

Revised Guidelines

For

**Scheme for Promotional Activities, Advertisement,
Publicity, Studies and Surveys**

**Government of India
Ministry of Food Processing industries
Panchsheel Bhawan
August Kranti Marg
New Delhi - 110049**

GUIDELINES FOR PROMOTIONAL ACTIVITIES THROUGH NATIONAL/INTERNATIONAL EXHIBITIONS/ FAIRS, WORKSHOPS/ SEMINARS AND STUDIES/SURVEYS

1. Objectives of the Scheme:-

- (i) To organize, co-sponsor, participate in all India level seminars, workshops, fairs and exhibitions for food processing sector to encourage investment in food processing and to create awareness on plan, policy and programmes of the Ministry for promotion and development of food processing sector.
- (ii) To commission studies/surveys to assess, evaluate various aspects of food processing sectors and allied activities.
- (iii) To create awareness about schemes and activities of the Ministry through print/audio-visual media through advertisements and publicity materials.
- (iv) To organize road shows, development of software and investor facilitation activities to promote food processing sector.

2. The scheme has four components broadly-

- 1) Seminars / Workshops.
- 2) Studies / Surveys.
- 3) Exhibitions / Fairs.
- 4) Advertisement and Publicity

3. Guidelines for each of the components of the scheme are as under:-

3.1. SEMINARS/WORKSHOPS

3.1.1 Objectives: To create awareness on various aspects of food processing sector and plan, policy and programmes of the Ministry to promote and develop food processing sector in the country.

3.1.2 Eligible Organizations: Assistance for National/International Seminar/Workshop would be provided by MoFPI under the Scheme for Human Resources and Institutions to the Apex Industry Bodies like CII, FICCI, ASSOCHAM, PHDCCI, ICC, AIFPA etc., Central/State Governments, Autonomous Bodies and Public Sector Undertakings. These organizations are required to apply in the prescribed format (Annexure-I) preferably 2 months in advance of the event. If any application is received after an event has already taken place, no assistance will be provided.

3.1.3 Criteria: The organization must ensure that the target group of participants is from food processing sector or desirous of taking up the food processing activities.

3.1.4 Pattern of Assistance: For organizing seminars/workshops, agencies will be eligible for grant up to 50% of the cost of the event or maximum of Rs. 5 lakhs. When the Ministry sponsors/co-sponsors such events, there would be no ceiling on financial assistance provided.

3.1.5 Sponsorship/Co-sponsorship: Prior confirmation from the Ministry of Food Processing industries is to be obtained by the organization, before the start of the event, if sponsorship/co-sponsorship for the event is sought by the organization.

3.1.6. Approval & Release of Grant:-

(A) Approval of the grant-in aid will be considered on submission of the following information / documents: -

- (i) An application in the prescribed format (Annexure-I).
- (ii) Confirmed date of the event/Programme Schedule.
- (iii) List of resource persons.
- (iv) Estimated expenditure & disclosure of sources of funding.
- (v) An undertaking to the effect that the organization has not availed/ applied for/will not avail grant/subsidy from any other Ministry/ Department/Agency of Govt. of India or State Govt. for the same purpose/activity/component under the provision of GFR 230(1) as per proforma enclosed (Annexure-III).
- (vi) Confirmation from the organizers that no Utilization Certificate is pending for submission by them in respect of previous grant(s), if any, availed from this Ministry.

(B) Reimbursement of approved grant-in aid will be considered on receipt of complete post event details containing the following documents: -

- (i) Proceedings of the event.
- (ii) Copies/cutting of advertisements/publicity done.
- (iii) List of participants.
- (iv) List of resource persons with topics/presentations made by them.
- (v) Details of sources of income and items of expenditure duly audited by C.A.
- (vi) Outcome of the event/recommendations for various stakeholders.
- (vii) Surety Bond on a non-judicial stamp paper of Rs.100/- or above as per Proforma enclosed (Annexure-II), wherever called for. **Execution of Bond will not apply to Quasi-Government Institutions, Central Autonomous Organizations and Institutions whose budget is approved by Government.**
- (viii) Proof of registration in Public Financial Management System (PFMS) for payment.

The post event reimbursement of the grant for a seminar/workshop, shall be done in one installment after receipt of the complete information/ document required as mentioned above.

