



Application Form – ODOP Marketing Development Assistance (MDA) Scheme

(For reimbursement towards registration & advertisement on Ecommerce Portal)

Application Number (For office Use Only):

1. Tick the appropriate category

Artisan Legal/ Business Entity

2. Artisan Card Number issued by DC Handicraft, Government of India (For Artisans only)

3. Tick the appropriate category (For Legal/ Business Entity only)

Sole Proprietorship Partnership

Pvt LTD Company Limited Liability Partnership

Cooperative One Person Company

4. **ODOP Product / Products:** _____

5. Details of registration on Ecommerce Portal / Online Advertisement on or through Ecommerce portal

Name of the Ecommerce Portal	
Registration charges on the ecommerce portal	
Are you registered on any other Ecommerce portal / s? (Please answer in Yes or No. If the answer is Yes, please give details)	
GST Number	

6. APPLICANT DETAIL

Name of the person			
Designation			
Date of Birth (DD/MM/YYYY)	<input type="text"/>	<input type="text"/>	<input type="text"/>
*Communication Address (Proof needs to be attached)			
*Permanent Address (Proof needs to be attached)			
Village		Taluka	
District		State	
Pincode		Mobile/ Landline	
Email ID			
*PAN CARD (Not mandatory for Artisans)			
Aadhar Card			

7. ENTERPRISE DETAIL (Not applicable for artisans)

Name of the enterprise	
Type of Concern	Manufacturer <input type="checkbox"/> Trader <input type="checkbox"/> Retailer <input type="checkbox"/> Exporter <input type="checkbox"/>
Udyog Aadhar No. (Only for manufacturers)	
Business / Legal Entity Registration No	
PAN Card No	
Registered Address	
Works/Office Address (if different from registered address)	

Village		Taluka	
District		State	
Pincode		Mobile/ Landline	
Email ID		Website	
Passport No (for participation outside the country only)			

8. Application registration details (For Exporters only)

Name of the export promotion council					
Membership Regis No		Registration Date			
IEC Number					
EH/TH Certificate	Yes <input type="checkbox"/>	NO <input type="checkbox"/>			
EH/TH Number		Issue date		Valid upto	

9. *Bank Details of Artisan / Legal Entity for DBT (Direct Benefit Transfer), Cancelled cheque to be attached)

Name of Bank	
Branch Name	
IFSC Code	
Name of the Account holder/Enterprise	
Account type (Saving Account/Current Account)	
Account Number	

10. Other Declarations (Strike whichever is not applicable)

Is the exhibition / fair, notified / acceptable exhibition / fair by Commissioner & Director, Directorate of Industries and ODOP Cell	Yes/No
Whether the exhibition / fair is organized by ITPO, EPC, GOI or GoUP	Yes/No
Has the Legal Entity, ever been charged / prosecuted / debarred / blacklisted / under investigation under MDA Policy, Exim Policy, any law relating to export & import business or any other Government Scheme	Yes/No

11. Whether any MDA assistance has been availed from any source for similar activity in the current financial year: Yes/NO

If Yes, provide the details below:

Sr No	Name of the Exhibition	Name of Exhibitor/ Organiser	Date & duration of exhibition	Financial Year of claim	Scheme/agency under which MDA assistance availed
1					
2					
3					

Declaration: I hereby declare that the information, statement & documents submitted are to the best of my knowledge & belief, true and correct in all particulars. I also declare that I am authorized by the enterprise to sign and submit the application and related details with relevant documents.

Date:

Signature of the Artisan / Authorized Person

Place:

Seal of the Enterprise

List of Documents (Self attested photocopies) to be attached

1. Aadhar Card of the Applicant.
2. Artisan Card (Issued by DC Handicraft, Government of India).
3. Udyog Aadhar (Only for manufacturers).
4. GST Certificate.
5. PAN Card of the Applicant.
6. PAN Card of the Business / Legal Entity.
7. Business Entity Registration Certificate.
8. Passport (Dually Stamped).
9. Proof of membership of FIEO/EPC (Only for Exporters).
10. Bank Statement / Passbook with the records of the transactions done.

