



### ABSTRACT

Micro, Small and Medium Enterprises Department - Global Investors Meet-2019 (GIM-II 2019) scheduled to be held from 23.01.2019 to 24.01.2019 - Events - Sanction a sum of Rs. 320 lakhs - Orders - Issued.

### Micro, Small and Medium Enterprises (G) Department

G.O. (Ms) No.26

Dated 31.08.2018

விளம்பி வருடம் ஆவணி, 15  
திருவள்ளூர் ஆண்டு 2049

Read:

1. G.O (Ms) No.47, Micro, Small and Medium Enterprises (G) Department, Dated 20.07.2018.
2. Government letter No.2107/G/2018-1 & 2, dated 28.03.2018 and 08.05.2018.
3. From Principal Secretary / Industries Commissioner and Director of Industries and Commerce, Chennai letter Rc. No.8294 / LC 2 / 2018, Dated 04.07.2018.

### **ORDER**

In the Government Order first read above, an amount of Rs.500 lakhs was sanctioned by the Government towards incurring the expenditure in Global Investors Meet (GIM) related activities and the same was surrendered in FMA-I 2017-2018.

2. In the Government letter second read above, the Principal Secretary / Industries Commissioner and Director of Industries and Commerce, Principal Secretary / Chairperson and Managing Director, TANSIDCO and Principal Secretary / Director, Entrepreneurship Development and Innovation Institute-TN were requested to send proposal with the details of expenditure incurring towards conducting the Second Global Investors Meet (GIM-II) 2019 scheduled to be held from 23.01.2019 to 24.01.2019 out of the funds of Rs.500 lakhs allocated for GIM-II in the Government Order first read above.

3. The Principal Secretary / Industries Commissioner and Director of Industries and Commerce has sent proposal stating that the Government have accorded administrative sanction for conducting the 2<sup>nd</sup> edition of Global Investors Meet so as to attract further industrial investment thereby promoting industrial growth in the State and further stated as follows:-

**(1) Global Investors Meet (GIM) 2015:**

10,073 MoU's were signed for a proposed investment of Rs.16,532.67 crore by the MSMEs. As on 31.5.2018, 5,449 enterprises, which had signed MoUs, have commenced production capitalising an investment of Rs.6,369.08 crore thereby creating employment for 74,322 persons.

**(2) Rationale for promoting MSMEs to take part in GIM 2019:**

During GIM, huge investment commitments are anticipated from foreign and local entrepreneurs. This huge investment will certainly create a strain in the supply chain and also create huge new opportunities for the downstream units. This will require the MSMEs to grow in tandem with the major industries. Concurrent growth of major industries and MSMEs is vital for the economy of Tamil Nadu as the State has 17.79 lakh registered MSMEs and provides employment to about 113.57 Lakh persons. This accounts for a total investment of Rs.1,93,704.90 crore. While the event GIM 2019 will bring huge investments across the State for the major industries, the MSMEs should not be allowed to remain in isolation but will have to be geared to take advantage of GIM 2019. The Government should also give a fillip to the MSMEs in order to yield investments from the existing and new entrepreneurs.

**(3) Objectives of the Road show Campaigns by MSME department**

1. The main objective of the Road Show campaigns is to achieve a consistent economic growth rate of over 10% per annum in a highly inclusive manner, including the MSME sector.
2. The GIM 2019 Road Show campaign is a major step forward in meeting the **VISION 2023** objective of achieving economic prosperity and employment generation with inclusive growth.
3. Giving a boost to the image of Tamil Nadu as a pro-active, dynamic and investor friendly State specifically in the MSME sector.
4. Promote and reinforce a coherent brand image of Tamil Nadu.
5. Positioning Tamil Nadu as an Investment-friendly destination and
6. Showcase the strengths of the State along with a credible road map to address specific investor issues with regard to the MSME sector.

**(4) Events proposed for the GIM 2019 and prelude to the GIM 2019****(i). Events suggested**

- State Level MSME Stakeholders Meeting
- Road shows at District, National and International level, exclusively for MSMEs.
- MSME convention (Seminar, Panel Discussion ) during GIM 2019
- MSME pavillon at GIM 2019
- Signing of MoUs by MSMEs
- Release of Compendium of MoUs signed by MSME during GIM 2019.

