

Government of India
Ministry of Commerce & Industry
Department for Promotion of Industry & Internal Trade
(Investment Promotion Section)

Scheme for Investment Promotion

Guidelines for financial assistance for "Organization of Business & Investment Promotion Events"

1. Scheme Outline

1.1. The Department for Promotion of Industry & Internal Trade (DPIIT) formulates Foreign Direct Investment (FDI) policy and undertakes investment promotion & facilitation. **The Department is implementing the Scheme for Investment Promotion (SIP), a central sector scheme detailed out vide EFC note (No. P-36017/256/2020- Investment promotion dated 06th July 2021) and approved by the Hon'ble Finance Minister vide ID Note No. DoE 19(01)/PFC-II/2021 dated 16th September, 2021 for continuation for the duration of five years (i.e., FY 2021-22 to 2025-26) which provides for an outlay of INR 970 crores.** The scheme comprises a number of components and activities for promotion of investment into the country; enhancing international co-operation for promoting FDI & capacity building. The scheme has the following components:

- (i) Investor targeting & facilitation – Domestic & International activities
- (ii) Investment promotion - Amplification & outreach activities (Organization of business & investment promotion events)
- (iii) Project management activities
- (iv) Foreign Travel

1.2. The present guidelines pertain to implementing the scheme component (ii) above i.e., **"Organization of business & investment promotion events"**.

2. Eligible Activities

2.1. In order to promote India as an attractive & credible destination for FDI, the Department undertakes various activities of G2G, G2B and B2B level. Besides this, the Department also has the mandate for organizing business and investment promotion events, which are overarching consultations and include cooperation between Governments in the economic development domain. The Department conducts investment promotion

activities within India and abroad. These roles often involve organizing/ supporting events such as:

- (i) Business and investment promotion events (including networking sessions, road shows, exhibitions)
- (ii) Investment promotion events/ sector specific business/ investment meetings organized by State Governments/ Industry Associations
- (iii) Sponsorship of delegations including sector specific delegations abroad with a view to promote investment
- (iv) Only those events which are exclusively B2B or have a sizeable component of B2B interaction will qualify for consideration under the subject guidelines. Some such events may at times include G2G components as well. For such G2G components guidelines for 'Organization of Joint Commission Meetings' will be followed.

Any event supported under these guidelines must have a clear relationship with domestic or international investment promotion & facilitation.

3. Eligible Organizations

3.1. Such events/investment promotion activities are usually organized in India by the Department jointly with apex industry associations from India. When done abroad, such activities are organized by the Department, Indian diplomatic missions, Indian apex industry chambers and their overseas counterparts. An illustrative list of organizations for undertaking such events is as follows:

- (i) Central Government and its agencies including Indian diplomatic missions abroad
- (ii) State Governments and its agencies formed to attract domestic/foreign direct investments
- (iii) All India level associations of commerce & industry associations such as CII, FICCI, ASSOCHAM, PHDCCI amongst others
- (iv) Invest India, which was formed in 2009 under Section 25 of the Companies Act 1956 for promotion of domestic & foreign direct investments. A non-profit company, it also acts as the national investment promotion and facilitation agency and the first point of reference for investors in India
- (v) Bilateral chambers of commerce such as Indo German Chamber of Commerce, the council of EU chambers of commerce in India, Indo-French chamber of commerce & industry, Indo-Italian chamber of commerce & industry, US India Business Council, amongst others
- (vi) All India industry associations for subjects under the Department, such as leather, paper, cement, light engineering, light industries amongst others. In their case, however, the assistance will be (a) for only domestic mixed (G2G, G2B and B2B)

- events/projects and will be subject to the scale indicated in para 4; (b) the event should directly promote domestic/foreign investment inflows
- (vii) Organizations specially formed by the Government of India for investment/trade promotion

3.2. In order to qualify for assistance of the Department, applicant organization must have organized similar events in last three years. They must also be not for profit organizations. The organizations should have regularly audited accounts for the last 3 years. For the same event not more than one organization will normally be sponsored. All publicity material related to the event should clearly indicate the support provided by the Department.

4. Scale of Assistance and Items of Expenditure

4.1. **The Department will provide financial assistance in accordance to the prevailing rules/ instructions on case to case basis.** The limit is applicable to the total quantum of assistance from all Governmental sources. The eligible organizations are expected to contribute increasingly through delegate fees and other sponsorships. The sum of Department support and the income generated (from sponsorships and delegate fees amongst others) will not exceed total expenditure.

In case it does exceed actual expenditure, the Department support will be reduced appropriately so that the sum of the grant and other income matches the total expenditure. The eligible organization will provide full details of income and expenditure.

