



ODOP : Applicable Schemes and Clearances

Applicable Schemes

This section provides an overview of government schemes and initiatives relevant to the ODOP program. These schemes, both from the Union and State Govts., are designed to support producers, artisans, and businesses by offering financial assistance, skill development opportunities, and infrastructure support, enabling the growth and promotion of district-specific products.

Sl.	Name of the scheme	Objective	Key Benefits	Eligibility criteria
1	Packaging development, Bar Coding, QR code, Electronic Product Code (EPC)/ Radio Frequency Identification (RFID)	To assist all registered exporters to improve the existing packaging and develop modern packaging.	<ul style="list-style-type: none"> • For General category: 50% of the cost of the packaging development or bar coding or QR Code or EPC or RFID or traceability provided; subject to a maximum of INR 1.5 lakh. • For SC/ ST exporters, Farmers Producer Organisation (FPO) exporters and exporters in North- East region (including Sikkim and Darjeeling) and other Himalayan States/ Jammu & Kashmir and Ladakh, state notified Integrated Tribal Development Programme areas and islands (Union Territories of Andaman & Nicobar and Lakshadweep): 75% of the cost of assistance provided; subject to a maximum of INR 2.25 lakh. 	The applicant should be a registered exporter who has registered their brand names with the Spices Board.
2	PM-FME – Branding and Marketing Support	To promote integration with organized supply chain by strengthening	<p>Marketing and branding support would be provided to groups of FPOs or SHGs or cooperatives or an Special Purpose Vehicle (SPV) of micro food processing enterprises.</p> <ul style="list-style-type: none"> • Support for branding and marketing would be 	<ul style="list-style-type: none"> • The proposal should relate to One District One Product. • Minimum turnover of product to be eligible for assistance should be INR 5 crore. • Eligible items for support:

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		branding and marketing.	<p>limited to 50% of the total expenditure.</p> <ul style="list-style-type: none"> • Maximum limit of grant in such cases would be as prescribed under the scheme. • No support would be provided for opening retail outlets under the scheme. • Support of maximum INR 5 lakh will be provided by the state nodal agency for preparing Detailed Project Report proposals for marketing and branding. The proposal should also contain flow chart of activities from the procurement of raw material to marketing, critical control points, ensuring quality control, plans for five years in terms of promotional activities, increasing the number of participating producers and turnover. 	<p>a. Training related to marketing to be fully funded under the scheme.</p> <p>b. Developing a common brand and packaging including standardization to participate in common packaging.</p> <p>c. Marketing tie ups with national and regional retail chains and state level institutions.</p> <p>d. Quality control to ensure product quality meets required standards.</p>
3	Subsidy for Fund Raising from SME Exchange	To facilitate high growth potential Small and Medium Enterprises (SMEs) in the state to raise equity capital through SME Exchange, utilizing Initial	<p>Subsidy provided for 75% of the expenditure incurred for getting successfully listed; subject to a maximum of INR 30 lakh.</p> <p>Note: Merchant banker fees, due diligence fees, registrar and transfer agent fees, peer review auditor fees, exchange fees and listing charges are eligible for reimbursement.</p>	<p>The applicant should be:</p> <p>a. a small or medium enterprise (manufacturing or service sector)</p> <p>b. qualified for listing, in line with the norms prescribed by National Stock Exchange or Bombay Stock Exchange.</p> <ul style="list-style-type: none"> • Time limit for filing application: Within 6 months from the date of listing on the SME Exchange.

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		Public Offerings (IPOs).		
4	Financial assistance for participation in International Trade Fair	To encourage MSMEs to participate in international trade fairs.	Reimbursement provided for 50% of the rent paid towards stall or space charges; subject to a maximum of INR 15 lakh per international trade fair or exhibition.	The applicant should be a registered MSME association in the state.
5	Marketing Development Assistance to registered MSME associations	To assist MSMEs reduce their costs for conducting exhibitions.	Reimbursement provided for: a. 50% of expenses incurred on hall rent; subject to a maximum of INR 7.5 lakh per event in Chennai b. 50% of expenses incurred on hall rent; subject to a maximum of INR 1.5 lakh per event in districts other than Chennai, c. 50% of the hall rent; subject to a maximum of INR 7.5 lakh per exhibition, for participation in exhibitions (by MSME associations of Tamil Nadu) in other states.	The applicant should be a registered MSME association, in existence for a period of atleast 3 years, with minimum of 20 Micro and Small Enterprise (MSE) units as its member.
6	Technology Business Incubator	To promote the development of technology-based firms, and assist in completion of the technologies under development.	Grant provided; subject to a maximum of INR 2.5 crore per incubator or Centre of Excellence set up by Government. • Grant provided; subject to a maximum of INR 25 crore per incubator or Centre of Excellence set up by private institutions.	• The applicant should be any research and development institution or academic institution in the state.

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7	Export promotion and marketing support scheme for MSMEs	To remain updated of technological developments and enhance their exposure to potential foreign countries to identify market for their products.	<p>Visit to Walk through International Exhibitions: MSME delegations (minimum 5 and maximum 10 entrepreneurs) from different industry will be assisted in a financial year to visit international exhibitions of their respective industry.</p> <p>a. Entry fee in the international exhibitions will be paid to the MSME delegations.</p> <p>b. 50% of economy class air fare; subject to a maximum of INR 50,000, whichever is less will be paid to one representative of the participating unit.</p> <p>c. 75% of economy class air fare; subject to a maximum of INR 50,000, whichever is less will be paid to women/ SC/ ST entrepreneurs of the participating unit.</p> <p>• Participation in Trade Exhibitions and Putting up Stalls: MSME delegations (minimum 5 and maximum 10 entrepreneurs) will be assisted in a financial year to participate in international exhibitions and buyer-seller meets to showcase their products.</p> <p>a. 50% of economy class air fare; subject to a maximum of INR 50,000, whichever is less will be paid to one representative of the participating unit.</p> <p>b. 75% of economy class air fare; subject to a maximum of INR 50,000, whichever is less will be paid to women/ SC/ ST entrepreneurs of the participating unit.</p> <p>c. 50% of the stall charges will be paid to the regular participating unit.</p>	<ul style="list-style-type: none"> • The applicant should be a unit having valid permanent registration with Directorate of Industries or District Industries Centres. The selection of micro and small manufacturing units would be done as per display product profile, theme of the fair and space availability. • MSMEs can avail this facility only once in a 3 year period. • Only 1 person of the participating unit would be eligible for subsidy on air fare. • The participating units at international trade fairs/ exhibitions has to pay 25% of space rental charges of booked space. Women/ SC/ ST entrepreneurs will be provided space at free of cost. • In the event of non-participating the security deposit will be forfeited. • The representatives of the participating units are required to carry and manage the to and fro including custom clearance, for display at the international trade fairs/ exhibitions

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			<p>d. 75% of the stall charges will be paid to the participating unit run by women/ SC/ ST entrepreneurs.</p> <ul style="list-style-type: none"> • Domestic Business visits: MSME delegations (minimum 5 and maximum 10 entrepreneurs) will be assisted to visit five industrially developed states in the country to explore market for their products in a financial year. <p>a. 50% of air fare; subject to a maximum of INR 5000, whichever is less will be paid to one representative of the participating unit.</p> <p>b. 75% of air fare; subject to a maximum of INR 5000, whichever is less will be paid to women/ SC/ ST entrepreneurs of the participating unit.</p> <ul style="list-style-type: none"> • In all the above three cases: <ol style="list-style-type: none"> a. The entire cost of food, stay, and local transport will be borne by MSME units. b. Government officials accompanying the participants will be paid actual economy class air fare and the eligible allowances towards stay, food and local travelling expenses. 	
8	Support for development of mini tool room	To manufacture jigs, fixtures, cutting tools, gauges, press tools, plastic moulds, forging dies, pressure casting dies and other toolings for	<ul style="list-style-type: none"> • Grant provided for 25% of the project cost; subject to a maximum of INR 1 crore. 	<ul style="list-style-type: none"> • The applicant should be an industrial cluster/ association.