***For address proof, both permanent and residential, any of the below mentioned document is to be provided (Self attested photocopy):**

1. Aadhar Card of the Applicant.
2. Artisan Card (Issued by DC Handicraft, Government of India).
3. Voter ID Card
4. Passport
5. Driving License
6. Bank / Kisan / Post Office current pass book
7. Ration Card
8. Income Tax Assessment Order
9. Rent Agreement
10. Water Bill (One of the bills of last 3 month)
11. Telephone Bill (One of the bills of last 3 months)
12. Electricity Bill (One of the bills of last 3 months)
13. Gas Connection Bill
14. Post / Letter / Mail delivered through Indian Postal Department (Within last 3 months)

List of Original Documents to be attached

1. Invoice generated by the service provider (Ecommerce portal / Website), to prove the payments – bank statements / payment receipt.
2. Payment Receipt generated by the Ecommerce portal / Website.
3. *Cancelled cheque (For DBT transfer)

**ODOP MDA - CHECK SHEET / SCRUTINY PROFORMA CATEGORY- Registration /
Advertisement on Ecommerce Portal**

1) Name of artisan / unit with address

a) Factory / Workshop

c) Office

2) Year of Claim

2) Amount actually spent by the artisan / unit on registration / advertisement on
Ecommerce Portal

(a) Registration charges of Ecommerce portal Rs

Total Rs

4) Whether the following documents are enclosed with application:

a) All Bills/Invoices Original or Certified by DC, DIEPC

b) Receipt against Payment Original or Certified by DC, DIEPC

c) Affidavit (Original in Rs. 10/- Stamp Paper) for Declaration of Undertaking that similar
facility has not been availed from Govt. of India/other Agency been received and all the
Information as per guidelines has been provided.

5) This is to certify that the claim has been submitted for(I / II / III) time in
..... financial year

**Assistant Manager
DIEPC**

**Assistant Commissioner
DIEPC**

**Deputy Commissioner
DIEPC**

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ODOP MDA - Recommendation

1. Name of Business / Legal Entity with address.....

2. Category.....(Registration)

4. The Artisan / Business / Legal Entity has incurred expenses of:

A. Rs.....(Rs.....only) towards.....

B. Rs.....(Rs.....only) towards.....

Total: Rs.....(Rs.....only)

5. Eligible to avail financial Assistance of –

A. Rs.....(Rs.....only) towards.....

B. Rs.....(Rs.....only) towards.....

Total: Rs.....(Rs.....only)

The recommendation is as per provisions of ODOP Marketing Development Assistance Scheme's Guidelines.

(Signature & Seal)

Date:-

DC
DIEPC

Annexure I

ODOP MDA Scheme

Beneficiaries: Artisans, Weavers, Skilled Workers, Entrepreneurs / Businessmen and Exporters of the ODOP products (As identified by GoUP) from the respective 75 districts

1. Assistance For:
 - 1.1 Financial Assistance for participation in trade fairs / events / summits within the State
 - 1.2 Financial Assistance for participation in trade fairs / events / summits outside the State (Nationally)
 - 1.3 Financial Assistance for participation in trade fairs / events / summits outside the country
 - 1.4 Financial Assistance for doing trade through ecommerce portals
2. Under the scheme the financial assistance shall be given to, of the respective district, where Central / State departments / ministries have issued any letter / registration certificate / PAN Card holder individuals / entities that are manufacturing / producing / trading the selected ODOP Product (by GoUP) from the respective district
3. Under the scheme the financial assistance shall be given as follows:

S.No	Objective	Financial Assistance
1.	Participation in trade fairs / events / summits within the State	<ul style="list-style-type: none">- 75 % of the stall charge. Maximum Rs 50,000/-- 75% of the transportation charges from House/ Factory / Warehouse to the fair / event / summit. Maximum Rs 7,500/-- Too & Fro, Third AC Railway ticket or AC Bus ticket for one person (On actual)
2.	Participation in trade fairs / events / summits within outside the State	<ul style="list-style-type: none">- 75 % of the stall charge. Maximum Rs 50,000/-- 75% of the transportation charges from House/ Factory / Warehouse to the fair / event /

		<p>summit. Maximum Rs 15,000/-</p> <ul style="list-style-type: none"> - Too & Fro, Third AC Railway ticket or AC Bus ticket for one person (on actual)
3.	Participation in trade fairs / events / summits outside the Country	<ul style="list-style-type: none"> - 75 % of the stall charge. Maximum Rs 2,00,000/- - 75% of the transportation charges from House/ Factory / Warehouse to the fair / event / summit. (For B2B maximum Rs 25,000/- and B2C maximum Rs 50,000/-) - Too & Fro, Third AC Railway ticket or AC Bus ticket for one person within the country and 75% of the total cost of economy air ticket, maximum Rs. 75,000/-
4.	Starting the business / trading through renowned ecommerce portal	75 % of the registration charges or any other expenses to start a business / trading through a renowned ecommerce portal. Maximum Rs 10,000/- and the financial assistance shall be only for one ecommerce portal.

