

Government of India
Ministry of Commerce & Industry
Department of Industrial Policy and Promotion

Scheme for Investment Promotion

Guidelines for Financial Assistance for “Organization of Business and Investment Promotion Events”

1..0 INTRODUCTION

1.1 Department of Industrial Policy and Promotion (The Department) formulates Foreign Direct Investment (FDI) policy and undertakes Investment Promotion & Facilitation. The Department is implementing “The Scheme for Investment Promotion” detailed out vide OM No.11(1)/2004-IP&IC-IV dated November 11th, 2008 with an outlay of Rs.74.50 crore during the XI Plan. The scheme comprises a number of components and activities for promotion of Foreign Direct Investment into the country; enhancing International co-operation for promoting FDI and capacity building. The scheme has the following components:-

- i. Organization of Joint Commission Meetings
- ii. Organization of business and investment promotion events
- iii. Project Management, Capacity Building, Monitoring & Evaluation
- iv. Establishment of G2B portal / e-Biz Pilot Project
- v. Foreign Travel in connection with the scheme components
- vi. Setting up of country focus desks for promoting investment
- vii. Multi media audio visual campaign
- viii. Creation of a dedicated investment promotion agency

1.2 The present guidelines pertain to implementing the scheme component (ii) above i.e. “Organization of Business & Promotion Events”.

2.0 ELIGIBLE ACTIVITIES

2.1 In order to promote India as an attractive and credible destination for FDI, the Department undertakes various activities at GtoG, GtoGtoB and BtoB level. Besides this the Department also has the mandate for conducting Joint Commission Meetings, which are overarching consultations and include cooperation between Governments in the economic and other fields. The Department plays a significant role in international economic diplomacy. The Department has also initiated investment promotion activities within India. These roles often involve organizing / supporting events in India and Abroad such as:

2.2 Business and investment promotion events (including networking sessions, road shows, exhibitions) in various countries.

2.3 Investment promotion events/sector specific business/investment meetings organized by industry chambers in India.

2.4 Sponsorship of delegations including sector specific delegations abroad with a view to promote investment.

2.5 Support for issues arising out of creation of and convening of Business Leaders Forum or CEOs Council/Forums such as with Japan, USA, Russia, European Union, etc.

2.6 Only those events which are exclusively B2B or have a sizeable component of B2B interaction will qualify for consideration under the subject guidelines. Some such events may at times include G2G components as well. For such G2G components guidelines for organization of Joint Commission Meetings will be followed.

2.7 The events supported under these guidelines must have a clear nexus and relationship with promotion of foreign direct investment.

3.0 ELIGIBLE ORGANISATIONS

3.1 Such events/investment promotion activities are usually organized in India by the Department jointly with one or more Apex Industry Chambers from India. When abroad, such activities are organized by the Department, Indian Diplomatic Missions, Indian Apex Industry Chambers and their overseas counterpart/s. An illustrative list of organizations for undertaking such events is as follows :

- (a) Central Government and its agencies including Indian diplomatic missions abroad.
- (b) All India level Chambers of Commerce & Industry Associations such as CII, FICCI, ASSOCHAM, PHDCCI etc.
- (c) Bilateral Chambers of Commerce such as Indo German Chamber of Commerce, The Council of EU Chambers of Commerce in India, Indo-French Chamber of Commerce & Industry, Indo-Italian Chamber of Commerce & Industry, US India Business Council, etc.
- (d) All India Industry Associations for subjects under the Department, such as Leather, Paper, Cement, Light Engineering, Light Industries etc. In their case, however, the Department assistance will be (i) for only domestic mixed (G2G2B and B2B) events/projects and will be subject to the scale indicated in para 4.0; (ii) ceiling of Rs. Five lakh per event, whichever is less; (iii) the event should directly promote Foreign Investment inflows.
- (e) Organizations specially formed by the Government of India for investment/trade promotion.

3.2 In order to qualify for assistance of the Department, applicant organization must have organized similar events in last three years. They must also be non / not for profit organizations. The Organisations should have regularly audited accounts for the last 3 years. For the same event not more than one organisation will normally be sponsored. All publicity material/business relating to the event should indicate clearly that support of the Department

4.0 SCALE OF ASSISTANCE AND ITEMS OF EXPENDITURE

4.1 The Department will provide financial assistance upto 50% of the total expenditure on the event subject to a ceiling of Rs.40 lakhs, whichever is less. The limit is applicable to the total quantum of assistance from all governmental sources. The eligible organisations are expected to contribute increasingly through delegate fees and other sponsorships. The sum of Department support and the income generated (from sponsorships and delegate fees etc.) will not exceed total expenditure. In case it does exceed actual expenditure, the Department support will be reduced appropriately, so that the sum of the grant and other income matches total expenditure. The eligible organization will provide full details of income and expenditure.