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		small-scale industries		
9	Domestic events: For participating and visiting business exhibitions	To encourage enterprises to attend business events and identify trade opportunities, and to build entrepreneurial thinking among students.	<ul style="list-style-type: none"> • Support for Travel (air or train): <ol style="list-style-type: none"> a. For micro and small enterprises (Special category) – 100% of economy class air fare or 2nd AC train fare, for return journey. b. For small enterprises (General category) – 75% of economy class air fare or 2nd AC train fare, for return journey. • Support for Accommodation: <ol style="list-style-type: none"> a. For micro and small enterprises (Special category) – 100% of cost incurred on accommodation; subject to a maximum of INR 3,000 per day of stay. b. For small enterprises (General category) – 75% of cost incurred on accommodation; subject to a maximum of INR 3,000 per day of stay. <p>Note: Stay shall be reimbursed only for the period from 1 day before the commencement of the event to 1 day after the last day of the event.</p> • Support for Entry Fee: <ol style="list-style-type: none"> a. For micro and small enterprises (Special category) – 100% of the entry fee. b. For small enterprises (General category) – 75% of the entry fee. c. For medium enterprises – 50% of the entry fee. • Support for setting up Stalls (only if participating in exhibition): <ol style="list-style-type: none"> a. For micro and small enterprises (Special category) – 100% of the stall charges; subject to a 	<ul style="list-style-type: none"> • The applicant should be: <ol style="list-style-type: none"> a. any delegation led or organised by associations with minimum 5 and maximum 10 entrepreneurs per delegation per year. b. any delegation led or organised by FaME TN/ TANSIM/ EDII. c. an individual enterprise.

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			<p>maximum of INR 1,00,000.</p> <p>b. For small enterprises (General category) – 75% of the stall charges; subject to a maximum of INR 1,00,000.</p> <p>c. For medium enterprises – 50% of the stall charges; subject to a maximum of INR 1,00,000.</p> <p>Note: In all the above scenarios, in normal course, the amount shall be reimbursed against submission of proof of payment of entry fee. In exceptional cases, 50% of the entitled amount can be claimed as an advance and the remaining amount is paid after return from travel.</p>	
10	International event: For visiting business exhibitions or buyer-seller meets	To encourage enterprises to attend business events and identify trade opportunities, and to build entrepreneurial thinking among students.	<ul style="list-style-type: none"> • Support for air fare: <ol style="list-style-type: none"> a. For micro and small enterprises (Special category) – reimbursement provided for 100% of economy class air fare; subject to a maximum of INR 1,00,000 for class A countries and INR 55,000 for class B countries, for return journey. b. For small enterprises (General category) – reimbursement provided for 75% of economy class air fare; subject to a maximum of INR 1,00,000 for class A countries and INR 55,000 for class B countries, for return journey. • Support towards Accommodation: <ol style="list-style-type: none"> a. For micro and small enterprises (Special category) – reimbursement provided for 100% of cost incurred on accommodation; subject to a maximum of INR 6,000 per day for class A countries and INR 3,000 per day for class B countries. b. For small enterprises (General category) – 	<ul style="list-style-type: none"> • The applicant should be: <ol style="list-style-type: none"> a. any delegation led or organised by associations with minimum 5 and maximum 10 entrepreneurs per delegation per year. b. any delegation led or organised by FaME TN/ TANSIM/ EDII. c. an individual enterprise.

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			<p>Reimbursement provided for 75% of cost incurred on accommodation; subject to a maximum of INR 6,000 per day for class A countries and INR 3,000 per day for class B countries. Note: Stay shall be reimbursed only for the period from 1 day before the commencement of the event to 1 day after the last day of the event.</p> <ul style="list-style-type: none"> • Support for Entry Fee: <ol style="list-style-type: none"> a. For micro and small enterprises (Special category) – reimbursement provided for 100% of entry fee. b. For small enterprises (General category) – reimbursement provided for 75% of entry fee. c. For medium enterprises – reimbursement provided for 50% of entry fee. <p>Note: In all the above scenarios, in normal course, the amount shall be reimbursed against submission of proof of payment of entry fee. In exceptional cases, 50% of the entitled amount can be claimed as an advance and the remaining amount is paid after return from travel.</p>	
11	International event: For participation in exhibitions	To encourage enterprises to attend business events and identify trade opportunities, and to build entrepreneurial	<ul style="list-style-type: none"> • Support towards Air Fare: <ol style="list-style-type: none"> a. For micro and small enterprises (Special category) - reimbursement provided for 100% of economy class air fare; subject to a maximum of INR 1,00,000 for class A countries and INR 55,000 for class B countries, for return journey. b. For small enterprises (General category) - reimbursement provided for 75% of economy class air fare; subject to a maximum of INR 1,00,000 	<ul style="list-style-type: none"> • The applicant should be: <ol style="list-style-type: none"> a. any delegation led or organised by associations with minimum of 5 and maximum 10 entrepreneurs per delegation per year. b. any delegations led or organised by FaMe TN/ TANSIM/ EDII. c. an individual enterprise.

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		thinking among students.	<p>for class A countries and INR 55,000 for class B countries, for return journey.</p> <ul style="list-style-type: none"> • Support towards Accommodation: <ol style="list-style-type: none"> a. For micro and small enterprises (Special category) – reimbursement provided for 100% of the cost incurred on accommodation; subject to a maximum of INR 6,000 per day for class A countries and INR 3,000 perday for class B countries. b. For small enterprises (General category) – 75% of the cost incurred on accommodation; subject to a maximum of INR 6,000 per day for class A countries and INR 3,000 per day for class B countries. <p>Note: Stay shall be reimbursed only for the period from 1 day before the commencement of the event to 1 day after the last day of the event.</p> <ol style="list-style-type: none"> c. 50% of the costs incurred shall be reimbursed on submission of bills or booking confirmation receipts, provided there is proof of actual incurring of expenditure. The remaining 50% shall be reimbursed after completion of travel and submission of a brief report on the exhibition. <ul style="list-style-type: none"> • Support for setting up Stalls: <ol style="list-style-type: none"> a. For micro and small enterprises (Special category) - 100% of the stall charges; subject to a maximum of INR 3,00,000 for class A countries and INR 1,50,000 for class B countries. b. For small enterprises (General category) – 75% of 	

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			<p>the stall charges; subject to a maximum of INR 3,00,000 for class A countries and INR 1,50,000 for class B countries.</p> <p>c. For medium enterprises – 50% of the stall charges; subject to a maximum of INR 3,00,000 for class A countries and INR 1,50,000 for class B countries.</p> <p>Note: 50% of the entitled amount can be claimed on submission of proof of payment of stall charges; and the remaining amount shall be paid after completion of exhibition.</p>	
12	Events organised by academic institutions	To encourage enterprises to attend business events and identify trade opportunities, and to build entrepreneurial thinking among students.	<ul style="list-style-type: none"> • Reimbursement provided for expenses incurred towards organising the event; subject to a maximum of INR 2,00,000 per academic institution per year. 	<ul style="list-style-type: none"> • The applicant should be a recognised institution.
13	Support for co-sponsoring events organised by associations	To encourage enterprises to attend business events and identify trade opportunities, and to build entrepreneurial	<ul style="list-style-type: none"> • Budgetary support provided for partially meeting the expenditure of hiring of exhibition ground or hall, erection of stalls, publicity, etc. for co-sponsoring the event; subject to a maximum of 40% of the net expenditure (gross expenditure - total income); subject to maximum of: <ol style="list-style-type: none"> a. INR 5 lakh in case of 'A' class cities. 	<ul style="list-style-type: none"> • The applicant should be engaged in the development of MSMEs for atleast 3 years and should be able to demonstrate sufficient experience and capability for holding such events. • The event to be organized should have atleast 5,000 sq. ft. covered area exclusively for stalls, and must have

