To,
The Pay & Accounts Officer (MSME),
New Delhi.

Subject:- Sanction for Allocation of Rs. 15.00 Lakhs (Rupees Fifteen Lakhs only) to Process & Product Development Centre (PPDC), Agra for Organizing Three International Workshop / Seminar on Marketing / Public Procurement / Packaging etc. under the scheme “Marketing Assistance and Technology Upgradation - MATU” at Coimbatore, Rajkot and Jaipur during the year 2017-18.

Sir,

I am directed to convey the approval of the Competent Authority for expenditure of Rs.15.00 Lakh (Rupees Fifteen Lakhs only) @ Rs.5.00 Lakh per programme to Process & Product Development Centre (PPDC), Agra for organizing Three International Workshop / Seminar on Marketing / Public Procurement / Packaging etc. under the scheme “Marketing Assistance and Technology Upgradation - MATU”.

2. The sanction is also thereby accorded to the Expenditure of Rs. 5.00 Lakh (Rupees five Lakhs only) in accordance with the conditions specified in S No. 3 below for each Workshop / Seminar, to be paid by this office on the receipt of pre-receipted bill (in duplicate) duly affixed with revenue stamp after completion of the Workshop / Seminar along with Detailed Report (containing Proceedings of the programs conducted, Photographs, Attendance Records, Participants details, Details of International Experts invited for the Program, Course material, Feedback Forms, expected financial impact on the Export potential of the Participating MSEs etc.) for each Workshop conducted separately.

3. PPDC, Agra will act as implementing agency for organizing International Workshop / Seminar on Marketing / Public Procurement / Packaging etc. The International Workshop / Seminar will be organized for promotion of new marketing techniques, emerging global marketing / product innovation trends in various product and services verticals, development in packaging, reviewing public procurements with Central Ministries / Departments / Central Public Sector Undertakings (CPSUs) under Public Procurement Policy for MSEs order 2012 and topics relevant to MSME sector. The maximum permissible expenditure per International Workshop / Seminar will be Rs. 2.50 Lakh (or actual whichever is lower) with an additional cost of Rs. 2.50 Lakh (maximum) towards cost of air travel, boarding & lodging etc. for International experts (or actual whichever is lower) subject to condition that International Workshop / Seminar should not be held in any Five Star Hotel.
4. Efforts should be made to encourage the SC, ST, OBC, PH, Women & Minority categories of MSMEs, while organizing the International Workshop / Seminar. Further, while incurring the expenditure austerity guidelines should be taken in to account as issued from time to time by competent authority. The financial support by Gol may cover wherever necessary, the expenses towards rent for venue, training materials, audio/video aids, TA /DA and honorarium to the Guest Faculty, expenditure on transport, purchase of stationary items, refreshment and other miscellaneous expenses as per Govt. of India rules viz. F.R.- 46 (11 - Honorarium to guest faculty). S.R. 190a (travelling allowance to persons who are not in civil service), Government assistance is only for organizational expenses of the proposed event and not for capital items like equipments. Further, the procedure prescribed under GFR including the various guidelines under the economy measures shall be followed.

5. The implementing agency should ensure the participation from at least 80 MSMEs in the International Workshop / Seminar. Further, Principal Director, PPDC, Agra shall adhere with the following:

a) Institutes / Faculties of International Level specializing in the subject should be invariably involved in organizing above events by PPDC, Agra.

b) PPDC, Agra should select the topics as per the requirements of the target group. The International expert faculty on the subject matter must be involved during the event. The topics related to Modern Marketing Techniques, Export Promotion etc. should be focused upon.

c) Principal Director, PPDC, Agra, should also prepare a list of expert faculties (with details) involved during the event(s) and forward the same to “Marketing Assistance” Division - O/o DC-MSME along with the detailed report of the organized programs (as stated in S No 2 above).

d) PPDC, Agra will associate local MSME-Development Institute and Agencies of Local State Govt. while conducting the International Workshop / Seminar. **Expenditure in respect of the issued sanction must be met within Financial Year 2017-18.**

6. In addition to above, the implementing agency will have to abide by the terms & conditions as given in the detailed Guidelines of the Scheme. Also, the office of DC (MSME) may lay down any other condition as and when required.

The expenditure shall be accommodated in demand No. 64- Ministry of Micro Small & Medium Enterprises (MSME) for the year 2017 -18 as follows:

<table>
<thead>
<tr>
<th>(i) Major Head</th>
<th>2851.00.102.97</th>
<th>Village &amp; Small Industries, Small Scale Industries</th>
</tr>
</thead>
<tbody>
<tr>
<td>(ii) Object Head</td>
<td>97.01</td>
<td>Marketing Development Assistance; International / National Seminar / Workshop (MATU)</td>
</tr>
<tr>
<td>(ii) Sub Head</td>
<td>97.01.20</td>
<td>OAE (ONER) (General) – International / National Seminar / Workshop</td>
</tr>
<tr>
<td>(iii) BE 2017-18 OAE General</td>
<td>7.70 Cr.</td>
<td>--</td>
</tr>
</tbody>
</table>

---

2 of 3
<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount of present sanction</td>
<td>0.15 Cr.</td>
</tr>
<tr>
<td>Sanctions issued</td>
<td>6.814 Cr.</td>
</tr>
<tr>
<td>Including present sanction</td>
<td></td>
</tr>
<tr>
<td>Balance</td>
<td>0.886 Cr.</td>
</tr>
</tbody>
</table>

This sanction issues with the approval of AS&DC (MSME).

(A K Tamaria)
Dy. Director

Copy for information to:
1. The Principal Director, Process and Product Development Centre (PPDC), Foundry Nagar, Agra - 282006
2. The Director, Micro, Small & Medium Enterprises – Development Institute (MSME-DI), Chennai, Ahmedabad & Jaipur.
3. The DDO, Office of DC (MSME), Nirman Bhawan, New Delhi
4. Under Secretary (IFW), Ministry of MSME, Nirman Bhawan, New Delhi
5. B & A Section, Department of IP & P, Udyog Bhawan, New Delhi
6. B & A Section, Office of DC (MSME), Nirman Bhawan, New Delhi
7. Planning Division, Office of DC(MSME), Nirman Bhawan, New Delhi
8. Principal Director of Audit, Economic and Service Ministry, AGCR Bldg., New Delhi
9. MSME-DI Division, Office of DC (MSME), Nirman Bhawan, New Delhi
10. AB-Division, Office of DC-MSME, New Delhi
11. Director (SENET), Office of DC (MSME), Nirman Bhawan, New Delhi with a request to upload on official website
12. Guard File

(A K Tamaria)
Dy. Director