4.2 Scale of assistance and main activities eligible for assistance under such business/investment promotion related events would be as follows:

4.2.1 Pre-Event activities

-Event planning and co-ordination,

-identifying, firming up and inviting delegates, experts and resources persons requiring expenditure on Video conferencing, Audio-conferencing, Telec-conferencing, Telecommunication, postage, courier, etc

- publicity , including preparation and printing of publications/ web pages/ sites, e-publications of promotional literature ,reports and conference kits etc

-occasional preparatory visits to the location city for groundwork and detailed minute to minute logistical arrangements

4.2.2 Main Event management

(a) venue arrangements and event management

- Banquet charges (High tea/ Reception, Lunch, Dinner),

- Hall hire (where applicable) and hall design including Back-drops, banners, signages, name plates, flower arrangements etc.

-Stationary ,

-Transcription, Translation, Simultaneous interpretation,

-Photography, Audio/ video-graphy,

-hiring of audio- visual equipments & systems,

-organizing parallel events for high level dignitaries

(b) Deputation Arrangement: Stay, local transport & travel of delegates/ invitees/ experts / Secretariat staff of the Chambers. Assistance will be limited to 5 persons in case of delegation led by Head of the State, 3 persons in case of delegations led by Ministers/ Secretaries and 2 persons in other cases (within the overall ceiling). The travel and stay entitlements will be as per the Director level in the Government of India.

(c) Charges for carrying Extra Baggage for last minute material

(d) press & media reporting,

(e) protocol & security arrangements,

(f) Local transport

(g) manpower: Expenses including professional fees towards experts/ resource persons & agencies and for Hiring of manpower (usherers, master of ceremonies, rappoteurs, event management helpers),

(h)Publicity charges, Press & media where applicable.

(i)Event management fee : Planning, coordination & management charges (limited to 10% of the total expenditure).

4.2.3 Post Event activities

- preparation & dissemination of reports & impact analysis.

4.3 The Department support will not be provided for those components which have been sponsored by the host Government and / or Industry representative body or any of their organizations/ agencies. In case of partial sponsorship by the local host, rest of the part will be provided subject to above stated norms.

4.4 The Department support would be 100% for deputation arrangement component as at para 4.2.2(b) but would be limited to Rs. 2.5 lac for delegations led by Secretary and above and Rs. 1.5 lac in other cases.

5.0 APPLICATION PROCEDURE

5.1 Applications for seeking financial assistance, in the prescribed proforma (Annexure D), may be submitted to the Joint Secretary (IP&IC), Department of Industrial Policy and Promotion, Udyog Bhavan, New Delhi. The applications for the proposed event must be accompanied with the budget estimate (as per Annexure II), including estimate of the expenditure and income on the proposed event, giving full details of all sources/items of funding and expenditure and relevant documents, as prescribed. The details may also contain the proposed programme and its benefit vis-a-vis investment promotion. The proposal may be submitted at least one month in advance to allow sufficient time to grant in principle approval of the budget. Copies of the Registration Certificate along with the audited Balance-sheet, Profit & Loss Account, Income/Expenditure Statement of the organization for the last 3 years should be submitted.

6.0 APPLICATION EVALUATION AND IN PRINCIPLE APPROVAL

6.1 The application for the financial assistance will be evaluated by a committee chaired by concerned Joint Secretary. Director/DS(Finance) and Head of concerned IP&IC Division will be the member of the committee. The committee will evaluate the application as per guidelines on the basis of information provided by the applicant organization and will give its recommendation.

6.2 'In principle' approval of the competent authority will be communicated to the applicant indicating approximate quantum of financial assistance approved for organization of that event.

7.0 EVENT REPORT & IMPACT ANALYSIS

7.1 The applicant organization / association shall submit a Feedback report on conclusion of the event. The report (in hard copy as well as in soft/electronic form) will give a detailed account of the activities undertaken during the event, including photographs, literature, brochures and other material. It should include number of participants in each event/ seminar/conference etc., topics discussed and conclusion/ recommendations if any. The report must also include impact analysis on investment promotion. The Feedback report must be submitted within one month of the conclusion of the event.