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		thinking among students.	<p>b. INR 3 lakh in case of 'B' class cities. c. INR 2 lakh in case of 'C' class cities. d. INR 1 lakh in case of rural areas. Note: Reimbursement is provided to the applicant after the event, on submission of event report and other relevant documents.</p>	<p>participation from atleast 50 MSME units.</p> <ul style="list-style-type: none"> • The association shall submit an event blueprint, and tentative agenda while applying. • The association would provide a stall of atleast 100 sq. ft. to the MSME department. • The event shall prominently display the name and logo of MSME Department (or associated entity) and will also state that the event is 'Supported by the MSME Department'. The name and logo of the department shall be prominently displayed in all publications, literature, banners, hoardings, etc. of the event.
14	Sponsorship of students	To encourage enterprises to attend business events and identify trade opportunities, and to build entrepreneurial thinking among students.	<ul style="list-style-type: none"> • To visit exhibitions for exploring trade opportunities, reimbursement provided for: <ol style="list-style-type: none"> a. 75% of the travel costs incurred for travel by air and/ or train shall be provided to a student, for return journey. b. 100% of the costs incurred on accommodation shall be provided to a student, subject to a maximum of INR 2,000 per day of stay. Note: Stay shall be reimbursed only for the period from 1 day before the commencement of the event to 1 day after the last day of the event. <ol style="list-style-type: none"> d. 50% of the costs incurred shall be reimbursed on 	The applicant should be a student in his or her final year, pursuing a full time undergraduate or post-graduate programme from a recognised universities.

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			<p>submission of bills or booking confirmation receipts, provided there is proof of actually incurring the expenditure. The remaining 50% shall be reimbursed after completion of travel and submission of a brief report.</p> <p>e. Each student shall be entitled to a maximum reimbursement of INR 15,000 per year.</p> <ul style="list-style-type: none"> • To attend seminars or webinars or events or undertake courses related to entrepreneurship, reimbursement provided for 100% of the cost of registration or course fee; subject to a maximum of INR 1,000 per student per year. 	
15	Procurement and Marketing Support Scheme	To set up common facility centres for testing, training centre, raw material depot, effluent treatment, complementing production processes, etc.	<p>Market access initiatives:</p> <ul style="list-style-type: none"> • Space Rent: <ul style="list-style-type: none"> a. For General category unit: financial assistance upto 80% is provided. b. For SC/ ST/ women/ North-East region/ physically-disabled: financial assistance upto 100% is provided. <p>Note: Minimum stall size of the event will be considered.</p> <ul style="list-style-type: none"> • For contingency expenditure: financial assistance upto 100% for all units is provided; subject to maximum of INR 25,000 or actual, whichever is less (travel, publicity expenditure for one representative from each participating unit). • Maximum budgetary support (including contingency)/ or actual value, whichever is less per 	<ul style="list-style-type: none"> • The applicant should be an MSME with a valid Udyam certificate.

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			<p>event is:</p> <p>a. Metro and class A city: INR 1.5 lakh (inclusive of all taxes).</p> <p>b. Other cities: INR 80,000 (inclusive of all taxes).</p> <p>Note: A MSE would be allowed reimbursement for maximum of 2 events per year.</p> <p>Capacity building on marketing and packaging:</p> <ul style="list-style-type: none"> • Financial assistance upto INR 15 lakh or actual value, whichever is less per cluster, will be provided for ordinary and green packaging consultancy. • For micro enterprises for obtaining upto 100 barcodes: financial assistance upto 80% of one time registration fees and annual recurring fee for first 3 years is provided; subject to a maximum of INR 50,650. <p>Adoption of e-commerce platform:</p> <ul style="list-style-type: none"> • Financial assistance upto 75%; subject to a maximum of INR 2.5 lakh is provided on annual membership fee or subscription fee or contingency expenses for selling their product or service by micro enterprise (upto 10 products) through e-commerce portal called MSME Global Mart. <p>Development of retail outlet:</p> <ul style="list-style-type: none"> • Financial assistance; subject to a maximum of INR 30 lakh at metro cities and maximum of INR 20 lakh at other cities, is provided for infrastructure development of retail outlets for promoting Geographical 	

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			<p>Indication tag products.</p> <p>Vendor Development Program (VDP):</p> <ul style="list-style-type: none"> • Primarily focus vendor-vendee match making between MSMEs and Central Public Sector Units (CPSU) located in the state and other procuring agencies. • State level vendor development programme organised for 2 days; subject to a maximum sanction of INR 5 lakh or actual costs, whichever is less per programme . <p>Note:</p> <ol style="list-style-type: none"> 1. For organising events, the implementing agency should apply atleast 2 months before the date of event. 2. For participation in domestic events, one should apply before 30 days of the event. 3. Maximum of 2 events per year will be allowed. 4. In case of SC/ ST applicants, higher thresholds are prescribed under the SC/ ST Hub Scheme. 	
16	MSME Innovative Scheme (Design)	To increase the competitiveness of MSMEs through the adoption of design and its learning through seminars and workshops.	<ul style="list-style-type: none"> • Subsidy provided for <ol style="list-style-type: none"> a. Design Projects Assistance: <ul style="list-style-type: none"> – For micro enterprises: upto 75% of project cost. – For small and medium enterprises: upto 60% of project cost; subject to a maximum of INR 40 lakh. b. Students Design Projects Funding Assistance: upto 75% of projects cost; subject to a maximum of INR 2.5 lakh. 	<ul style="list-style-type: none"> • The applicant should be an MSME or a group of MSMEs or an expert agency or an industry association or technical institution or an academic institution or a design company or a consultant.

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			Note: Final year (undergraduate or postgraduate) students are eligible.	
17	Consortia and Tender Marketing Scheme	To aggregate the supplier capability of micro and small enterprises so that they are able to obtain large orders.	<ul style="list-style-type: none"> • The individual unit can participate in tenders on behalf of several units, as a consortium to secure orders in bulk. The order can then be distributed amongst the consortium members as per their capacities, so as to make the supplies. • The consortium members will also be supported in meeting their raw material requirements and facilitating credit for the supplies made. <p>Note: Enterprises will pay a registration fee for participation in the process. The fee varies from INR 1,000 to INR 5,000 based on the limits set from INR 1 crore to INR 5 crore. SC/ ST entrepreneurs are exempted.</p>	The applicant should be a micro or small enterprise registered with National Small Industries Corporation (NSIC), under its Single Point Registration Scheme.
18	MSME Global Mart	To provide information to MSMEs in the areas of markets.	<p>MSMEs, when they register with the B2B portal of National Small Industries Corporation (NSIC) will be able to carry out the following at one place:</p> <ul style="list-style-type: none"> • Connect with buyers and suppliers globally. • Receive information about events and exhibitions. • Search for tenders using keywords. • Receive franchise and distributorship opportunities. • Receive requests for quotations. • Receive trade leads. • Use the portal as a platform to buy/ sell used machinery. 	<ul style="list-style-type: none"> • The applicant should be an MSME, willing to enlist for annual subscription fee of INR 6,000. <p>Note: Exemption of some charges is provided to SC/ ST category.</p>

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19	International Cooperation	To facilitate participation in exhibitions to encourage first time exporters.	<p>Sub-Component I: Market Development Assistance of MSMEs</p> <ul style="list-style-type: none"> • Market Development Assistance (physical mode) for participation <ol style="list-style-type: none"> a. Minimum 10 units should participate and 1 office bearer should travel. b. Stall charges: For micro and small enterprises, 100% of rent or INR 3 lakh or actual rent paid, whichever is less. c. Air fare: <ul style="list-style-type: none"> – For MSMEs, 100% of the economy class airfare or INR 1.5 lakh or actual fare paid, whichever is lower. – For office bearer of the applicant organisation: 100% of the economy class air fare; subject to a maximum of INR 1.5 lakh or actual fare paid, whichever is lower. d. Office bearer will be provided USD 150 per day as duty allowance. e. Freight charges: Actuals subject to maximum of INR 50,000 per MSME unit. For Latin American countries, maximum of INR 75,000 per MSME unit. f. Advertisement charges: <ul style="list-style-type: none"> – For a delegation size upto 14 MSME units: subject to a maximum of INR 2.5 lakh or actual, whichever is less. – For a delegation size for 15 or more MSME units: subject to a maximum of 	<ul style="list-style-type: none"> • Sub-Component I: Market Development Assistance of MSMEs – MSMEs or MSEs (as specified alongside) or a registered association. • Sub-Component II: Capacity Building of First Time MSE Exporters (CBFTE) <ol style="list-style-type: none"> 1. MSEs with valid Udyam Registration. 2. Importer Exporter Code (IEC) must not be older than 3 years on the date of export shipment.

