To

The Accounts Officer
Pay & Accounts Office (MSME)
Kolkata

Subject:- Sanction for Allocation of Rs.2.50 Lakh (Rupees Two Lakh and Fifty Thousand only) from object head OAE to MSME-DI, Guwahati for Organizing “National Seminar on Market Access Initiatives for Exports from NER Women Entrepreneurs” under the scheme “Marketing Assistance and Technology Upgradation - MATU” during the year 2017-18.

Sir,

I am directed to convey the approval of the Competent Authority for Allocation of Rs.2.50 Lakh (Rupees Two Lakhs and Fifty Thousand only) @ Rs.2.50 Lakh per programme to MSME-DI, Guwahati for organizing One “National Seminar on Market Access Initiatives for Exports from NER Women Entrepreneurs” under the scheme “Marketing Assistance and Technology Upgradation - MATU”.

2. Micro, Small & Medium Enterprises – Development Institute (MSME-DI), Guwahati will act as implementing agency for organizing “National Seminar on Market Access Initiatives for Exports from NER Women Entrepreneurs”. The National 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 for the Seminar will be Rs. 2.50 Lakhs or actual (whichever is lesser).

3. Director, Micro, Small & Medium Enterprises – Development Institute (MSME-DI), Guwahati will provide all technical inputs including preparation of background documents/course material identification of suitable topics and faculty for presentation. 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.

4. Efforts should be made to encourage the SC, ST, OBC, PH, Women & Minority categories of MSMEs, while organizing the Seminar. Further, while incurring the expenditure austerity guidelines should be taken in to account as issued from time to time by competent authority.

5. The funds are under the Plan scheme and non-recurring in nature. Director, MSME-DI, Guwahati will keep separate accounts of utilization of these funds. The saving, if any is NOT TRANSFERABLE.

6 Director, Micro, Small & Medium Enterprises – Development Institute (MSME-DI), Guwahati shall adhere with the following:

a) The Seminar should be organized in association with the different clusters / Associations, for which the MSME-DIs have not conducted programmes in the recent past. Preferably, the seminar / workshop should be held in the clusters. The MSME-DIs must avoid the duplication of the programme(s) with same Clusters / Association. Institutes of National Level specializing in the subject should be invariably involved in organizing the Seminar.

b) The MSME-DI should select the topics as per the requirements of the target group. The 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) Director, MSME-DI, 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 program.

7. As per the scheme guidelines, MSME-DI may withdraw an advance of Rs. 1.25 Lakh/- (Rupees One Lakh and Twenty Five Thousand only) for the programme. After the Seminar is conducted, on the basis of actual expenditure, the bill is to be submitted to PAO, adjusting advance of Rs.1,25,000/- for the programme. Expenditure in respect of the issued sanction must be met by 30.03.2018.

8. The account for actual expenditure incurred on the above programme shall be maintained by the Micro, Small & Medium Enterprises – Development Institute (MSME-DI) and forwarded to this office positively, within a month time from the date of organising the Seminar along with the Detailed Report including proceedings of the programme, details of resource person, list of the participants, photographs of the event etc. After completion of the programme, savings if any, will be surrendered to the Pay and Account Office and also be indicated in the expenditure statement.

9. MSME-DI would certify that they it has not availed of, or applied for, grant for the same purpose or activities from any other Ministry or Department of Govt. of India or State Govt.

10. 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.

11. The expenditure by MSME-DIs in NER will be debitable to Demand No.64, Ministry of Micro, Small and Medium Enterprises for the year 2017-18 as follows:
<table>
<thead>
<tr>
<th>S.No.</th>
<th>Head</th>
<th>Head No.</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Major Head</td>
<td>2851.00.102.97</td>
<td>Village and Small Industries, Small Scale Industries</td>
</tr>
<tr>
<td>2.</td>
<td>Object Head</td>
<td>97.01</td>
<td>Marketing Development Assistance (MATU)</td>
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<tr>
<td>3.</td>
<td>Sub Head</td>
<td>97.01.20</td>
<td>OAE</td>
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<td>4.</td>
<td>RE (OAE); NER</td>
<td>Rs.75.00 Lakhs</td>
<td>-</td>
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<td>5.</td>
<td>Present allocation</td>
<td>Rs.2.50 Lakhs</td>
<td>-</td>
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<td>6.</td>
<td>Sanctions issued including present sanction</td>
<td>Rs.34.00 Lakhs</td>
<td>-</td>
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<td>7.</td>
<td>Balance</td>
<td>Rs. 41.00 Lakhs</td>
<td>-</td>
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This sanction issues with the approval of AS&DC (MSME)

(A.K. Tamaria)  
Deputy Director

Copy for information & necessary action to:
1. The Director, MSME-DI, Guwahati
2. The DDO, Office of DC (MSME), Nirman Bhawan, New Delhi
3. Under Secretary (IFW), Ministry of MSME, Nirman Bhawan, New Delhi
4. B & A Section, Department of IP & P, Udyog Bhawan, New Delhi
5. B & A Section, Office of DC (MSME), Nirman Bhawan, New Delhi
6. Planning Division, Office of DC(MSME), Nirman Bhawan, New Delhi
7. Principal Director of Audit, Economic and Service Ministry, AGCR Bldg., New Delhi
8. MSME-DI Division, Office of DC (MSME), Nirman Bhawan, New Delhi
9. Director (SENET), Office of DC (MSME), Nirman Bhawan, New Delhi with a request to upload on official website

(A.K. Tamaria)  
Deputy Director