

Dated 29.07.08

Office Memorandum

Sub: Scheme of Promotional Activities of the Ministry of Food Processing Industries for the year 2008-09.

The undersigned is directed to convey sanction of the competent authority to the Scheme of Promotional Activities of the Ministry of Food Processing Industries for the year 2008-09. EFC has approved the proposal in its meeting held on 19.03.08.

Name of the Scheme: Scheme of Promotional Activities of the Ministry of Food Processing Industries for the year 2008-09

- Objectives:
- i) Promotional activities of the Ministry are aimed at development of processed food sector creating awareness, attracting investments etc. for dissemination of information regarding food processing industries, familiarizing the existing and prospective entrepreneurs with modern technologies of production and packaging, development of markets and popularization of products.
 - ii) Undertaking studies / surveys for assessment of potential for food processing industries on sectoral and regional basis.

The annual budget allocation for the Scheme is as follows:

(a) For advertisement and publicity

Rs. in crore

Scheme for Quality Assurance, Codex Standards Research Development and other Promotional Activities Object Head – Advertising and Publicity (10.01.26)	5.00
Scheme for Upgradation of Quality of Street Food Object Head – Advertising and Publicity (12.01.26)	0.14
Total	5.14

Contd...2/-

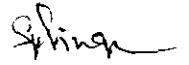
(b) Promotional Activities through National / International exhibitions/ fairs and studies / surveys, workshops, seminars

Rs. in crore

Scheme for Quality Assurance, Codex Standards, Research Development and other Promotional Activities Object Head – Grant-in-aid (10.02.31)	1.00
Scheme for Quality Assurance, Codex Standards, Research Development and other Promotional Activities Object Head – Professional Services (10.01.28)	1.75
Scheme for Quality Assurance, Codex Standards, Research Development and other Promotional Activities Object Head – Other Administrative Expenses (10.01.20)	0.50
Total	3.25

Proposals received from the regions viz. UTs without legislature, North East region, State Governments and U.T. Governments will be assisted from the grants-in-aid amount indicated in the respective Major Heads of 2408, 2552, 3601 and 3602 respectively under the Scheme for Quality Assurance, Codex Standards, Research & Development and other Promotional Activities.

This issues with concurrence of IFW vide their dairy No.244/Dir(Fin)/08 dated 28.07.2008.



(Sanjay Kumar Singh)

Under Secretary to the Govt. of India

To

- i) Shri B. A. Coutinho, AS&FA, Ministry of Food Processing Industries, Krishi Bhawan, New Delhi – 110001.
- ii) Smt. N. Sumati, CCA, Ministry of Food Processing Industries, Krishi Bhawan, New Delhi – 110001.
- iii) Dr. Nagesh Singh, Sr. Adviser, Planning Commission, Yojana Bhawan, Parliament Street, New Delhi – 110001.
- iv) Smt. Jyotsna Varma Ray, Director, PF-II Division, Department of Expenditure, Ministry of Finance, North Block, New Delhi - 110001.
- v) Shri Sudhir Kumar, Director (Fin), Ministry of Food Processing Industries, Panchsheel Bhawan, New Delhi – 110001.
- vi) All officers of Ministry of Food Processing Industries.
- vii) Guard File.

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

Objectives of the scheme:

The promotional activities of the Ministry are aimed at the development of the processed food sector, creating awareness, attracting investment etc. Participation in national/international exhibitions / fairs is made to disseminate information regarding food processing industries, familiarizing the existing and prospective entrepreneurs with modern techniques of production and packaging, development of market and popularisation of products. The Ministry also provides assistance for organizing workshops, seminars, exhibitions/fairs and studies/surveys / feasibility reports etc. Such studies/ surveys/feasibility reports are essential to monitor/review/assess and revise various schemes/plans/vision for Ministry as well as allied sectors. Assistance is also provided for organizing study tours for exposure to various aspects of Food Processing.

The scheme has four components broadly-

1. Seminars / Workshops.
2. Studies / Surveys.
3. Exhibitions/Fairs.
4. Study Tours.

Guidelines for each of the components of the scheme, separately, are as follows: -

SEMINARS / WORKSHOPS

Objectives

To focus attention on the development of Food Processing Industries.

Eligible Organizations

Government/Academic Bodies, Industries' Associations, NGOs, Cooperatives etc., are eligible to seek assistance for organizing seminars/workshops etc. State/district level Industry Associations, private bodies and NGOs to apply through State Nodal Agency duly recommended in the prescribed format (Annexure-I). Government/Academic Bodies, National Level Industries Associations like FICCI, CII, ASSOCHAM, PHD Chamber of Commerce and AIFPA etc, can apply directly in the prescribed format (Annexure-I). The proposal duly recommended to be submitted at least 2 months in advance of event. In case an event has taken place before recommendation of SNA, assistance shall not be considered.

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 being sought by the organization.

Criteria

The organization must ensure that the target group of participants is from processed food sector.