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			<p>INR 5 lakh or actual, whichever is less.</p> <p>g. Registration fee: INR 5,000 or actuals, whichever is lower per MSME.</p> <ul style="list-style-type: none"> • Incentives for Associations for holding events <ol style="list-style-type: none"> a. Cost of organizing the International conferences or workshops or seminars in India by Industry Associations: INR 10 lakh or actuals, whichever is lower. Only non five-star hotels are permitted. b. Economy class air fare for foreign speakers or experts or resource persons: A maximum of INR 5 lakh or actuals, whichever is lower. A minimum of 3 foreign speakers or experts or resource person shall attend the event for qualifying the event as an international event. • Market Development Assistance (virtual mode) <ol style="list-style-type: none"> a. Minimum 10 units should participate. b. Maximum ceiling shall be INR 1 crore for 1 international event. c. Stall charges or digital material for events in foreign countries: Maximum of INR 1.5 lakh or actuals, whichever is less. d. Advertisement and publicity: <ul style="list-style-type: none"> – For a delegation size upto 14 MSME units: subject to a maximum of INR 2.5 lakh or actual, whichever is less. – For a delegation size for 15 or more MSME units: subject to a maximum of INR 5 	

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			<p>lakh or actual, whichever is less.</p> <ul style="list-style-type: none"> • Incentives for Associations (Virtual Events) <ol style="list-style-type: none"> a. Minimum 5 international speakers, and 300 participants required. b. Virtual space or license fee: INR 2 lakh or actuals, whichever is less. c. Publicity cost for promoting the event: INR 5 lakh or actuals, whichever is less. d. Translation and interpretation charges: INR 1 lakh or actuals, whichever is less. <p>Sub-Component II: Capacity Building of First Time MSE Exporters (CBFTE)</p> <ul style="list-style-type: none"> • Registration-cum-Membership Certificate charges: 75% of the cost paid; subject to a maximum of INR 20,000 or actual, whichever is less; subject to quarterly reporting by Export Promotion Councils as per prescribed format. • Export insurance premium paid to Export Credit Guarantee Corporation (ECGC) under the Small Exporter's Policy: INR 10,000 in a financial year or actual, whichever is less. • Fee paid on Testing and Quality Certification acquired by MSEs for exports. <ol style="list-style-type: none"> a. 75% of the fee with a ceiling of INR 1 lakh, or actual, whichever is lower subject to: <ul style="list-style-type: none"> – Maximum of 3 certifications in a year with a ceiling of INR 1 lakh per MSE. – Certificate should be obtained in the same financial year. 	

Sl.	Name of the scheme	Objective	Key Benefits	Eligibility criteria
20	Market Promotion and Development Assistance	To ensure increased earnings for artisans.	<ul style="list-style-type: none"> • Grant or subsidy provided for artisans and construction of khadi plazas. • Modified Market Development Assistance (MMDA) provided at the rate of 30% on the prime cost of khadi (cotton, silk, woollen) and polyvastra. <p>Note:</p> <ol style="list-style-type: none"> 1. The total amount of MMDA on production will be claimed by the producing institution from the Khadi and Village Industries Commission and will be distributed amongst the stakeholders viz., spinners and weavers, producing institutions and selling institutions in the ratio 40%, 20% and 40% respectively. 2. Producing Institutions shall submit quarterly claim of MMDA based on the actual production achieved during the preceding quarter of the financial year. The difference, if any, would be adjusted in the last quarter of the financial year on the basis of accounts audited by a Chartered Accountant. The MMDA, preferably, shall be reimbursed electronically by the State or Divisional office of the KVIC on a quarterly basis. 	<ul style="list-style-type: none"> • The applicant should be a khadi institution, having a valid khadi certificate and categorised in either A+/ A/ B/ C category.
21	Coir Vikas Yojana – Export Market Promotion	To improve the export performance of the Indian coir sector.	<ul style="list-style-type: none"> • Assistance is provided for: <ol style="list-style-type: none"> a. organising international fairs or buyer-seller meets. b. sponsoring delegations, participation in seminars and conferences, organising participation in international fairs, and undertaking generic publicity abroad. 	<ul style="list-style-type: none"> • The applicant should be any manufacturer or entrepreneur or exporters of coir.

Sl.	Name of the scheme	Objective	Key Benefits	Eligibility criteria
			<p>c. extending financial assistance to MSMEs and exporters.</p> <p>d. presenting coir industry awards on an annual basis to recognize the outstanding performance in the areas of export, domestic trade, research and development, functioning of units and societies.</p>	
22	Domestic Market Promotion Scheme	To provide a market development assistance to popularise coir and coir products and expand their domestic market.	<ul style="list-style-type: none"> The market development assistance is provided at the rate of 10% of their average annual sales turnover of coir products (including coir yarn and rubberized coir goods), during 3 preceding financial years. <p>Note: This assistance will be shared equally between the central government and the state government. The disbursement of central share of assistance will be subject to the budgetary outlay available with the Coir Board under the relevant schemes.</p>	<ul style="list-style-type: none"> The applicant should be either: <ol style="list-style-type: none"> apex societies. central co-operative societies. primary co-operatives. public sector enterprises. showrooms/ sales depots of the board.
23	Promotion of Indian Spice Brands Abroad	To assist exporters in penetration of Indian brands in overseas markets with clear mark of traceability and food safety.	<ul style="list-style-type: none"> Financial assistance provided in the form of interest free loan covering 100% of slotting or listing fee and promotion measures including the cost of product development; subject to a maximum of INR 1 crore per exporter. 	<ul style="list-style-type: none"> The applicant should be a registered exporter of spices who has registered their brand names with the Spices Board.

Sl.	Name of the scheme	Objective	Key Benefits	Eligibility criteria
24	Participation in International fairs	To participate in the international trade fairs and exhibitions abroad for promoting exports and support exporters for setting up stalls in international fairs to showcase their capabilities and capacities in export of spices.	<ul style="list-style-type: none"> • For General category: 50% of the cost of air fare; subject to a maximum of INR 1.5 lakh per annum and 50% of the cost of stall rent; subject to a maximum of INR 5 lakh per annum. • For SC/ ST exporters, Farmers Producer Organisation (FPO) exporters and exporters in North-East region (including Sikkim and Darjeeling) and other Himalayan States or Jammu & Kashmir and Ladakh, state notified Integrated Tribal Development Programme areas and islands (Union Territories of Andaman & Nicobar and Lakshadweep): 75% of the cost of air fare; subject to a maximum of INR 2.25 lakh per annum, and 75% of the cost of stall rent; subject to a maximum of INR 7.5 lakh per annum. 	<ul style="list-style-type: none"> • The applicant should be an exporter holding a valid export license.
25	Reimbursement of fees for Certificate of Registration as Exporter of Spices (CRES)	To encourage the entrepreneurs in selected areas to undertake export business in spices.	<ul style="list-style-type: none"> • 75% of the registration charges of CRES (excluding GST) provided; subject to a maximum of INR 11,250. 	<ul style="list-style-type: none"> • The applicant should be: <ul style="list-style-type: none"> a. an entrepreneur in North-East region (including Sikkim and Darjeeling). b. other Himalayan states or Jammu & Kashmir and Ladakh. c. state notified Integrated Tribal Development Programme (ITDP) areas and islands (Union Territories of Andaman & Nicobar and Lakshadweep). d. SC/ ST exporters and Farmers