3.2 STUDIES /SURVEYS: Study/Survey/Feasibility Report, etc. will be assisted by the Ministry as and when the Ministry commissions the same through professional agencies having domain knowledge/work experience in the subject.

3.2.1 Objectives:- To monitor/review/assess any important aspect/issue of food processing sector and the various schemes/plans/vision of the Ministry.

3.2.2 Pattern of assistance:- The Grant-in-Aid will be decided on the merits of the proposal and nature of the work to be executed or through bid process wherever applicable. There will be no financial ceiling of assistance on the study/survey/ evaluation work commissioned by the Ministry.

3.3 EXHIBITIONS / FAIRS/ROAD SHOWS

3.3.1 Objectives:

- To disseminate information regarding opportunities in food processing industry.
- To familiarize the existing and prospective entrepreneurs with modern technology, processes and products of food processing and packaging.
- To develop market and popularization of process/value added products/ machinery etc.
- To attract investments in food processing sector.
- To assess potential and other relevant aspects of food processing sector on sectoral and regional basis.

3.3.2 Eligible Organizations:

The Ministry on its own or in close association with APEDA, CFTRI, ITPO Industry Associations etc. may participate in national/international exhibitions/fairs. The quantum of assistance depends on the merits of proposal. Government/Academic Bodies, National Level Industries Associations like FICCI, CII, ASSOCHAM, PHDCCI, ICC, and AIFPA etc, can apply directly in the prescribed format. The proposal should be submitted preferably 2 months in advance of event. In case an event has already taken place assistance shall not be provided. For participation in fairs/exhibitions abroad, assistance may be provided to government/ government organizations.

3.3.3 Criteria: The target group must be from processed and allied sectors.

3.3.4 Pattern of Assistance:

- (i) When Ministry in close association with APEDA, CFTRI, ITPO, Industry Associations etc. participates in national/ international exhibitions/fairs, financial assistance shall be provided for items of expenditure like space rentals, construction of stalls/pavilion, publication of literature etc., arranging investor meet, making audio-visual digital display and presentations, promotional movies etc.
- (ii) In case of financial assistance to any institution/ organization for organizing a fair/exhibition or sponsoring/co-sponsoring of a fair/exhibition, quantum of assistance shall be decided on merits of the proposal.

3.3.5 Reimbursement / Release of Grant:

Financial assistance will be released/reimbursed in one installment as per the following terms of payment: -

(A) Approval of the grant-in aid will be considered on submission of the following information / documents: -

- (i) An application in the prescribed format.
- (ii) Confirmed date of the event / programme Schedule.
- (iii) Estimated expenditure & disclosure of sources of funding.
- (iv) A Certificate to the effect that the organization has not availed / applied for / will not avail grant / subsidy from any other Ministry / Department / Agency of Govt. of India or State Govt. for the same purpose / activity / component under the provision of GFR 230(1) as per pro-forma enclosed (Annexure-III).
- (v) Confirmation from the organizers that no Utilization Certificate is pending for submission by them in respect of previous grant(s), if any, availed from this Ministry.

(B) Reimbursement of approved grant-in aid will be considered on receipt of complete post event details containing the following documents: -

- (i) Proceedings of the event.
- (ii) Copies/cutting of advertisements/publicity done.
- (iii) List of participants/exhibitors.
- (iv) Details of sources of income and items of expenditure duly audited by C.A.
- (v) Outcome of the event/recommendations for various stakeholders.
- (vi) Surety Bond on a non-judicial stamp paper of Rs.100/- or above as per proforma enclosed (Annexure-II), wherever called for. Execution of Bond will not apply to Quasi-Government Institutions, Central Autonomous Organizations and Institutions whose budget is approved by Government.
- (vii) Proof of registration in Public Financial Management System (PFMS) for payment.

The post event reimbursement of the grant for a seminar/workshop, shall be done in one installment after receipt of the complete information/ document required as mentioned above.

3.3.6 MINISTRY'S PARTICIPATION IN THE FAIRS/EXHIBITIONS

Participation of the Ministry on its own in the fairs / exhibitions may be made through its own officers / resources or through engagement of Event Management Agency / industry bodies selected, after following due procedure. If an Agency is selected to represent MoFPI, it should be mandatory for the Agency to furnish an audited Income Expenditure Statement for the event. The selected agency shall submit a post event report along with the photographs, visitors book and visiting cards etc and invoice/bill. After receipt of these documents etc and on the basis of the report submitted by the representative of the Ministry, their payment will be released in one installment.