Pattern of Assistance

For organizing seminars/ workshops agencies will be eligible for grant up to 50% of the cost subject to a maximum of Rs. 3 lakhs. When the Ministry sponsors/co-sponsors such events, there would be no ceiling to financial assistance provided. Sponsoring / co-sponsoring of the event organized by other organizations would be done by the Ministry without any legal, administrative and financial commitment or responsibility.

Release of Grant

The grant will be released in two equal installments: -

1. First installment of 50% of the grant will be released on submission of the following information / documents: –
 - i. Confirmed date of the event / programme.
 - ii. Disclosure of sources of funding.
 - iii. Surety Bond on a non-judicial stamp paper of Rs.100 - or above as per Proforma enclosed (Annexure-II), wherever called for.
 - iv. Confirmation from the organizers that no Utilization Certificate is pending submission by them in respect of previous grant(s), if any, availed from this Ministry.
 - v. An affidavit 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 209(1) as per pro-forma enclosed (Annexure-III).

The above-mentioned information / documents are required to be received in this Ministry prior to the event.

2. Second and final instalment will be released 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 by them.

- v. Suggestions/Queries of participants, if any.
- vi. Details of sources of income and items of expenditure duly audited by C.A.
- vii. Outcome of the event / recommendations for various stakeholders.
- viii. Follow up action taken / to be taken.
- ix. UC for the first instalment of the grant in the proforma for GFR 19-A enclosed (Annexure-IV).

In case of post event release of grant for a seminar/workshop, it shall be released lump-sum in one installment after receipt of the complete information document as required for release of first & second installment both as mentioned above.

STUDIES / SURVEYS

Ministry may provide financial assistance for conducting studies / surveys or preparation of feasibility reports as well as may commission conduct/preparation of studies / surveys / feasibilities reports.

Objectives: -

To monitor/review/assess and revise various schemes/plans/vision for the Ministry as well as allied sectors.

Eligible Organisations: -

Government / Academic Bodies, Industries Associations, NGOs, Cooperatives etc., are eligible to seek assistance for conducting studies/surveys feasibility reports. State/district level Industry Associations, NGOs and other private agencies to apply through State Nodal Agency in the prescribed format (Annexure-V). Government/Academic Bodies, National Level Industries Associations like FICCI, CII, ASSOCHAM, PHD Chamber of Commerce and AIFPA etc, can apply directly in the prescribed format (Annexure-V).

Criteria: -

Study/ Survey must be useful in monitoring/reviewing/assessing and revising various schemes/plans/vision for the Ministry as well as allied sectors.

Pattern of Assistance: -

For organizing studies/surveys, agencies will be eligible for grant up to 50%of the cost subject to a maximum of Rs. 3 lakhs. However, when the Ministry commissions the study/ survey, there will be no ceiling on the upper limit of the assistance/expenditure incurred.

Release of Grant: -

The grant will be released in three installments as per the following terms of payment: -

- i. 30% will be released as advance after signing of the MOU by both the parties concerned and after executing a surety bond in the prescribed format on a Rs. 100/- stamp paper duly signed by the obligers, 2 sureties and 2 witnesses.
- ii. 30% will be released on submission of the draft report along with executive summary.
- iii. 40% will be released on submission and acceptance of the final report (10 hard copies and CDs) by MFPI.

EXHIBITIONS/FAIRS

Objectives: -

- To disseminate information regarding food processing industry.
- To familiarize the existing and prospective entrepreneurs with modern techniques of production and packaging.
- Development of market and popularisation of products.
- Attracting investments by focusing attention on the development of Food Processing Industries
- Assessment of potential and other relevant aspects of Food Processing Industries on sectoral and regional basis.

Eligible Organisations: -

The Ministry on its own or in close association with APEDA, CFTRI, Industry Associations etc. may participate in national/ international exhibitions/fairs. In this regard, assistance is provided for publication of literature, space rentals etc. The quantum of assistance depends on the merits of proposal. State district level Industry Associations, NGOs and other private agencies to apply through State Nodal Agency in the prescribed format. Government/Academic Bodies, National Level Industries Associations like FICCI, CII, ASSOCHAM, PHD Chamber of Commerce and AIFPA etc, can apply directly in the prescribed format. The proposal duly recommended to be submitted at least 2 months in advance of event. In case an event has taken place before recommendation of SNA, assistance shall not be considered. For participation in fairs/exhibitions abroad, assistance may be provided to government/ government organizations.

Criteria: -

The target group must be from processed food sector.

Pattern of Assistance: -

- i. When Ministry in close association with APEDA, CFTRI, Industry Associations etc. participates in national/ international exhibitions/fairs, financial assistance shall be provided for common item of expenditure like space rentals, construction of stall, publication of literature 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. Sponsoring / co-sponsoring of the event organized by other organizations would be done by the Ministry without any legal, administrative and financial commitment or responsibility provided at least 50% coverage is given to processed food sector.

Release of Grant: -

In case of post event payment, financial assistance will be released lump - sum in one instalment.