Sl.	Name of the scheme	Objective	Key Benefits	Eligibility criteria
				Producer Organisations across the country.
26	Sending Business Samples Abroad	To support in sending the business samples abroad to develop the exports.	<ul style="list-style-type: none"> • For General category: 50% of the courier charges provided; subject to a maximum of INR 1.5 lakh. • For SC/ ST exporters, Farmers Producer Organisation (FPO) exporters and exporters in North-East region (including Sikkim and Darjeeling) and other Himalayan States or Jammu & Kashmir and Ladakh, state notified Integrated Tribal Development Programme (ITDP) areas and islands (Union Territories of Andaman & Nicobar and Lakshadweep): 75% of the courier charges provided; subject to a maximum of INR 2.25 lakh. 	<ul style="list-style-type: none"> • The applicant should be: <ol style="list-style-type: none"> a. a registered merchant exporter with an annual turnover; subject to a maximum of INR 250 crore, during the financial year 2020-21. b. an MSME exporter.
27	Agriculture Infrastructure Fund	To increase value realization for the farmers by improving market infrastructure, and facilitating farmers to sell directly to a larger base of consumers.	<ul style="list-style-type: none"> • Medium to long term debt financing facility along with interest subvention is provided for investment in viable projects for post-harvest management infrastructure and community farming assets. • The fund is operational from the year 2020-21 to 2032-33. • INR 1 lakh crore is provided by banks and financial institutions as loans to all eligible units. • If required, need-based refinance support will be made available by National 	<p>Eligible units:</p> <ul style="list-style-type: none"> • Primary Agricultural Cooperative Society (PACS). • Marketing cooperative society. • Farmers Producers Organization (FPOs), and their federations. • Self Help Group (SHGs), and their federations. • Farmers. • Joint Liability Groups (JLGs). • Multipurpose cooperative society. • Agri-entrepreneurs or startups.

Sl.	Name of the scheme	Objective	Key Benefits	Eligibility criteria
			Bank for Agriculture and Rural Development (NABARD) to all lending institutes.	<ul style="list-style-type: none"> • Public Private Partnership (PPP) projects sponsored by central or state government. • Agricultural Produce Market Committee (APMC) mandis. • National and state federation of cooperatives.
28	Mission for Integrated Development of Horticulture – National Horticulture Mission (MIDH-NHM)	To encourage aggregation of farmers into farmer groups, support skill development and create employment opportunities for rural youth in horticulture and post-harvest management, especially in the cold chain sector.	<ul style="list-style-type: none"> • Credit linked back-ended subsidy provided to individual entrepreneurs, @ 35% of project cost (in general areas), and 50% of project cost (in hilly and scheduled areas), for the following components: <ol style="list-style-type: none"> a. Pre-cooling unit (6 MT capacity). b. Cold room (staging). c. Mobile pre-cooling unit. d. Cold storage (construction, expansion and modernisation). e. Technology induction and modernisation of cold-chain. f. Refrigerated transport vehicle. g. Integrated cold chain supply system. h. Primary or mobile or minimal processing unit, ripening chamber. i. Integrated pack house with facilities for conveyer belt, sorting, grading units, washing, drying and weighing. • 50% of total capital cost is provided for: <ol style="list-style-type: none"> a. Pack house. b. Evaporative or low energy cool chamber (8 MT capacity). 	<p>Assistance will be available to individuals, group of farmers, growers, consumers, partnership or proprietary firms, Self Help Groups (SHGs), Farmers Producer Organization (FPOs), companies, corporations, cooperatives, cooperative marketing federations, local bodies, Agricultural Produce Market Committees (APMC), marketing boards and state governments.</p> <ul style="list-style-type: none"> • The horticulture sector will include coconut, and bamboo production as well.

Sl.	Name of the scheme	Objective	Key Benefits	Eligibility criteria
			<p>c. Preservation unit (low cost). d. Low-cost onion storage structure (25 MT). e. Pusa Zero Energy Cool Chamber (Pusa ZECC) of 100 kg capacity.</p> <ul style="list-style-type: none"> • 100% of cost is provided to public sector for establishment of Centre of Excellence (CoE) for horticulture. • For promotion of Farmer Producer Organizations (FPOs), Farmer Interest Groups (FIGs) of 15-20 farmers, growers associations, and their tie-ups with financial institution and aggregators, assistance is provided as per norms issued by Small Farmers Agribusiness Consortium (SFAC) from time to time. • Financial assistance of INR 1 crore per project is provided for research and development in areas of: <ol style="list-style-type: none"> a. Seed and planting material including import of planting material. b. Technology standardization and technology acquisition. c. Imparting training and Front Line Demonstration (FLD) on project mode, with 100% assistance. • For establishing food processing units, credit linked back-ended capital investment assistance is provided; subject to a maximum of INR 1 crore per unit. 	

Sl.	Name of the scheme	Objective	Key Benefits	Eligibility criteria
			<ul style="list-style-type: none"> • Support provided for establishment of following marketing infrastructure for horticultural produce in government or private or cooperative sector: <ol style="list-style-type: none"> a. Terminal markets- 25-40% of project cost (limited to INR 50 crore) provided as Public Private Partnership (PPP) mode through competitive bidding. b. Wholesale markets- credit linked back-ended subsidy provided @ 25% of capital cost (in general areas) and 33.33% (in hilly and scheduled areas) per beneficiary. c. Rural markets or famers' market or apni mandies or direct markets- credit linked back-ended subsidy provided @ 40% of capital cost (in general areas) and 55% (in hilly and scheduled areas) per beneficiary. d. Retail markets or outlets (environmentally controlled)- credit linked backended subsidy @ 35% of capital cost of (in general areas) and 50% (in hilly and scheduled areas) per beneficiary. e. Static or mobile vending cart or platform with cool chamber- 50% of total cost is provided. f. Functional infrastructure for collection, sorting or grading, packing units, etc. - credit linked back-ended subsidy provided @ 	

Sl.	Name of the scheme	Objective	Key Benefits	Eligibility criteria
			<p>40% of capital cost (in general areas) and 55% (in hilly and scheduled areas) per beneficiary.</p> <p>g. Functional infrastructure for quality control or analysis lab- 100% of the total cost to public sector and 50% of cost to private sector provided as credit linked back ended subsidy.</p> <p>h. Gravity operated rope way in hilly areas - credit linked back-ended subsidy provided @ 50% of capital costs in hilly areas.</p> <ul style="list-style-type: none"> • Support provided for hi-tech nursery, small nursery, upgrading nursery infrastructure, strengthening of tissue infrastructure, seed production for vegetables and spices, setting up of new tissue culture units, open pollinated crops, hybrid seeds, import of planting material, and seed infrastructure. • Support provided for establishment of new gardens of fruits, vegetables, mushrooms, flowers, spices, aromatic crops, and plantation crops. • Support provided for creation of water resources, protected cultivation, precision farming development extensions, integrated nutrients management, integrated pest management, organic farming, certifications, pollination support through beekeeping, horticulture 	