3.3.7 Financial Assistance to Government/ Government Organizations for Participation in Exhibitions / Fairs Abroad

For participation in fairs/exhibitions abroad, 25% of the actual rental for the space taken by the Government / Government Organizations will be provided by MFPI subject to maximum of Rs. 20.00 lakhs in a year.

Grantee institution/ organization must apply in the format prescribed by MoFPI for financial assistance for organizing Seminars/ Workshops/ Exhibitions/ Fairs (Annexure-I) indicating all the required details at least two months in advance of the event.

3.4 Advertisement and Publicity

Ministry will publish various advertisements in print media i.e. Newspaper, magazine, and audio-visual spots in Radio/TVs, etc. for promotion of various schemes and allied activities being undertaken by the Ministry to promote Food Processing sector. The expenditure on advertisement will be borne as per DAVP rates wherever available.

The Ministry will also create various print materials like brochures, e-books, pocket books, etc., multimedia aids like CDs, pen drives, social media digital contents, promotional movies, etc., software development and required accessories for interactive digital display, investor facilitation website, etc. The above work will be executed through competitive bidding process/through empanelled agencies on DAVP rates wherever available.

3.4.1 HOW TO APPLY

Application in the prescribed format i.e. Annexure-I for organizing seminars/workshops/exhibitions/fairs/road shows to be submitted to MFPI. Applications in the prescribed format i.e. Annexure-IV to be submitted to MFPI for financial assistance for conduct of studies/surveys. Application formats are available on MFPI website: www.mofpi.nic.in

Application Form

For Financial Assistance for organizing Seminars/ Workshops/Exhibitions/Fairs / Study Tours

1. **Organiser/Promoter:**
Name & Address
Telephone/fax/e-mail nos.
(Please attach copies of Registration certificate, Memorandum and Articles of Association and Audited Annual Accounts for the last three years)
2. **Main activities of the Organization**
3. **Name of the event, i.e., Seminar/workshop/ Exhibition/Fairs (Subject details of the event may be indicated)**
4. **Date(s) and period of the proposed event**
5. **Venue (preferential treatment will be given for holding the event in areas where SC/ST Population is predominant)**
6. **Objective of the event (with specific relevance to promotion of food processing industries)**
7. **No. of participants (Target group of the participations may be indicated)**

From India
From Abroad
8. **Estimated expenditure with detailed break- up of expenditure**
9. **Whether the organization is prepared to contribute 50% of the estimated expenditure**
10. **Sources of funding: -**
 - i. MFPI's assistance sought
 - ii. Grant sought to be received from Other Government bodies/organizations Including private organizations etc
 - iii. Organizers' own contribution
 - iv. Income from registration/ participation fees
 - v. Income from souvenir
 - vi. Income from other sources (to be identified)
11. **Details of Resources persons (Faculties/speakers) (Their names, address and topics to be addressed by them to be mentioned)**
12. **Experience of the Organiser/promoter (In case, they have organized similar event (s) earlier, their details along with the outcome may also be indicated)**
13. **A Certificate indicating details of grants received from this Ministry and/or any other Ministry /Department of the Central Government duly Affirmed and attested by Notary (applicable in the case of NGOs).**

14. Whether Utilisation Certificates for earlier (prior to April, 2017) grants-in-aid received from MFPI in from 19-A, duly countersigned by a Chartered Accountant has been furnished if so, a copy of the same may be enclosed. If not, the same may please be furnished along with this application.

15. Please indicate briefly the capabilities of the organization to conduct the event leading to logical conclusions/recommendations for the benefit of processed Food sector.

Date: _____

Signature
(Stamp)

SURETY BOND

KNOW ALL MEN BY THESE PRESENTS that we, M/s-----, a (Type of organization) incorporated / registered under the----- (Name of the Act) and having its registered office at----- (here in after called the "Obligors") are held fully and firmly bound to the President of India (hereinafter called the "Government") for sum of Rs. -----(Rupees -----only) . We /I to be paid to the Government on demand and without a demur for which payment we firmly bind ourselves and our successors and assignees by these presents. Signed on the day of in the year two thousand-----.