In other cases, the financial assistance will be released in two equal installments as per the following terms of payment: -

1. First installment of 50% of the grant will be released on submission of following information/documents prior to the event: -
 - i. Confirmed date of the event / programme.
 - ii. Disclosure of sources of funding.
 - iii. Surety Bond on a non-judicial stamp paper of Rs.100 or above as per Proforma enclosed, wherever called for.
 - iv. Confirmation from the organizers that no Utilization Certificate is pending submission by them in respect of previous grant, if any, availed from this Ministry.
2. Second installment will be released 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 visitors and participants.
 - iv. Details of sources of income and items of expenditure duly audited by C.A.
 - v. UC for earlier MFPI grant, if received.
 - vi. Suggestions/Queries if any, of participants and visitors.
 - vii. Outcome/recommendations of the event for various stakeholders.
 - viii. Follow up action taken/to be taken.

PARTICIPATION OF THE MINISTRY ON ITS OWN IN THE FAIRS / EXHIBITIONS

Participation of the Ministry on its own in the fairs / exhibitions shall be made either through its own officers / resources including Directorate of F&VP or through engagement of empanelled Event Management Agency selected, short listed and empanelled after following due procedure through a transparent competitive bidding process. The event manager shall submit a post event report along with the photographs, visitors book and visiting cards etc and invoice/bill. After receipt of the afore-mentioned documents etc and on basis of the report submitted by the representative of the Ministry their payment shall be released lump sum in one installment. The rate for hiring of space in case of domestic fairs / exhibitions excluding international fairs in India would be equivalent to the prevailing rate charged by ITPO for AAHAR for that year.

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 of MFPI prescribed 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.

STUDY TOURS: -

Assistance may also be provided for organizing study tours for exposure to various aspects of Food Processing. Participants could be representatives from the Government, Food Industry associations/organizations.

The organization seeking the assistance for organizing a study tour must submit an application indicating objective of the study tour, Place(s) to be visited during the tour, composition of the study team, bio-data of the members of the study team, detailed justification for the study tour, total estimated expenditure on the tour along with its break-up, assistance sought from MFPI, contribution from the organizers and sources of funding.

HOW TO APPLY: -

Application in the MFPI's prescribed format i.e. Annexure-I for organizing a seminar/workshops/ exhibitions/fairs and Annexure-V for conduct of studies/surveys to be submitted to MFPI. Application Format is also available on MFPI website: www.mofpi.nic.in

Application Form**For Financial Assistance for organizing Seminars/
Workshops/Exhibitions/Fairs**

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. An affidavit 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 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 _____ (hereinafter called the "Obligors") are held fully and firmly bound to the President of India (hereinafter called the "Government") for the sum of Rs. _____ (Rupees _____ only) well and truly 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's 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-I, agreed to make in favour of the Obligors grants-in-aids-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.

AND THESE PRESENTS ALSO WITNESS THAT the decision of the Secretary to the Government of India in the Ministry of Food Processing Industries on the question whether there has been breach or violation of any of the terms or conditions mentioned in the sanction letter shall be final and binding upon the Obligers and

IN WITNESS WHEREOF these presents have been executed as under on behalf of the Obligers the day herein above written in pursuance of the Resolution No. _____ Dated _____ passed by the governing body of the Obligers, a copy whereof is annexed hereto as Annexure-II and by _____ for and on behalf of the president on the date appearing below: -

Signature of the AUTHORISED SIGNATORY

Signed for and on behalf of
(Name of the Obliger in block letters)
(Seal / Stamp of Organization)

1. Signature of witness
Name & Address

2. Signature of witness
Name & Address

TO BE FILLED UP BY THE MINISTRY OF FOOD PROCESSING INDUSTRIES
(ACCEPTED)

For and on behalf of the President of India

Name: _____

Designation: _____

Dated: _____



AFFIDAVIT

I.....son..... of.
.....aged..... Chairman / President /
Director / Secretary / of (Name of the organization) and
address.....hereby affirm and declare own oath 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's 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.

DEPONENT

VERIFICATION

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

DEPONENT

PROFORMA FOR GFR 19-A

(See Government of India's Decision (1) below rules 150) form of Utilization Certificate for: -

S.No.	Letter No. & Date	Amount

1. Certified that out of Rs._____ of Grant-in-Aid sanctioned during the year_____ in_____ favour of_____ under this Ministry/Department letter No. given in the margin and Rs._____ on account of unspent balance of the previous year, a sum of Rs._____ has been utilized for the purpose of_____ for which it was sanctioned that the balance of Rs._____ remaining un-utilized at the end of the year has been surrendered to Government (Vide No._____ dated_____ will be adjusted towards the Grants-in-Aid payable during the next year_____.

2. Certified that I have satisfied myself that the conditions on which the Grant-in-Aid was sanctioned have been dully fulfilled are being fulfilled and that I have exercised the following checks to see that the money was actually utilized for the purpose for which it was sanctioned.

Kinds of Checks exercised.

- 1.
- 2.
- 3.
- 4.

Signature _____
Designation _____
Date _____

(GMMF, O.M. No. 14(1)-F-II (A)/73 dated the 23rd April, 1975)

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 Study	Organization For which done	Year	Amount
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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
alongwith this application.
- 17 Enclose technical bio-data of Consultants
Proposed to be engaged for the project.

Date: _____

Signature
(Stamp)