4.2. Scale of assistance and main activities eligible for assistance under such business/investment promotion related events would be as follows:

4.2.1. Pre-event activities

- (i) Event planning and co-ordination
- (ii) Identifying, firming up and inviting delegates, experts and resource persons requiring expenditure on video conferencing, audio conferencing, tele conferencing, telecommunication, postage, courier, amongst others
- (iii) Publicity, including preparation and printing of publications/ web pages/ sites, e-publications of promotional literature reports and conference kits amongst others
- (iv) Occasional preparatory visits to the location city for groundwork and detailed minute to minute logistical arrangements

4.2.2. **Main event management**

(i) **Venue arrangements and event management**

- a) Banquet charges (High Tea/ Reception, Lunch, Dinner)
- b) Hall charges (wherever applicable) and hall design including back-drops, banners, signages, name plates, flower arrangements amongst others
- c) Stationery
- d) Transcription, translation, simultaneous interpretation, photography, audio/ videography, hiring of audio-visual equipment & systems, organizing parallel events for high level dignitaries

(ii) **Deputation arrangement:** Stay, local transport & travel of delegates/ invitees/ experts / Secretariat staff of the association. Assistance will be limited to 5 persons in case of delegation led by Head of the State, 3 persons in case of delegations led by Ministers/ Secretaries and 2 persons in other cases (within the overall ceiling). The travel and stay entitlements will be as per the Director level in the Government of India

(iii) **Charges for extra baggage for carrying printed material**

(iv) **Press & media reporting**

(v) **Protocol & security arrangements**

(vi) **Local transport**

(vii) **Manpower:** Expenses including professional fees towards experts/ resource persons & agencies and for hiring of manpower (ushers, master of ceremonies, rapporteurs, event management helpers)

(viii) **Publicity charges, Press & media wherever applicable**

(ix) **Event management fee:** Planning, coordination & management charges (limited to 10% of the total expenditure)

4.2.3. **Post Event activities**

(i) **Preparation & dissemination of reports & impact analysis**

(ii) **Log details of the attendees/visitors and delegation**

4.3. The Department support will not be provided for those components which have been sponsored by the host Government and/ or industry representative body or any of their organizations/ agencies. In case of partial sponsorship by the local host, rest of the part will be provided subject to above stated norms

4.4. The Department support would be 100% for deputation arrangement component as at para 4.2.2(ii) but would be limited to INR 2.5 lakhs for delegations led by Secretary and above and INR 1.5 lakhs in other cases

5. Application Procedure

5.1. Applications for seeking financial assistance, in the prescribed proforma (**Annexure A**) may be submitted to the Additional/Joint Secretary (Investment Promotion), Department for Promotion of Industry & Internal Trade, Udyog Bhawan, New Delhi. The applications for the proposed event must be accompanied with the budget estimate (as per **Annexure B**), including estimate of the expenditure and income on the proposed event, giving full details of all sources/items of funding and expenditure and relevant documents, as prescribed. The details may also contain the proposed programme and its benefit vis-a-vis investment promotion. The proposal may be submitted at least one month in advance to allow sufficient time to grant in principle approval of the budget. Copies of the Registration Certificate along with the audited Balance-sheet, Profit & Loss Account, Income/ Expenditure Statement of the organization for the last 3 years should be submitted.

6. Application Evaluation and In Principle Approval

6.1. The application for the financial assistance will be evaluated by Head of Investment Promotion Division and Integrated Finance Wing. The evaluation of the application will be done as per guidelines on the basis of information provided by the applicant organization.

6.2. 'In principle' approval of the competent authority will be communicated to the applicant indicating approximate quantum of financial assistance approved for organization of that event.

7. Event Report & Impact Analysis

7.1. The applicant organization / association shall submit a feedback report on conclusion of the event. The report (in hard copy as well as in soft/electronic form) will give a detailed account of the activities undertaken during the event, including photographs, literature, brochures and other such material. It should include number of participants/visitors/attendees in each event/ seminar/ conference amongst others, topics discussed and conclusion/ recommendations (if any). The report must also include impact analysis on the investment promotion. The feedback report must be submitted within one month of the conclusion of the event.

8. Release of Grant

8.1. Grants under the scheme will normally be released on re-imburement basis, after the event is over, on submission of the following re-imburement claim in prescribed proforma:

- (i) Details of actual expenditure and revenue as per Statement of Accounts duly certified by a Chartered Accountant (**Annexure C**)
- (ii) Pre-receipt (**Annexure- D**)
- (iii) Utilization Certificate (**Annexure-E**)
- (iv) A copy of the complete event report
- (v) Certificate stating that transparent and competitive processes for sub-contracting were followed

8.2. Applicant shall submit request for release of grant along with above information within six months of successful conclusion of event, failing which such request will not be considered.

8.3. If at any stage, it is found that the grant has been claimed on the basis of false information/documents etc., the Department would be entitled to recover the entire grant amount and also blacklist the organization for future support.

