

# Scheme for Assistance to MSMEs for Market Development

## Details (Scheme for Assistance to MSMEs for Market Development)

The scheme "Scheme for Assistance to MSMEs for Market Development" was introduced under the Rajasthan MSME Policy 2024 by the Department of Industries and Commerce, Government of Rajasthan. The scheme aims to promote and financially support the participation of MSMEs in national and international trade fairs, exhibitions, and buyer-seller meets, etc. This scheme will remain in force until 31st March 2029. Scheme Implementation: This scheme component will be implemented through the concerned DICC under the aegis of Department of Industries & Commerce. Office of the Commissioner, Industries & Commerce will be the nodal agency for the implementation and supervision of the scheme at the state level.

## Objectives (Scheme for Assistance to MSMEs for Market Development)

- The scheme aims to promote and financially support the participation of MSMEs in national and international trade fairs, exhibitions, and buyer
- seller meets, etc.

## Important Features (Scheme for Assistance to MSMEs for Market Development)

- The scheme aims to promote and financially support the participation of MSMEs in national and international trade fairs, exhibitions, and buyer
- seller meets, etc. Scheme Implementation: This scheme component will be implemented through the concerned DICC under the aegis of Department of Industries & Commerce.

## Benefits (Scheme for Assistance to MSMEs for Market Development)

- Financial assistance for participation in fairs/exhibitions: S. No. Type of Event Financial Assistance 1 Participation in National/International Fairs/Exhibitions in Rajasthan ■37,500/
- or 75% of the stall rent per event, whichever is less, for a maximum of 3 events in a financial year. (Actual Fare of 3
- AC Class Train or AC Bus for 2 persons) 2 Participation in National/international fairs/Exhibitions in the country (other than Rajasthan) ■1,12,500/
- or 75% of the stall rent per event, whichever is less, for a maximum of 2 events in a financial year. (Actual Fare of 3
- AC Class Train or AC Bus for 2 persons) 3 Participation in Fairs/Exhibitions organized abroad ■1,50,000/
- or 75% of the stall rent, whichever is less, for a maximum of 1 event in a financial year. (Actual Fare on Travel through Airplane in Economy Class for 2 persons) Note: After availing the benefit in a particular category in one financial year, the beneficiary cannot avail it in the same category for the next 2 financial years.

## Eligibility (Scheme for Assistance to MSMEs for Market Development)

- All MSMEs existing anywhere in Rajasthan will be required to comply with the following conditions to avail benefits under the scheme: The enterprise will be required to have Udyam Registration Certificate (URC) as per MSME Development Act 2006 The selection of MSME units would be done by Department of Industries and Commerce as per display product profile, theme of the fair and its relevance.
- Participation in Government/ Government agency/(ies) sponsored/ approved Fairs/Exhibitions as well as Fairs/ Exhibitions approved by Export Promotion Councils (under Ministry of Commerce & Industry, GoI) will be eligible for the claim to be made under the scheme.
- Note: Preference shall be given to participants/units who have not availed of the benefits under this scheme.

## Application Process (Scheme for Assistance to MSMEs for Market Development)

- Application Process: Step 1: The interested applicant downloads the application form (Annexure 5.1) from the official website.
- Step 2: In the application form, fill in all the mandatory fields, and attach copies of all the mandatory documents (self-attest, if required).
- Step 3: Submit the duly filled and signed application form along with the documents to the respective General Manager, District Industries & Commerce Centre (DICC).
- Note: The application must be submitted within 6 months of attending the fair/exhibition.
- Post Application Process: Step 1: The GM, DICC will evaluate the application.
- Step 2: The District Level Task Force Committee (DLTFC) will approve and sanction the incentive.
- Step 3: Upon approval, an approval letter will be issued.
- Step 4: The assistance amount will be disbursed to the enterprise's registered bank account.

## **Documents Required (Scheme for Assistance to MSMEs for Market Development)**

- Proof of Business Registration (Udyam Registration) Event Brochure/Invitation Letter Invoice for Stall Rent from Organizing Body and Travel Fee (Including Tickets) Copy of VISA of persons who attended the exhibition and air ticket and boarding pass (if international travel) In the Case of International Exhibition attach Copy of Passport Stamping of Immigration by that Country Payment Proof Photographs of Exhibitions including photographs of Main Entrance of the exhibition Photographs of the Stall setup during the fair/exhibition Bank Account Details (Cancelled Cheque or Passbook Copy) along with PAN of the beneficiary CA Certificate as per Annexure 5.2 ■ Undertaking/Declaration on non-judicial stamp paper as per Annexure 5.3 ■

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