Sl.	Name of the scheme	Objective	Key Benefits	Eligibility criteria
			<p>mechanization, technology dissemination, and Human Resource Development (HRD) programmes.</p> <ul style="list-style-type: none"> • Support provided for mission management, innovative interventions not covered under any Government of India schemes, and tackling of emergent or unforeseen requirements of State Horticulture Mission. 	
29	Integrated Scheme for Agricultural Marketing – Agricultural Marketing Infrastructure	To develop agricultural marketing infrastructure, and creating scientific storage capacity for managing marketable surplus of agriculture, horticulture, dairy, poultry, fishery, livestock and minor forest produce sector.	<ul style="list-style-type: none"> • It is a back-ended capital subsidy scheme. • Rates of subsidy: <ol style="list-style-type: none"> a. North-Eastern states, Sikkim, Andaman and Nicobar and Lakshadweep islands, hilly areas- 33.33% of capital cost, upto INR 4 crore. b. For registered Farmer Producer Organisations (FPOs), panchayats, women, Scheduled Caste (SC)/ Scheduled Tribe (ST) entrepreneurs or their cooperatives or Self-help groups - 33.33% of capital cost, upto INR 3 crore. c.. For all other categories of beneficiaries- 25% of capital cost, upto INR 225 lakh. d. Women farmers or entrepreneurs (irrespective of the category)- 33.33% of capital cost. e. For renovation of storage projects by cooperatives which are financed by National Cooperative Development Cooperation (NCDC)- 25% of the project cost as appraised by financial institution or actual cost, whichever is lower, upto INR 187.50 per MT of storage capacity. 	<ul style="list-style-type: none"> • Eligible units: <ol style="list-style-type: none"> a. Individuals, group of farmers or growers, registered FPOs. b. Partnership or proprietary firms, companies, corporations. Non-Government Organizations (NGOs), Self Help Groups (SHGs) cooperatives, and cooperative marketing federations. c. Autonomous bodies of the government, local bodies (excluding municipal corporations for storage infrastructure projects). d. Panchayats. e. State agencies including state government departments and autonomous organization or state owned

Sl.	Name of the scheme	Objective	Key Benefits	Eligibility criteria
			<p>Note: Hilly area is a place at an altitude of more than 1,000 meters above mean sea level.</p> <ul style="list-style-type: none"> • The subsidy is given to to develop the following: <ol style="list-style-type: none"> a. Agricultural marketing infrastructure and storage infrastructure. b. Infrastructure for development or upgradation to Rural Haats as Gramin Agricultural Market (GrAMs). c. Common Facilitation Centre (CFC) for FPOs. d. Marketing infrastructures in market yards. e. Infrastructure for direct marketing. f. Mobile infrastructure for post-harvest operations, including reefer vans. However, transport vehicles such as trucks, van, etc. will not be permissible for assistance. g. Standalone cold storages up to 1,000 MT. 	<p>corporations such as Agricultural Produce Market Committees and marketing boards, state warehousing corporations, state civil supplies corporations, etc.</p>
30	Integrated Scheme for Agricultural Marketing (ISAM) – National Agriculture Market	To promote uniformity in agriculture marketing by streamlining procedures across the integrated markets, removing information asymmetry between buyers and sellers and	<ul style="list-style-type: none"> • The website, and mobile application are multilingual. • Local mandis in nearby vicinity (100 km) along with route map are provided. • Price information of nearby e-NAM mandis, and non-eNAM mandis is provided. • Direct online payment from traders to farmers or FPOs through Real Time Gross Settlement (RTGS) or National Electronics Fund Transfer (NEFT), Unified Payment Interface (UPI), debit card and net banking is facilitated. • FPO can directly sell their produce from collection centers by uploading their produce 	<ul style="list-style-type: none"> • States interested to integrate their mandis with e-NAM are required to carry out following three reforms in their respective Agricultural Produce Market Committee (APMC) Act: <ol style="list-style-type: none"> a. Single trading license (unified) to be valid across the state. b. Single point levy of market fee across the state. c. Provision for e-auction or e-trading as a mode of price discovery.

Sl.	Name of the scheme	Objective	Key Benefits	Eligibility criteria
		promoting real time price discovery based on actual demand and supply.	details with picture or quality parameters online, without the need to physically bring the produce to the mandis, provided the collection centre is declared as “deemed mandi” by respective state government or union territory.	
31	ISAM – Marketing Research and Information Network (MRIN)	To establish a nation-wide information network for speedy collection and dissemination of market information.	<ul style="list-style-type: none"> • Financial support provided to state governments for organizing training, research, awareness and sensitization campaigns. • Financial support of INR 1,000 per month provided to the marketing personnel for uploading data in the portal for more than 20 days in a month. • Training of market personnel in handling of hardware and software and refresher training will be undertaken by National Informatics Centre (NIC). The cost towards training will be reimbursed to NIC or any other service providers. Supplementary training needs for technical aspects of data collection will be addressed by Choudhary Charan Singh National Institute of Agricultural Marketing (NIAM). • Assistance provided for: <ul style="list-style-type: none"> a. Publications of state level as well as market level publications in Hindi, English and local languages for dissemination of agri-market related information to the farmers, state level nodal agencies as well as market committees or authorities. b. Preparation of material with regard to accepted standards of grading, packaging and quality certification, sanitary and phyto-sanitary aspects, good agricultural practices, success stories in contract 	<ul style="list-style-type: none"> • Eligible entities: <ul style="list-style-type: none"> a. State agricultural marketing boards. b. Directorates and market committees. c. National and state level institutions or state agriculture university or other institutes.

Sl.	Name of the scheme	Objective	Key Benefits	Eligibility criteria
			<p>farming, group marketing, good marketing practices in regulated markets, farmers' duties, responsibilities and rights in regulated markets and other marketing related issues.</p> <p>c. Preparation of national level atlas, commodity profiles, CDs in Hindi, English and regional languages to facilitate market led extension. Atlas would provide information in respect of the commodity with regard to major areas of production, movement and storage and of market and consuming centres, etc. It would also facilitate public and private sector in planning and development of appropriate marketing strategy in agricultural sector.</p> <p>d. Preparation of training and educational modules in the areas of market driven production, marketing finance, post-harvest management, information on facilities for quality assurance and standards, grading, packaging, storage, transportation, contract farming, direct marketing, alternative markets including forward and future markets, commodity exchanges, online market information system etc. for reaching the target farmers and marketing functionaries in Hindi, English and vernacular languages.</p> <p>e. Undertaking marketing research studies or other useful studies and training programmes directly beneficial to the farmers through outsourcing to professional or experts on agri marketing related issues.</p> <p>f. Conducting farmer's awareness programmes at market or village level to disseminate market-related</p>	

Sl.	Name of the scheme	Objective	Key Benefits	Eligibility criteria
			information from the website as well as on good agri-marketing practices to farmers and other market functionaries in local languages.	
32	Animal Husbandry Infrastructure Development Fund (AHIDF) – Dairy Processing	To provide greater access to unorganized rural milk producers to organized milk market, and assist producers in increased price realisation.	<ul style="list-style-type: none"> • Interest subvention of 3% per annum is provided. The loan amount covered under this scheme is not subject to any ceiling. <p>Note: Upto 90% loan can be availed from any scheduled bank or National Cooperative Development Corporation (NCDC).</p> <ul style="list-style-type: none"> • Credit guarantee fund of INR 750 crore, with guarantee coverage upto 25% is provided for MSME units. • Maximum repayment period of principal amount is eight years. This includes the moratorium period of 2 years. 	<p>Eligible units:</p> <ul style="list-style-type: none"> • Any new dairy processing unit and unit that strengthens existing dairy processing units with quality and hygienic milk processing facilities, packaging facilities or any other activities related to dairy processing. • Any new dairy processing unit and unit that strengthens existing manufacturing units for value addition of the following milk products: <ul style="list-style-type: none"> a. Ice-cream unit. b. Cheese manufacturing unit. c. Ultra-High Temperature (UHT) milk processing unit with tetra packaging facilities. d. Flavoured milk manufacturing unit. e. Milk powder manufacturing unit. f. Whey powder manufacturing unit. g. Any other milk products and value addition manufacturing unit. h. Manufacture of any equipment and machinery required for dairy processing, and value addition including the

