



Jammu & Kashmir

Quality promotion

In order to help such manufacturers of consumer products who are in a highly competitive market, the government will provide assistance to them in promoting brands within and outside the state. The assistance will be in the shape of subsidy at the rate of 50% of expenses incurred in the first year subject to a limit of Rs.20 Lakhs, 30% of expenses incurred in the second year, subject to a limit of Rs. 15lakhs and 10% of expenses incurred in the third year subject to a limit of Rs.10 lakhs. Application in prescribed form obtainable from the office of the Director Industries and Commerce must be submitted prior to undertaking the activity. Such applications shall be scrutinised by a committee consisting of the Principal Secretary (Finance), Principal Secretary (Planning) and Principal Secretary (Industries and Commerce), and only after the scheme is approved, the applicant may begin its implementation, if the incentive is to be availed. A system of monitoring shall be instituted and if the applicant deviates from the approved scheme, without prior approval, the incentive will be denied to him and the moneys already paid to him may be recalled at the discretion of the approving authority.