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NOTIFICATION

No. B. 16024/15/94-IND, the 18th November, 2004. In the interest of public service, the Governor of Mizoram is pleased to constitute Market Promotion Committee as envisaged under Part II of the New Industrial Policy of Mizoram, 2000 comprising of the following members:—

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|---|--------------------|
| 1. Chief Secretary, Govt. of Mizoram | — Chairman |
| 2. Financial Commissioner, Govt. of Mizoram | — Member |
| 3. Secretary, Industries Deptt. | — Member/Secretary |
| 4. Secretary, Horticulture Deptt. | — Member |
| 5. Secretary, Agriculture Deptt. | — -do- |
| 6. P.C.C.F, Govt. of Mizoram (E&F) | — -do- |
| 7. Engineer-in-Chief, Public Works Deptt. | — -do- |
| 8. Secretary, Trade & Commerce | — -do- |
| 9. Director, Industries Deptt. | — -do- |
| 10. Commissioner, Taxation | — -do- |

The term of reference of the Committee shall be as follows:—

1. To provide strong and effective implementation of the Mizoram Preferential Store Purchase Rules-1994
2. To safeguard the interest of the local Industrial Units in Marketing their products within the State by way of Policy decisions against the competition.
3. To co-ordinate and interact with Marketing Agencies to promote sales of local products outside the State.
4. To identify exportable products and channelise promotion of such products for exports.

5. To create awareness of the need for quality management amongst the local Industrial Units and ensure the quality of local products to be compatible to National and International Standard.
6. To make a study of the Market trend for the local products and make necessary Market support by way of incentives for the promotion of the local products in line with the New Industrial Policy of Mizoram-2000.

The Chairman of the Committee may Co-opt, as special invitees, Leader or Leaders of the Industrial Association of the State or outside the State and any other NGOs, if it felt that their persence in the meeting of the Committee is essential and crucial for making decision.

J. C. Ramthanga,
Secretary to the Govt. of Mizoram,
Industries Department.