4. Financial assistance stated in point 3 (of the above table) shall be given to only notified / acceptable fairs / events / summits by Commissioner & Director, Directorate of Industries and ODOP Cell. Also as per requirement, these fairs / events / summits shall be accepted / changed / modified / added by the state level screening committee; as the per the GoUP number 506/18-4-2018-18 (File)/17 T.C. , Dated May 23, 2018
5. Any entity / individual participating in any fair / event / summit within the state, outside the state and internationally shall be able to avail the financial assistance / benefits only 3 times in a financial year. That includes financial assistance / benefits from any other similar scheme from Central / State Government. Also the financial assistance for participating in a particular fair / event / summit (within the state, outside the state and internationally) shall only be given when either partial or full financial assistance has not be taken from any other Central / State scheme by the entity / individual

6. Financial assistance to start business / trade through a renowned ecommerce website / portal shall only be given to entities / individuals who are not registered / doing business through any ecommerce website / portal. Also this assistance is one time and for one ecommerce website / portal.
7. Application forms for MDA scheme can be downloaded / filled / submitted through the ODOP website (www.odopup.in). In-case of any delay in the online process or any other delay, the forms shall be collected & submitted through respective DIEPC's of the district.
8. Under the scheme the application for financial assistance shall be made / given a month after the fair / event / summit; Maximum within 120 days online form shall be submitted and hardcopy of the online form and relevant documents within 15 days from the online submission shall be submitted to the respective DIEPC.
9. Payments made for business advertisements on various websites of the ecommerce portal or business advertisements through the ecommerce portal; to avail the financial assistance, along with the application form copies of the other relevant documents need to be submitted – invoice generated by the service provider, to prove the payments – bank statements / payment receipt, PAN Card / of the individual / entity, registration certificate, Aadhar Card of the Business Unit & Individual.
10. Under the scheme the Three AC rail ticket window / confirmed or RAC e-tickets and AC bus ticket bought from the window / offline shall be only considered as a valid; Tickets bought through other mediums / sources shall not be considered.
11. Under the scheme the authority to approve / sanction application as per GoUp: 506/18-4-2018-18(File)/17 T.C., Dated May 23, 2018, shall be with district level committee, as constituted on the district level. The list of the approved applications / claims, by the committee shall be shared with the Commissioner & Director, Directorate of Industries and ODOP Cell either through web portal or online.
12. Commissioner & Director, Directorate of Industries and ODOP Cell shall list applicants for financial assistance on the principle of First Come – First Served basis, only to approved / sanctioned applications from the respective districts. Also the financial assistance shall be made through DBT, only as per the availability in the budget.
13. If any time it is found that the beneficiary entity / individual has deliberately submitted false documents, misrepresented / concealed facts, misused the financial assistance then the beneficiary entity / individual shall refund the entire fund (as received) along with the applicable interests. Also the business entity / individual shall be blacklisted from any future Govt. assistance.
14. The scheme shall be managed by Commissioner & Director, Directorate of Industries and ODOP Cell
15. Any modifications / changes / additions / clarifications to any point of the scheme or the scheme shall be done only after the approval of the Hon'ble Chief Minister.

Annexure II

ODOP Products:

1. Musical Instruments
2. Moonj Products
3. Locks & Hardware
4. Textile Products
5. Leather Products
6. Black Pottery
7. Zari Zardozi
8. Ghoongroo & Ghanti
9. Dairy Products (Desi ghee)
10. Perfume (Atar)
11. Aluminium Utensils
12. Banana Fiber Products
13. Banana Food Products
14. Engineering Products
15. Jute Wall Hangings
16. Terracotta
17. Food Processing (Pulses)
18. Readymade Garments
19. Wooden Toys
20. Handmade Paper
21. Woollen Carpet
22. Soft Toys
23. Decorative Products
24. Flute
25. Amla Products
26. Bedsheets
27. Wooden Craft
28. Wheat Stalk handicraft
29. Home Décor
30. Handloom Products
31. Shazar Stone Craft
32. Ceramic Pottery
33. Sanitary products
34. Furniture
35. Gaura Stone Craft
36. Carpets
37. Jaggery
38. Metal Craft
39. Sports Goods
40. Tarakashi Craft
41. Patchwork
42. Chikankari
43. Tribal Craft
44. Zari Silk Saaries
45. Silk Products/Banarasi Saaries
46. Rim & Axle

47. Bone & Horn (Handicrafts)
48. Kala Namak rice
49. Dari