### (ii). State Level Road Shows Focusing on MSMEs

The Micro, Small and Medium Enterprises (MSME) sector has emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. It contributes significantly in the economic and social development of the country by fostering entrepreneurship and generating largest employment opportunities at comparatively lower capital cost, next only to agriculture. MSMEs are complementary to large industries as ancillary units and this sector contributes significantly in the inclusive industrial development of the country. Considering the importance of the MSME sector, it is inevitable to address the issues related to MSMEs functioning in the State. Hence, it is proposed to organize a State Level Road Show focusing on MSMEs inviting Commerce and Industry bodies such as CII, FICCI, ASSOCHAM, TANSTIA, various product associations etc., to augment the investments in the MSME sector during middle of November 2018 at Chennai. It is estimated that the expenditure towards organizing the State Level Road Show will be Rs.10.00 lakhs.

### (iii). District Level Road shows

The industrial growth of any nation / state equally depends on the growth of MSMEs as major / mega industries. For example, the auto giants in Chennai Hub are dependent on the auto ancillary MSMEs units. Any impact on one sector will affect the other sectors and vice versa. The GIM 2019 will attract investment not only in and around Chennai, but also across the State and this will require supply chain and ancillaries also to grow in tandem with major /mega projects. The prospective and potential first generation investors from various professions and business communities have to be attracted in addition to the existing entrepreneurs those who are having plans to invest further. The participation of existing entrepreneurs will boost and motivate the others to look forward to investing in manufacturing and service sectors. Hence, it is proposed to conduct District Level Road Shows focusing on MSMEs in all 32 Districts in association with TANSTIA through their affiliated District Associations utilising their expertise and ability to bring investors. The Road Show campaign will reach out to the prospective entrepreneurs and enlighten them on the following:-

1. About GIM 2019 and the opportunities arising out of the GIM 2019 for the MSME Sector.
2. The available industrial infrastructure
3. Natural resources and potential available at District and State Level.
4. Incentive schemes available for the MSMEs – Both State & Central
5. Create awareness about Major initiatives of Government in enhancing the ease of doing business in Tamil Nadu.
6. To motivate youth, professional and business communities to invest in MSME sector.
7. Ensure easy financing to MSME units and provide the much needed monetary support for augmenting their competitiveness.

These District Level Road Shows are proposed to be organised during October and November 2018, in all the districts. It is estimated that the

expenditure towards organizing the District Level Road Show will be Rs.2.00 lakhs per district.

**(iv). National Level Road Shows**

There are huge opportunities for attracting investments in MSME sector not only from the neighbouring States but also from north India particularly in auto sector due to the fact that the State possess abundant skilled manpower, industrial infrastructure, road, rail and port connectivity and investment climate prevailing in the State. To tap this potential, it is proposed to organize National Level Road Shows exclusively focusing on the MSME sector at Cochin, Pune and Ludhiana during November / December 2018. The assistance of the Event Partner, CII will be sourced to organise these Road Shows. The other Road Shows outside the State will be held jointly with the Road Shows being organised by the Guidance Bureau. It is estimated that the expenditure towards organising Road Show outside the State will be Rs.15.00 lakhs per event. Necessary orders will be issued to the Guidance Bureau by the Principal Secretary / Industries Commissioner and Director of Industries and Commerce to release the required funds directly to the Event Partner, CII for organising three National Level Road Shows focusing exclusively on MSMEs.

**(v). International Road Shows**

GIM 2019 is a platform for intensive business discussion, progressive interaction and trade association between progressive entrepreneurs from all over the world and offers a special focus on business and trade opportunities in Tamil Nadu for international entrepreneurs. Taking cognisance of the opportunity, it is proposed to organise International Road Shows in potential countries for tapping investments in the MSME sector. It is proposed that these Road Shows may be held jointly with the Road Shows being organised by the Guidance Bureau. It is estimated that the cost of participation of 4 member delegation in the International Road Shows will be Rs. 20.00 lakhs per event. Necessary orders will be issued to the Guidance Bureau by the Principal Secretary / Industries Commissioner and Director of Industries and Commerce to include MSME delegation as a part of the State delegation for all these Road Shows and release the required funds directly to the Event Partner, CII.

