

**File No TD-IPR/20/2023-ADMIN(FIELD)-DCMSME**  
**Government of India**  
**Ministry of Micro, Small and Medium Enterprises**  
**O/o Development Commissioner (MSME)**  
**IPR division**  
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Nirman Bhawan, New Delhi

Dated: 15.09.2025

To

The Pay & Account Officer (MSME),  
 New Delhi.

**Subject: - Sanction of payment of Rs. 400 Lakh (Four Crore only) from GIA-G to CTTC Bhubaneswar for onward payment to IPFCs towards conducting 10 number of GI Mahotsav (4 days GI product exhibition) under IPR Component of MSME Innovative scheme-reg.**

I am directed to convey the sanction of the President of India to release of payment of amount of Rs. 400 Lakh (Four Crore only) to CNA i.e. CTTC-Bhubaneswar under Grant-in-aid General for onwards release to various IP Facilitation centre (IPFCs) as per Table A below for conducting **10 number of GI Mahotsav (4 days GI product exhibition)** under IPR Component of MSME Innovative scheme approved in 9<sup>th</sup> meeting of PMAC held on date 24.06.2025 for the F.Y. 2025-26. The details of the GI Mahotsav exhibition allocated to IPFCs are as under in **Table A:**

S. No.	IPFC	No of Programmes Allocated (4 days each)	District and State	Allocation of funds (in Lakh)
1	Assocham, Bangalore	1	Ahmedabad (Gujarat)	40.00
2	Assocham, New Delhi	1	Udaipur (Rajasthan)	40.00
3	FISME, New Delhi	1	Patna (Bihar)	40.00
4	Human Welfare Association, Varanasi	1	Varanasi (Uttar Pradesh)	40.00
5	India SME Forum, Delhi	1	Shimla (Himachal Pradesh)	40.00
6	India SME Forum, Mumbai	1	Mumbai (Maharashtra)	40.00
7	KLE Foundation, Guntur	1	Hyderabad (Telangana)	40.00
8	NABARD-MABIF, Madurai	1	Mysore (Karnataka)	40.00
9	PhD Chamber of Commerce, Delhi	1	Delhi NCR	40.00
10	PhD Chamber of Commerce, J&K	1	Guwahati (Assam)	40.00
<b>Total</b>		<b>10</b>		<b>400.00</b>

**2. General Guidelines:**

The Grant-in-Aid will be regulated in accordance with the OM of Dept. of Expenditure, Ministry of Finance vide No. 1(18)/PFMS/FCD/2021 dated 9<sup>th</sup> March, 2022 regarding revised procedure for flow of funds under Central Sector Schemes and provisions contained in the

  
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IPR Component of MSME Innovative Scheme. CTTC, Bhubaneswar, Odisha has been nominated as CNA vide letter No.41(I)/Budget/MSME Champions/2021 dated 27.06.2022 for MSME Innovative scheme of MSME Champions Scheme. CTTC, Bhubaneswar shall strictly follow the roles and responsibility as mentioned in the aforesaid O.M. The funds released are also subject to the provisions contained in Chapter 9 of the General Financial Rules, 2005, as amended from time to time, read with the Government of India's decisions incorporated thereunder and any other guidelines which may be issued in this regard and in particular to the following conditions:

- i) CTTC, Bhubaneswar shall maintain CNA account of Grant-in-Aid received from the Government and utilized. In addition, a separate Bank account shall be maintained for the Government Grants under this scheme. (The bank account should be same which was authorized for operation at the time of registration under the central plan Scheme monitoring system (CPSMS) of the Ministry of Finance).
- ii) The grant shall be utilized for the purpose of conducting "GI Mahotsav" under IPR component of MSME Innovative Scheme. Further, while incurring the expenditure, austerity measures should be taken into account as issued from time to time by competent authority.
- iii) CTTC Bhubaneswar shall maintain a register of permanent and semi-Permanent assets acquired if any, wholly or mainly out of the above grant in the prescribed format and copy thereof should be furnished to this Ministry.
- iv) If any capital assets created in the CTTC, Bhubaneswar, DC (MSME) will be the sole proprietor of the same. Assets acquired wholly or substantially out of Government Grant shall not be disposed of without obtaining the prior approval of the sanctioning authority of Grant-in-aid.
- v) The accounts of CTTC, Bhubaneswar shall be open for inspection by the sanctioning authority and audit, both by the Controller & Auditor General of India under the provision of C&AG (DPC) Act, 1971 in accordance with the provisions laid down in Section 14 of the C&AG (DPC) Act, 1971, as amended from time to time and Internal Audit party of the Principal Accounts Office of the Ministry of Micro, Small & Medium Enterprises (MSME), whenever it is called upon to do so.
- vi) The grantee shall submit the Utilization Certificate in the prescribed form GFR-12 duly signed by the Head of the Institution/Grantee latest by 31.03.2026. The utilization certificate in respect of grants should also disclose whether the stipulated, quantified and qualitative targets that should have been reached against the amount utilized were in fact reached, and if not, the reasons thereof furnished by concerned IA/IPFC.
- vii) CTTC, Bhubaneswar shall furnish an Audited Statement of Accounts of the financial year before 30.04.2026 also indicating separately Activity-wise and Head-wise expenditure.
- viii) Grant-in-Aid shall be utilized subject to the Economy and other Instructions issued from time to time by the MoF in Finance or by the Competent Authority.
- ix) CTTC, Bhubaneswar shall certify that the utilization certificates due for submission for the Grants-in-aid sanctioned in the previous year's containing all the relevant details under GFR 212(1) have been submitted to the satisfaction of the Ministry of MSME.