Annexure A**Application Form**

1. Name and Address of the applicant organization with email address, telephone no. and fax no.	
2. Organizational profile including document on its nonprofit character and statement of similar activities undertaken in the last three years.	
3. Name & designation of the contact person along with contact details	
4. (i) Whether Department for Promotion of Industry and Internal Trade provided financial support in past, if so, a copy of the financial support provided by the Department for Promotion of Industry and Internal Trade for the said event in past (ii) A copy of the report for the event & the highlights of the event held in the past.	
5. (i) Whether other Ministries/ Departments/ organizations of the Government of India have also been approached for providing the financial support (ii) if so, the full details of the financial support being received or likely to be received from them	
6. Details of event proposed to be conducted in (i) Place (ii) Date(s) (iii) Particulars of event	
7. (i) Head-wise estimated expenditure on the event; (ii) Estimated contribution likely to be generated from other sponsors, delegates fee etc. (iii) Contribution of the organizers to meet the expenditure incurred towards organization of the said event (iv) Expected support from other/all quarters of GoI.	
8. (i) Brief note on the objective(s) of the event and likely outcomes/benefits arising out of the proposed participation in the event	

(ii) Detailed programme of the said event	
(iii) List of prominent speakers during the said event.	

Date

**Signature of the office
bearer/authorized
person**

Name & Designation

Annexure-B

Budget Estimate

Expenditure (INR)

Income/Source of Fund (INR)

Items Amount

Source Amount

Total:

Total:

Statement of Account

Name of the Organization: _____

Address: _____

Government's Approval Letter No. _____ Date: _____

Event particulars: Event name _____

Place: _____ Duration: _____

Expenditure (INR)

Income (INR)

S No.	Items	Actual Expenditure	S No.	Items	Actual Income
1.			1.		
2.			2.		

Statement of Account

- i. Grant Approval as per in-principle approval = INR
- ii. Grant Claimed: = INR

(Should be such that grant + income from the event should not be more than total expenditure on event)

Undertaking of the Applicant Organization

I hereby certify that the above information is correct and is based on the actual expenditure incurred in organizing the event. It is also certified that all the income/revenue collected for the event has been duly and correctly shown above and nothing has been concealed.

Date:
Signatory

Authorized

(Name & Designation) Stamp of the Organization

Certificate of Chartered Accountant

I have verified the above information from the books of accounts, bills, vouchers, etc., and certify it to be correct.

Stamp Signature of Chartered Account
Membership
No.

Annexure D

Pre-Receipt

Received cheque no. _____ dated _____ for Rs. _____ (Rupees _____ only)
from the Ministry of Commerce & Industry, Department for Promotion of Industry and Internal Trade, on account of Scheme for Investment Promotion sanctioned under Ministry's letter no. _____
dated _____

Revenue Stamp Authorized Signatory

(Name & Designation)

(Stamp of the Association/Organization)

Place:

Date:

Note: The above to be submitted on Letter Head of Association/ Organization, in triplicate.

Form GFR 19-A
Utilization Certificate Form

Letter No. & Date	Amount (INR)	Certified that out of Rs..... of grant-in-aid sanctioned..... in favor of (Name of the organization) under this Ministry/Department letter No given in the margin has been utilized for the purpose of..... for which it was sanctioned.
-------------------	--------------	---

Certified that I have satisfied myself that the conditions on which the grants- in-aid was sanctioned have been duly 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
- .

Date:

Signature

Name & Designation

Annexure

Sub-Rules/ Instructions under scale of assistance and items of expenditure for providing financial assistance for ‘Organization of Business & Investment Promotion Events’ (Refer Para 4.1 of the guidelines)

- 1) The Department shall provide financial assistance in accordance to the prevailing rules/ instructions on case to case basis upto a maximum limit of 50% of the total expenditure on the event. Remaining 50% amount shall be borne by the host Government.
- 2) The host Government/ organizing agency shall maintain separate account for the released funds.
- 3) The accounts of the project shall be open for audit by the sanctioning authority and also by the Pay and Accounts Office of DPIIT as per rule 2011 of the GFR and is subject to audit by C&AG of India.
- 4) The host Government/ organizing agency shall submit their accounts for audit promptly whenever so required whether they are completed or not.
- 5) The host Government/ organizing agency shall maintain a register of permanent and semi-permanent assets acquired wholly or mainly out of the said funds and a copy thereof should be furnished to this Department.
- 6) Assets acquired wholly or substantially out of these funds shall not be disposed off without obtaining the prior approval of the Sanctioning authority.
- 7) The said funds shall be utilized subject to economy and other austerity instructions from time to time by Ministry of Finance.
- 8) The execution of the project for which the amount is made shall not be entrusted to another institution or organization.
- 9) If found at any stage that the sanctioned fund has been utilized for activities other than those for which it was sanctioned, the Government reserves the right to recover the same with interest @10% from the date of release of funds. Penalty, as decided by competent authority, may also be imposed on the host Government/ organizing agency.
- 10) The details of contribution of host Government/ organizing agency and other sponsors or any other income earned from participants and from other sources also need to be provided while settlement of claims.