**(vi). MSME Convention**

It is imperative that the current status of the MSMEs sector- its prospects and challenges including the existing mechanisms be reviewed and studied. In carrying out its mandate of promoting the growth of MSMEs in the State, it is proposed to organize MSME Convention during GIM 2019. A seminar and a panel discussion is suggested for the Convention. The assistance of the Knowledge Partner, KPMG, will be utilised to suggest topics for the seminar and panel discussion, name of the speakers, dignitaries and VIPs to take part in the MSME Convention and the same will be finalised and communicated separately. It is estimated that the cost of organizing MSME convention will be Rs.10.00 lakhs. Necessary orders will be issued to the Guidance Bureau by the Principal Secretary / Industries Commissioner and Director of Industries and

Commerce to release the required funds to the Event Partner, CII for organising the MSME Convention.

**(vii) MSME Pavilion**

In order to show case the strength of MSMEs in the State and to project the scope available for investment in the MSME sector it is proposed to setup a State MSME Pavilion during GIM 2019. It is estimated that the cost of setting up of pavilion in an area of 1500 Sq.ft. will be Rs.20.00 lakhs. The fund will be released to the TANSIDCO by the Principal Secretary / Industries Commissioner and Director of Industries and Commerce and it may be requested to setup the Pavilion.

**(viii) Materials to be prepared prior to GIM 2019**

1. Two Short films ( 3 minutes and 10 minutes) projecting Tamil Nadu's strength, profile of Tamil Nadu and support extended by the Government to MSMEs.
2. Brochures and Booklets showcasing profile of MSMEs in the State, the schemes and achievements of the Government.
3. Visiting card type pen drive loaded with schemes, ppts, brochures, Government orders etc.,
4. Creation of exclusive portal (software) for
  - i. Signing of MoUs through online by the MSMEs
  - ii. Facilitating MoU signed MSMEs
  - iii. Monitoring the progress

**(ix) Perceived Benefits/Outcomes**

1. It is anticipated that the Campaigns will bring investment of around Rs.10,000 crores in the MSME sector.
2. Employment opportunity for around 1.5 lakh persons would be generated.
3. Growth of MSMEs in line with major industries would ensure sustainability.
4. It will offset regional imbalances, as MSMEs will be equally established in rural areas also.
5. The campaign will create a platform for the young professionals to become entrepreneurs.
6. Increase in GSDP.
7. Higher contribution from the secondary sector.

**(x) Fund Requirement**

In order to supplement the efforts of the GIM 2019 and to focus exclusively on MSMEs, Road Shows at District, National and International Levels have to be conducted and necessary funds may be allocated for the events as detailed below:-

Sl. No.	Details	Rs. in Lakh
1	State Level Road Show -	Rs. 10.00

2	District Level Road Shows (32 X Rs. 2.00 lakhs)	Rs. 64.00
3	Printing of Brochures and Booklets	Rs. 10.00
4	Information loaded Pen drive (1000 Nos.)	Rs. 3.00
5	Cost of software development for Signing and monitoring of MSME MoUs	Rs. 4.00
6	Production of Short films (3 minutes and 10 minutes)	Rs.10.00
7	National level Road Shows	Rs.45.00
8	International Road Shows (Cost of MSME delegation consisting of 4 members) Rs.5.00 lakh X 4 = Rs.20.00 lakh per event (7 events X Rs. 20.00 lakh)	Rs.140.00
9	MSME convention during GIM 2019	Rs.10.00
10	MSME pavilion (1500 Sq.Ft)	Rs.20.00
11	Office contingency for Commissionerate of Industries and commerce	Rs.4.00
	<b>Total Cost</b>	<b>Rs.320.00</b>

4. The Principal Secretary / Industries Commissioner and Director of Industries and Commerce has therefore requested the Government to issue order to

1. Sanction an amount of Rs. 105 lakhs to the Principal Secretary/ Industries Commissioner and Director of Industries and Commerce towards organising GIM 2019 related activities.
2. Sanction an amount of Rs. 20.00 lakhs to TANSIDCO to setup a State MSME Pavilion during GIM 2019.
3. Sanction an amount of Rs. 195.00 lakhs to Guidance Bureau for releasing to the Event Partner CII for organising 3 National level Road Shows and expenditure towards participation of MSME delegation in the International Road Shows, and MSME convention.
4. Include MSME delegation as part of National Level Road Shows being organised by Guidance Bureau.
5. Include MSME delegation as part of the State delegation for all the International Road Shows, being organised by Guidance Bureau.
6. Organise three National Level Road Shows for MSME sector exclusively at Cochin, Pune and Ludhiana.
7. Organise MSME Convention during GIM 2019.