8.0 RELEASE OF GRANT

8.1 Grants under the Scheme will normally be released on re-imbursement basis, after the event is over, on submission of the following re-imbursement claim in prescribed proforma :-

- (i) Details of actual expenditure and revenue as per Statement of Accounts duly certified by a Chartered Accountant (Annexure III-A),
- (ii) Pre-receipt (Annexure-III-B),
- (iii) Utilization Certificate (Annexure-III-C).
- (iv) A copy of the completed event report.

8.2 Applicant shall submit request for release of grant along with above information within six months of successfully conclusion of event, failing which such request will not be considered.

8.3 If at any stage it is found that the grant has been claimed on the basis of false information/documents etc., the Department would be entitled to recover the entire grant amount and also blacklist the organization for future support.

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APPLICATION FORM

1. Name and Address of the applicant organization with e-mail address, telephone no. and fax no.	
2. Organizational profile including document on its non – profit character and statement of similar activities undertaken in the last three years.	
3. Name & designation of the contact person along with contact details	
4. (i) Whether Department of Industrial Policy & Promotion provided financial support in past, if so, a copy of the financial support provided by the Department of Industrial Policy & Promotion for the said event in past (ii) A copy of the report for the event & the highlights of the event held in the past.	
5. (i) Whether other Ministries/ Departments/ organisations of the Government of India have also been approached for providing the financial support; (ii) if so, the full details of the financial support being received or likely to be received from them	
6. Details of event proposed to be conducted in i) Place ii) Date(s) iii) Particulars of event, including details of international components	
7. (i) Head-wise estimated expenditure on the event; (ii) Estimated contribution likely to be generated from other sponsors, delegates fee etc (iii) Contribution of the organisers to meet the expenditure incurred towards organisation of the said event (iv) expected support from other/all quarters of GOI	
8. (i) Brief note on the objective(s) of the event and likely outcomes/benefits arising out of the proposed participation in the event. (ii) Detailed programme of the said event (iii) List of prominent speakers during the said event	

Date**Signature of the office bearer/authorised person
Name & Designation**

BUDGET ESTIMATE

<u>Expenditure (Rs.)</u>		<u>Income/Source of Fund (Rs.)</u>	
<u>Items</u>	<u>Amount</u>	<u>Source</u>	<u>Amount</u>
<u>Total</u>		<u>Total</u>	

STATEMENT OF ACCOUNT

Name of the Organisation: _____
 Address: _____
 Government's Approval Letter No. _____ Date _____
 Event particulars: Event name _____
 Place _____ Duration _____

Statement of Account

Expenditure (Rs.)			Income (Rs.)		
S. No.	Items	Actual Expenditure	S. No.	Items	Actual Income
1.			1.		
2.			2.		
3.			3.		

(I) Grant Approval as per in-principle approval = Rs. _____
 (II) Grant Claimed:= Rs. _____
 (Should be such that grant + income from the event should not be more than total expenditure on event)

UNDERTAKING OF THE APPLICANT ORGANISATION

I hereby certify that the above information is correct and is based on the actual expenditure incurred in organising the event. It is also certified that all the income/revenue collected for the event has been duly and correctly shown above and nothing has been concealed.
 Date:

**Authorised Signatory
 (Name & Designation)
 Stamp of the Organisation**

CERTIFICATE OF CHARTERED ACCOUNTANT

I have verified the above information from the books of accounts, bills, vouchers, etc., and certify it to be correct.

**Stamp Signature of Chartered Account
 Membership No.**

PRE-RECEIPT

Received cheque no. _____ dated _____ for Rs. _____ (Rupees
_____ only) from the Ministry of Commerce & Industry,
Department of Industrial Policy and Promotion, on account of International Cooperation
Scheme sanctioned under Ministry's letter no. _____ dated _____.

Revenue Stamp
Authorised Signatory
(Name & Designation)
(Stamp of the Association/Organisation)

Place:

Date:

Note: The above to be submitted on Letter Head of Association/ Organisation, in triplicate.

**FORM GFR 19-A
UTILISATION CERTIFICATE FORM**

Letter No. & Date	Amount (Rs.)	Certified that out of Rs..... of grant-in-aid sanctioned in favour of(name of the organisation) under this Ministry/Department letter No. given in the margin. has been utilised for the purpose of for which it was sanctioned.
Total		

Certified that I have satisfied myself that the conditions on which the grants- in-aid was sanctioned have been duly fulfilled/are being fulfilled and that I have exercised the following checks to see that the money was actually utilised for the purpose for which it was sanctioned.

Kinds of checks exercised:

- 1.
- 2.

Date:

Signature

Name & Designation