  
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- x) CTTC, Bhubaneswar shall adhere to all the relevant provisions of GFR and any other instructions/guidelines issued by the Government from time to time, while making procurement/purchases of goods and services including compliance to GFR provisions in case of out-sourcing of services and engagement of consultants.
- xi) CTTC, Bhubaneswar has been exempted from execution of the bond. CTTC, Bhubaneswar shall, however, furnish an undertaking that it will comply with all the terms and conditions stipulated in the sanction order.
- xii) CTTC, Bhubaneswar should send pre-receipted bill and undertaking to agree to the terms & conditions of this sanction (in triplicate) to this Ministry for payment of the amount drawn against this sanction.
- xiii) In no case the grant released under this sanction will be utilized for any purpose other than those indicated in the sanction. The grantee shall not divert the grants and entrust execution of the Scheme or work concerned to another Institution or Organization and shall abide by the terms & conditions of the grant and follow/adhere to all the relevant provisions of GFR regarding Grants in aid. If the grantee does not adhere to the terms & conditions of Grant and GFR provisions, the grantee/Institution shall be required to refund the grant with interest @10% per annum, if any.
- xiv) CTTC, Bhubaneswar will send the detailed progress report of fund utilized by IAs/IPFCs.
- xv) CTTC, Bhubaneswar may use the fund as prescribed in the Scheme guidelines of IPR component of MSME Innovative Scheme guidelines. The expenditure under the sanction is maximum, saving if any, will be surrendered to the Govt. of India.
- xvi) The grantee institution shall not utilize the interest earned if any on the recurring/non-recurring grants-in-aid released to the institution for any purpose. The interest earned shall be indicated in UC which can be either adjusted in next release or to be refunded to Gol after grants-in-aid sanctioned is utilized.

**3. Terms and conditions for IAs/IPFCs to organize GI Mahotsav are as follows:**

- i. The fund shall be utilized for the purpose of conducting GI Mahotsav only and not for any other expenditure. Expenditure should follow the Government of India guidelines/ instructions.
- ii. The IPFC/IAs to **inform the date** and details of venue and any other necessary details to this office, **at least 2 week before the GI Mahotsav** is scheduled.
- iii. The exhibition should be held at a centrally located and easily accessible venue within the proposed district to ensure high visibility. It should be scheduled to include Saturday and Sunday **within a four-day period** to maximize footfall.
- iv. The IPFCs should ensure participation from GI producers, authorized users, artisans, MSME DFOs representatives from the respective regions, State Government officials, Industry experts, and Potential buyers (B2B and B2C).
- v. Uniform branding with the tagline: **"Promoting India's Heritage through GI Products- a initiative by Ministry of MSME"** along with display of the Ministry of MSME logo.
- vi. The IPFCs/IAs to develop promotional materials like posters/brochures/videos in regional languages and use digital marketing, social media promotion through influencers/ IP experts, Radio Zingles and press releases to maximize reach.