5. The Government after careful examination of the proposal of the Principal Secretary/ Industries Commissioner and Director of Industries and Commerce have decided to accord sanction for a sum of Rs. 320 lakhs ( Rupees Three Crore and twenty lakhs) towards incurring the expenditure on Global Investors Meet-2019 (GIM-II) scheduled to be held from 23.01.2019 to 24.01.2019.

6. The expenditure sanctioned in para.5 above shall be debited on the following Head of account:-

2851.00. Village and Small Industries -102. Small Scale Industries - State's Expenditure - MU. Special Export Market Support Scheme - 11- Subsidies - 09 - Others  
(DPC. 2851-00 -102- MU- 1197)

7. Necessary funds will be provided in RE/FMA 2018-2019. However, this expenditure shall be brought for the notice of the Legislature by Specific Inclusion in the Supplementary Estimate 2018-2019. Pending provision of such funds, the Principal Secretary / Industries Commissioner and Director of Industries and Commerce is authorized to draw and disburse the amount authorized in para-5 above. He is also directed to include this item of expenditure while sending the budget proposal for RE/FMA 2018-2019 and also send necessary draft explanatory note for inclusion of this expenditure in the Supplementary Estimate 2018-2019 to Government in Finance (Industries / BG.II) Department at the appropriate time without fail. He is also requested to send utilization certificate to the Government at appropriate time without fail.

8. This order issues with the concurrence of Finance Department vide its U.O.No.42732/Industries/2018, dated 29.08.2018 and with ASL No.1103 (One thousand one hundred and three).

(BY ORDER OF THE GOVERNOR)

**DHARMENDRA PRATAP YADAV**  
**SECRETARY TO GOVERNMENT**

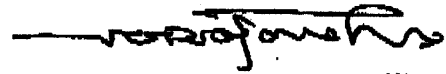
To  
 The Principal Secretary / Industries Commissioner  
 and Director of Industries and Commerce,  
 Thiru Vi. Ka. Industrial Estate, Guindy, Chennai-32.  
 The Principal Secretary / Chairperson and Managing Director,  
 Tamil Nadu Small Industries Development Corporation Limited, (TANSIDCO),  
 Thiru Vi. Ka. Industrial Estate, Guindy, Chennai-32.  
 The Additional Chief Secretary to Government,  
 Finance Department, Chennai-9.  
 The Additional Chief Secretary to Government,  
 Industries (GIM) Department, Secretariat, Chennai.9  
 The Executive Vice-Chairman, Guidance Bureau,  
 19-A, Rukmani Lakshmi pathy Road, Egmore, Chennai-8.

**Copy to:-**

Office of the Hon'ble Chief Minister, Chennai-9.  
 Office of the Hon'ble Deputy Chief Minister, Chennai-9.  
 The Special Personal Assistant to Hon'ble Minister for Rural Industries,  
 Chennai-9.  
 The Private Secretary to Chief Secretary to Government, Chennai-9.  
 The Private Secretary to Secretary to Government,  
 Micro, Small and Medium Enterprises Department, Chennai-9.

The Personal Assistant to Deputy Secretary to Government,  
Micro, Small and Medium Enterprises Department, Chennai-9.  
The Finance (Industries / BG-II) Department, Chennai-9.  
The Accountant General (A & E), Chennai-18.(By Name ).  
The Accountant General ( Audit ), Chennai-18.(By Name ).  
The Accountant General (E&RSA), Chennai-18.(By Name ).  
The Pay and Accounts Officer, Chennai-8.  
The Chief Accounts Officer,  
Directorate of Industries and Commerce, Chennai-32.  
The Micro, Small and Medium Enterprises (B / OP) Department, Chennai-9.  
Sf/Sc.

**//FORWARDED BY ORDER//**



**SECTION OFFICER**

Ling  
31.8.18