WHEREAS on the Obligors' request, the Government as per Ministry of Food Processing Industries Sanction Order No.----- Dated ----- (hereinafter referred to as the "Letter of Sanction") which forms an integral part of these presents, and a copy whereof is annexed hereto and marked as Annexure-1, agreed to make in favour of the Obligors grants-in-aid of Rs. (Rupees-----only) for the purpose of----- (description of the project) at----- out of which the sum of Rs. ----- (Rupees ----- only) have been paid to the Obligors (the receipt of which the Obligors do hereby admit and acknowledge) on condition of the Obligors executing a bond in the terms and manner contained hereinafter which the Obligors have agreed to do.

NOW the conditions of the above written obligation is such that if the Obligors duly fulfill and comply with all the conditions mentioned in the letter of sanction, the above written Bond or obligation shall be void and of no effect. But otherwise, it shall remain in full force and virtue. The Obligors will abide by the terms & conditions of the grants-in-aid by the target dates, if any specified therein.

THAT the Obligors shall not divert the grants-in-aids and entrust execution of the Scheme or work concerned to another institution(s) or organization(s).

THAT the Obligors shall abide by any other conditions specified in this agreement and in the event of their failing to comply with the conditions or committing breach of the bond, the Obligors individually and jointly will be liable to refund to the President of India, the entire amount of the grants-in-aid with interest of 10% per annum thereon. If a part of the grants-in-aid is left unspent after the expiry of the period within which it is required to be spent, interest @10% per annum shall be charged upto the date of its refund to the Government, unless it is agreed to be carried over.

The Obligors agree and undertake to surrender / pay the Government the monetary value of all such pecuniary or other benefits which it may receive or derive / have received or derived through / upon unauthorized use of (such as letting out the premises on adequate or less than adequate consideration or use of the premises for any purpose other than that for which the grants-in-aid was intended of the property) buildings created / acquired constructed largely from out of the grants-in-aid sanctioned by the Government of India, Ministry of Food Processing Industries or the administrative Head of the Department concerned. As regards the monetary value aforementioned to be surrendered / paid to the Government, the decision of the Government will be final and binding on the Obligors.

GFR 230(1)

UNDERTAKING

I.....son
of.....agedChairman/President/
Director/Secretary / of(Name of the organization) and address
..... hereby affirm and
declare as under -

1. That the organization has not availed / applied for / will not avail grant/ subsidy from any other Ministry / Department / Agency of Govt. of India or State Govt. for the same purpose / activity / component.
2. That all the documents, explanations / information etc. submitted by the company from time to time are true, correct and complete to the best of the company's knowledge and belief.

I also affirm that the Declaration / Certification given above by me is true and fair to the best of my knowledge and belief.

Signature

VERIFICATION

Verified that the contents of this certificate are true and correct to the best of my personal knowledge and belief. If anything is found false in this certificate subsequently, my organization and I shall be liable jointly and severally for action under the laws.

Signature

Application Form

For Financial Assistance for Conduct of Studies/ Surveys

1. Name of the Organization
Address
Telephone/fax/E-mail nos.
(please attach copies of Registration certificate.
Memorandum and Articles of Association
And audited annual accounts for the last three years)
2. Main activities of the organization
3. Purpose and subject of the study/Survey
4. Methodology to be adopted
5. Detailed terms of reference
6. Benefits from the proposed study/Survey
7. Whether at least two beneficiaries have been roped with the study and whether beneficiaries are prepared to contribute 10% of the cost.
8. Whether SCs & STs would be benefited directly or indirectly from the project.
9. Time for completion of the study & Implementation schedule
10. Cost of the study along with detailed break-up.
11. Whether the organization is agreeable to contribute 50% of the cost of the study.
if so, the source of funding may be indicated
12. Amount of assistance sought from MFPI
13. Payment Scheduled
14. Details of previous studies conducted by the organization. Please furnish a copy of best report with following details: -

Subject of <i>Study</i>	Organization For which done	Year	<i>Amount</i>
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15. An affidavit indicating details of grants received from this Ministry and/or any other Ministry/Department of the Central Government duly affirmed on oath and attested By Notary (applicable in the case of NGOs)
16. Whether Utilization Certificate for earlier Grants-in-aid received from MFPI in Form 19-A, duly countersigned by a Chartered Accountant has been furnished. If so, a copy of the same to be enclosed. If not the same to be furnished along with this application.
17. Enclose technical bio-data of Consultants Proposed to be engaged for the project.

Date

Signature

(Stamp)