  
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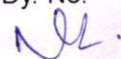


- vii. Visual storytelling to highlight the unique history, culture, and significance of GI products.
- viii. The event may include but not limited to the following:
  - Inaugural ceremony with dignitaries, cultural performances, and keynote sessions.
  - B2B meetings, product storytelling sessions.
  - Public engagement activities, awards for outstanding GI producers, and closing ceremony.
- ix. The IPFCs/IAs must collect data on footfall, sales, and buyer inquiries, feedback forms for participants and visitors.
- x. The IPFCs/IAs should ensure the presence of at least 50 GI product stalls per event and if the target of 50 stalls is not achieved, the detailed reason for the same may be clearly enumerated in the report.
- xi. Appoint a nodal officer for coordination with the Ministry.
- xii. Establish a buyer-seller lounge to hold trade discussions and meetings.
- xiii. Submit a comprehensive report within 15 days of the event, including:
  - Photos and videos (comprehensive film/video of 2 – 5 mins).
  - List of participants and GI products exhibited.
  - Footfall data and sales reports.
  - Increase in awareness and sales of GI products in the region.
  - Feedback from producers and buyers on the effectiveness of the event.
  - Press release, social media engagement etc.
  - Any collaboration done with national/international stakeholders to bring more visibility to the exhibitors and positioning their product into the global market.
- xiv. All the payment should be made through PFMS. An Audited Expenditure Report along with UC should be submitted to this office within 15 days after the completion of the programme.
- xv. IPFCs must strictly utilize the sanctioned budget under each approved head only, as per the ceiling limits approved by the competent authority. The following head-wise expenditure ceilings shall be adhered to while organizing the **four-day GI Mahotsav programme**:

S. No.	Expenditure Head	Estimated Cost (INR)
1	Venue, Tents, Stalls (Min. 50 stalls for 4 days), Furniture, Entry Gate, Decoration, Inauguration and valedictory functions (for 4 days)	₹ 12,00,000
2	Lighting, Sound, LED Screens, Public Address, Projector	₹ 3,00,000
3	Printing, Branding, Hoardings, Certificates to GI Producers, stationary	₹ 3,00,000
4	Transportation & Accommodation of Exhibitors (for 4 days)	₹ 5,00,000
5	Cultural Performances and Local Folk Engagements	₹ 2,50,000
6	Publicity: Newspaper Ads, FM Radio, social media	₹ 3,50,000
7	Food and Refreshments (Exhibitors & Guests) [Lunch @750 & Tea Snacks @200 for 4 days]	₹ 6,00,000
8	Logistics, Security, Volunteers, Housekeeping, Memento	₹ 2,00,000
9	Documentation, Photography, Videography	₹ 1,00,000
10	Miscellaneous & Contingencies	₹ 2,00,000
	<b>Total (per event)</b>	<b>₹ 40,00,000</b>

**Note: The budget heads are subject to a  $\pm 20\%$  inter-item variation.**

4. Noted at Serial No. **14** in the Expenditure Register.
5. The progress of the scheme would be monitored by the PMAC, O/o DC MSME.
6. This issues with the concurrence of Integrated Finance Wing vide their IFW's Dy. No. 166/2025-26/IFW.II dated 04.09.2025.

  
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7. The expenditure shall be accommodated in demand No. 68- Ministry of Micro, Small & Medium enterprises (MSME) for the year F.Y. 2025-26 as follows:

(i) Major Head	2851.00.102	Village & Small Industries, Small Scale Industries
(ii) Object Head	95.04.31	GIA-G
(iii) BE/RE	47.00 cr.	
(iv) Sanction released till date	20.80 cr.	
Funds Available(iii)-(iv)	26.20 cr.	

8. The CNA bank details of the Central Tool Room & Training Centre, Bhubaneswar for making payment is as below:

Name of the CNA	Name of Bank where A/c of organization is held	Address/ Code of Bank Branch	Saving Bank, A/c no of CNA	MICR code and IFSC code
Central Tool Room & Training Centre	State Bank of India	Infocity Branch, Bhubaneswar	41141047045	MICR code: 751002030 IFSC code: SBIN0010133

(Nitin Kumar Sharma)  
Assistant Director (IPR)

**Copy for information to:**

1. General manager, CTTC Bhubaneswar, B-36, Chandaka Industrial Area Bhubaneswar, 751024;
2. PS to JS (AFI), Ministry of MSME, Kartavya Bhawan 3, New Delhi;
3. PS to Director (T&P), Ministry of MSME, Kartavya Bhawan 3, New Delhi;
4. The Principal Director of Audit, Economic & Service Ministry, AGCR Bldg., I.P. Estate, New Delhi-110002;
5. Under Secretary, IF Wing, Kartavya Bhawan 3, New Delhi;
6. The Drawing and Disbursing officer, Office of DC (MSME), New Delhi
7. B&A Section, O/o DC MSME, New Delhi.
8. Concerned IPFCs/IAs (as per Table A)
9. SENET division for uploading on official website.
10. Guard file.

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