Puducherry.
4. The Office of the Accountant General (Audit) I, TN&P, Chennai.
5. The Central Records Branch, Puducherry.