Sl.	Name of the scheme	Objective	Key Benefits	Eligibility criteria
				manufacturers for quality testing, adulterant and contaminants.
33	AHIDF – Meat Processing and Value Addition of Facilities	To provide greater access for unorganized rural meat producers to organized meat market, and assist producers in increased price realisation.	<ul style="list-style-type: none"> • Interest subvention of 3% per annum is provided. The loan amount covered under this scheme is not subject to any ceiling. Note: Upto 90% loan can be availed from any scheduled bank or National Cooperative Development Corporation (NCDC). • Credit guarantee fund of INR 750 crore, with guarantee coverage upto 25% is provided for MSME units. • Maximum repayment period of principal amount is 8 years. This includes the moratorium period of 2 years. 	<p>Eligible units:</p> <ul style="list-style-type: none"> • Any new meat processing unit and unit that strengthens existing meat processing facilities for sheep or goat or poultry or pig or buffalo in rural, semiurban and urban areas. • Large scale integrated meat processing facilities or plant or unit. • Any new meat processing unit or unit that strengthens existing value addition facilities for meat products. These facilities could either be an integral part of meat processing unit or standalone additional unit meat value.
34	Production Linked Incentives Scheme for Food Processing Industry (PLISFPI)	To support the creation of global food manufacturing champions, promote Indian brands of food products, and increase employment opportunities for off-farm jobs.	<ul style="list-style-type: none"> • It is central sector scheme, i.e., the scheme will be 100% funded by the Government of India. • The scheme has three broad components: <ul style="list-style-type: none"> a. Incentivising manufacturing of four major food ‘product segments’ viz. Ready to Cook or Ready to Eat (RTC or RTE) including millet-based foods, processed fruits and vegetables, marine products and mozzarella cheese. b. Incentivising innovative or organic products of Small and Medium Enterprise (SMEs) across all the above four food product segments including free range eggs, poultry meat and egg products. 	<ul style="list-style-type: none"> • Support under the scheme shall be provided only to applicants who are engaged in manufacturing of food products in India and sales of such products covered under the target segments. • SME applicants should engage in such activities for innovative or organic food products. • The applicant should have a total sale of food products above minimum

Sl.	Name of the scheme	Objective	Key Benefits	Eligibility criteria
			<p>c. Support for branding and marketing abroad to incentivise the emergence of strong Indian brands.</p> <ul style="list-style-type: none"> • There are three categories of applicants under the scheme: <ol style="list-style-type: none"> a. Category-I: Applicants are large entities who apply for incentive based on sales and investment criteria. Applicants under this category could undertake branding and marketing activities. These activities can also be undertaken abroad. b. Category-II: SME applicants manufacturing innovative or organic products who apply for production linked incentive based on sales. c. Category-III: Applicants applying solely for incentive for undertaking branding and marketing activities abroad. • Following support provided for branding and marketing: <ol style="list-style-type: none"> a. Incentive is extended for the promotion of only Indian brands abroad. b. Support provided for developing market for all Indian food products inbranded consumer packs. c. If a category-I applicant wants to avail the grant for branding and marketing abroad, it can apply under both categories-I and III. The application in category III will only be considered, if that applicant is not selected in category-I. d. For the branding and marketing abroad grant, the applicant shall submit a five-year proposal for branding. The expenditure on branding, proposed for year one and year two (under category-I) will be 	<p>sales and make a committed investment greater than the minimum investment. The minimum sales and minimum investment are different for different products and have been prescribed in the scheme's guidelines.</p> <ul style="list-style-type: none"> • While applying for incentives, the applicant may also include those products which it is not manufacturing in the current financial year, but intends to manufacture before the completion of project period. The products can be added later after notifying the same to MOFPI or Project Management Agency. • The entire chain of manufacturing processes, including primary processing, of the food products of the relevant segment applied for coverage under the scheme should take place in India. However, for additives, flavours and edible oils, this condition would not apply. • The applicant should not have been

Sl.	Name of the scheme	Objective	Key Benefits	Eligibility criteria
			<p>included as a part of committed investment for the application. However, incentive on branding and marketing for application under category-I would be payable for the entire five years based on the proposal of the applicant.</p> <p>e. Applicants will be extended financial incentives @ 50% of expenditure on branding and marketing abroad; subject to a maximum grant of 3% of sales of food products or INR 50 crore per year, whichever is less. The minimum expenditure for incentives shall be INR 5 crore over a period of 5 years.</p> <p>f. The incentive payable for a selected applicant for a particular year shall be computed as follows: Incentive = Incremental sales in approved product segment multiplied by the corresponding rate of incentive.</p>	<p>declared as bankrupt or wilful defaulter or reported as fraud by any bank or financial institution or non-banking financial company. The applicant or promoters should not appear in the SEBI debarred list.</p> <ul style="list-style-type: none"> • Applicant shall complete the requirement of committed investment, year-wise, as proposed in the application. In case of failure to meet the requirement, 10% of the incentive due for year one and year two will be deducted. However, if at the end of year two, the committed investment is completed, then the amount deducted for year one would be paid back to the company. • By the end of year three, if the committed investment is not completed, the selected applicant will be taken out from PLIS for sales-based incentive by MOFPI. The bank guarantee shall be invoked in such cases, following which the offer letter issued would stand cancelled.

Sl.	Name of the scheme	Objective	Key Benefits	Eligibility criteria
35	Marketing Development Assistance	To increase the khadi cotton, polyester and silk production and to improve the income of the khadi spinners and weavers.	<ul style="list-style-type: none"> • 30% rebate is provided on the sale of khadi cotton, polyester and silk varieties throughout the year. 	<ul style="list-style-type: none"> • The applicant should be khadi spinners and weavers of Khadi Board and Certified Institutions (Sarvodaya Sanghs).
36	e-Repository of artisans and their skills	To promote artisans, and traditional craft.	<ul style="list-style-type: none"> • This is a comprehensive and dynamically updated web-based repository of all artisans in the State of Tamil Nadu, with dedicated web-page in a standardized format for each artisan who are registered in the site, with special features to promote their handicrafts products worldwide. • Customers can view the works of artisans and also search products craft-wise, and purchase their products online using this website. 	<ul style="list-style-type: none"> • The applicant should be a handicraft artisan of Tamil Nadu.
37	Financial Assistance Scheme –Market Development	To encourage development, and dissemination of database, and market intelligence.	<ul style="list-style-type: none"> • New market or product development through conducting feasibility studies- Assistance will be upto 50% of the total cost; subject to a ceiling of INR 10 lakh per study per beneficiary. • Assistance will be upto 75% of the total cost; subject to a ceiling of INR 10 lakh per study per beneficiary if conducted by trade associations or Indian missions abroad or central or state government agencies or exporters belonging to North-Eastern states, difficult areas namely Himalayan and land locked states, Island Union Territories, SC/ ST and women beneficiaries. 	<ul style="list-style-type: none"> • New market or product development through conducting feasibility studies: <ol style="list-style-type: none"> a. Quotation or proforma invoice on letterhead from reputed consultant clearly indicating the title of study, scope of work, cost, validity of quotation, payment terms etc., under general requirements may also be referred for submission of all relevant documents.

