

Important Decision-1

Clarification for items/ categories eligible for the purpose of calculation of expenditure under marketing assistance

Clarity towards items/ categories eligible under marketing expenditure was needed in the policy. Empowered Committee discussed the matter and has approved expenditure for the following items/ categories under marketing expenditure for the purpose of calculation of marketing assistance:

- a. Brochure Designing and Printing
- b. Print and electronic media advertising including social media
- c. Website designing, hosting and management etc.
- d. Actual expenditure of travelling for marketing purpose after self-certification and production of evidence including lodging and boarding.
- e. Participation of Start-up in national/ state trade fair, exhibition, technology demonstration, business meeting, seminars etc.
- f. Manpower expenditure for the marketing purpose by way of contract/ outsourcing/ regular employment.
- g. Product designing and product packaging.

Committee also suggested that the list is illustrative and not exhaustive and decision for any additional category can be taken based on the submission of the claim by MD GSBTM on case to case basis.

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Important Decision -2

Clarification for considering indirect employees for the purpose of calculating lease rental subsidy in the case of Start-up.

Clarity towards considering indirect employees in the case of Start-up for the purpose of calculating lease rental subsidy was required.

Empowered Committee discussed that Start-up may not have direct employees. The Empowered Committee discussed that when few persons join together to form a start-up, they may not employ persons other than themselves. Hence in the true spirit of the policy, the Empowered Committee decided that such persons who have formed a start-up and working for the same can be considered as indirect employees for the purpose of calculating lease rental subsidy.

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Important Decision 3

Clarification towards expenses admissible under Capital Assistance & Operating Expenses admissible to Finishing Schools

Clarity towards which expenses shall be admissible under the Capital Assistance and Operating Expenses was needed.

The Empowered Committee discussed the matter and approved the following Non-Recurring and Recurring expenses under Capital Assistance and Operating Expenses respectively:

Non-Recurring Expenditure approved by the Empowered Committee under financial head of Capital Expenses of Finishing School:

- i. Procurement of Equipment, Instruments, Accessories, and Spares
- ii. Furniture and Refurbishing of the Spaces required for Finishing School

Recurring Expenditure approved by the Empowered Committee under financial head of Operating Expenses of Finishing School:

- i. Remuneration to the Project Staff for the duration of module; Honorarium & Travel Assistance to Resource Persons;
- ii. Repairs and Maintenance of the Instruments, for which Capital expenses have been borne;
- iii. License fees for softwares/ databases;
- iv. Consumables towards training of trainees;
- v. Contingent expenses;
- vi. Industry Visit for trainees.
- vii. Expenses towards Study Material, resources, stationary items.
- viii. Advertisements, Fees towards Professional Services.
- ix. Utility expenses for Electricity, Water, Drainage and Waste management limited to the space of Finishing School
- x. Procurement of Books, periodicals, Journals, including e-journals

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Important Decision 4

Clarification provided by the Empowered Committee towards disbursement of Capital Assistance and Operating Expenses to Finishing School

Clarity towards the disbursement Schedule of Capital Assistance and Operating Expenses to the Finishing Schools is required.

The Empowered Committee discussed the matter and decided that the following clarity be provided to the applicants regarding the Disbursement Schedule. The same is essentially, in the same spirit of the Disbursement Schedule approved by the Government, i.e. in three tranches viz. 25%, 50% & 25% on approval, 60% expenditure & on commissioning respectively.

<u>Existing Provisions or Disbursement Schedule as per the Scheme Document vide 7.7.b</u>	
Assistance for R & D Institute/ Shared Industrial testing Facilities / Finishing School	Three Tranches: <ul style="list-style-type: none"> • 25% on acquisition of land, approval of building plan • 50% after expenditure of 60% of the eligible project cost • 25% on commissioning of R & D Institute/Finishing School
Clarification provided by the Empowered Committee towards disbursement of Capital Assistance and Operating Expenses to Finishing Schools	
Capital Assistance for Finishing School	Three Tranches: <ul style="list-style-type: none"> • 25 % on approval, if space for Finishing School is available • 50% after expenditure of 60% of the eligible project cost towards Capital Expenses for that year • 25% on commissioning of Finishing School (on starting of first batch for that year) • The disbursement towards second and third trench, if applicable, shall be subsequent to submission of claim documents evidencing actual payments/ bills, installations/ commissioning and physical inspection by GSBTM Team (if needed).
Operating Expenses for Finishing School	Three Tranches: <ul style="list-style-type: none"> • 25 % on starting of a particular batch/ module • 50% after completion of half duration of that particular module • 25% on completion of that particular batch/ module • The applicant is expected to run the proposed modules for five years, from the date of award of the Final approval with minimum 2 modules each year. • The minimum number of participants should be 20 as prescribed in the Policy. If the number of participant falls much below the prescribed i.e. below 15, No Operating Expenses shall be admissible for that module, whatsoever. However, if the number of participants are more than prescribed, the Operating Expenses admissible shall be subject to the ceiling.