Sl.	Name of the scheme	Objective	Key Benefits	Eligibility criteria
			<p>Note: For activities initiated by APEDA the funding shall be 100%.</p> <ul style="list-style-type: none"> • Assistance for trial shipment covering multimodal transport- Assistance will be upto 50% of the total cost; subject to a ceiling of INR 10 lakh. • Registration of brand or Intellectual Property Rights (IPR) outside India- Assistance will be up to 50% of the total cost; subject to a ceiling of INR 20 lakh per beneficiary. 100% assistance provided in case of APEDA. 	<ul style="list-style-type: none"> b. The study proposed should not be a repetition of similar studies conducted in the past. c. Clear justification for conducting proposed study should be provided. <ul style="list-style-type: none"> • Assistance for trial shipment covering multi-modal transport: <ul style="list-style-type: none"> a. Proposal should be sent to APEDA in advance for seeking in-principle approval. b. Assistance is available for exploring new markets and test market the new products or packaging in accordance with priorities set by APEDA from time to time. • Registration of brand or IPR outside India. <ul style="list-style-type: none"> a. Proposal should be sent to APEDA in advance for seeking in-principle approval. b. Details of the product and brand or IPR in respect of which registration is sought c. The country in which registration is sought along with justification for such registration. d. Cost estimate or fees from the concerned overseas responsible

Sl.	Name of the scheme	Objective	Key Benefits	Eligibility criteria
				agency for registration of the brand or IPR. e. Clearly indicate if the registration is for trademark or IPR or Geographical Indication.
38	Marketing Incentive	To prepare conditions which are conducive to the marketing of handloom products.	<ul style="list-style-type: none"> The maximum quantum of incentive provided is: <ol style="list-style-type: none"> INR 1 crore for Tamil Nadu Handloom Weavers' Cooperative Society (co-optex). INR 15 lakh for Weavers Cooperative Societies (Central Government share). Beneficiaries get 10% of the average sale turnover of the last 3 years. 	<ul style="list-style-type: none"> The applicant should be: <ol style="list-style-type: none"> Primary Weavers Cooperative Societies Co-optex
39	Handloom Marketing Assistance	To bring about linkage between the domestic and export markets in a holistic and integrated manner to increase the sale of handloom product.	<ul style="list-style-type: none"> Financial assistance provided for: <ol style="list-style-type: none"> National Handloom Exhibition- INR 45 lakh. State Handloom Exhibition- INR 30 lakh. District Handloom Exhibition- INR 6 lakh. 	<ul style="list-style-type: none"> The applicant should be all the registered Handloom Weavers Cooperative Societies.

List of clearances

This section provides a brief on the essential clearances and approvals required for businesses involved in producing ODOP products. It includes information on regulatory, environmental, and operational permits to ensure compliance with applicable laws.

The list of clearances for enterprises involved in manufacturing ODOP products has already been compiled and developed into a simple “Know Your Clearances” (KYC) form on the Tamil Nadu Single Window Portal website (<https://tnswp.com>). However, a brief of clearances required for retail shops and traders focussed in ODOP, has been given.

A detailed handbook of the same, called “How to start a business” is available on the website of FaMeTN (<https://www.fametcn.com/knowledge>), in both English and Tamil. This provides details of all required clearances for the operationalisation of a business.



Sl.	Clearance	Issuing authority	Jurisdiction	Application Process	Is the applicant required to obtain this clearance even if the building is a rented/ leased building?	Thresholds/ Eligibility Criteria	Comments
1	Shops and Establishment registration	Tamil Nadu Labour Department	Govt. of Tamil Nadu	Dept's website	Yes.	Employer of every establishment employing ten or more workers	Key clearance for any retail establishment - applicable across sectors.

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2	Trade licence	Greater Chennai Corporation/ ULB/ Dept. of Rural Devpt. And Panchayati Raj	Govt. of Tamil Nadu	TNSWP	Yes.		Key clearance for any retail establishment - applicable across sectors.
3	Low Tension - New Power Connection	Tamil Nadu Generation and Distribution Corporation Limited	Govt. of Tamil Nadu	TNSWP	Yes.	Supply is at a voltage of 400/230 V (three-phase or single-phase). Applicable for shops, offices and establishments with limited power needs	Key clearance for any retail establishment - applicable across sectors.
4	New Water Connection for Industries and Institutions	Tamil Nadu Water Supply and Drainage Board	Govt. of Tamil Nadu	TNSWP	No.		Key clearance for any retail establishment - applicable across sectors.
5	No Objection Certificate for - Multi and Non	Tamil Nadu Fire and Rescue	Govt. of Tamil Nadu	TNSWP	No.	For Non multi storied: Height of building upto 18.3	Key clearance for any retail establishment -

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	multi Storied Buildings (Non-MSB)	Services Department				For Multi storied: Height of building above 18.3 mts/ Building with more than single basement and height may be less than 18.3 mts	applicable across sectors.
6	Fire License for Non-Multi Storied Buildings (Non-MSB)	TN Fire and Rescue Services Department	Govt. of Tamil Nadu	TNSWP	No.	For Non multi storied: Height of building upto 18.3 For Multi storied: Height of building above 18.3 mts/ Building with more than single basement and height may be less than 18.3 mts	Key clearance for any retail establishment - applicable across sectors.
7	Packer Registration under the Legal	Labour Department	Govt. of Tamil Nadu	TNSWP	Yes.		Mandatory but only if retail establishment is in the sector.

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	Metrology (Packaged Commodities) Rules, 2011						For those engaged in packing of products, especially involved in food processing such as coffee beans, etc.
8	Authorisation for handling bio waste, hazardous, plastic and e waste	TNPCB (Tamil Nadu Pollution Control Board)	Govt. of Tamil Nadu	TNSWP	Yes.		Mandatory but only if retail establishment is in the sector. For those involved in generation, collection, reception, treatment, storage, transport and disposal of hazardous wastes.
9	FSSAI License	FSSAI (Food Safety and Standards Authority of India)	Govt. of India	TNSWP	Yes.	Eligibility criteria differs for state and central license	Mandatory but only if retail establishment is in the sector. Mandatory for businesses dealing in food products to ensure food safety and

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							hygiene under the Food Safety Act.
10	Drug Licence under drugs and cosmetics act 1940	Drugs control dept.	Govt. of Tamil Nadu	Dept's website	Yes.	Pre requisites for premises area: Retail: 10 sq. m Wholesale: 10 sq. m Retail & Wholesale: 15 sq. m Storage facilities racks, refrigerator and A/C have to be provided.	Mandatory but only if retail establishment is in the sector. Needed for retailers/wholesalers involved in selling and distribution of drugs
11	Registration under Tamil Nadu Catering Establishments Act, 1958	Labour Department	Govt. of Tamil Nadu	TNSWP	Yes.		Mandatory but only if retail establishment is in the sector. Applicable only if the trading outlet has seating for consumption of food/snacks. Not applicable

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							for outlets where there is no seating.
12	Udyam Registration	Ministry of MSME, Govt. of India	Govt. of India	Dept's website	Yes. (Not mandatory)	Enterprises with Turnover less than 250 Cr	Key clearance. Mandated by the bank when applying for loans.
13	GST registration	Central Board of Indirect taxes & Customs, Govt. of India	Govt. of India	Dept's website	Yes. (Not mandatory)	Mandatory for companies with a yearly turnover of more than Rs. 20 lakhs (for services) (Rs. 40 lakhs for manufacturing)	
14	Planning & Building Permit	Directorate of Town and Country Planning/ Chennai Metropolitan Development Authority/ Urban Local Bodies/	Govt. of Tamil Nadu	TNSWP	No.	For commercial: Stilt + 3 floors / Ground floor Plus Two Floors up to a height of 12 meters with maximum built up area of 300 sq.m.	

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		Rural Development and Panchayat Raj / Respective Urban Local Body					
15	High Tension - New Power Connection	Tamil Nadu Generation and Distribution Corporation Limited	Govt. of Tamil Nadu	TNSWP	No.	Applicable for commercial establishments with high power demand and if supply is at a voltage of 11 kV or above	Needed for Wholesale traders operating a large warehouse or distribution center that need high-tension power to operate heavy machinery, industrial refrigeration systems, large lighting setups, or other equipment requiring significant electrical power
16	Safety Certificate	Tamil Nadu Electrical Inspectorate	Govt. of Tamil Nadu	TNSWP	No.	Lifts are mandated for buildings with	If the retail or wholesale establishment has significant electrical installations, such as

Sl.	Clearance	Issuing authority	Jurisdiction	Application Process	Is the applicant required to obtain this clearance even if the building is a rented/ leased building?	Thresholds/ Eligibility Criteria	Comments
						more than 2 floors	high-power machinery, refrigeration units, or lighting systems, they may require an Electrical Safety Certificate from a licensed electrician or authority.
17	Issue of Assessment Number for Professional Tax	Local Body	Govt. of Tamil Nadu	TNSWP	Yes.		