

## MARKET DEVELOPMENT ASSISTANCE SCHEME

The scheme offers funding upto 90% in respect of to and fro air fare for participation by MSME Entrepreneurs in overseas fairs/trade delegations. The scheme also provide for funding for producing publicity material (up to 25% of costs) Sector specific studies (up to Rs. 2 lakhs) and for contesting anti-dumping cases (50% up to Rs. 1 lakh) - **for individual MSMEs & Associations.**

### Market Development Assistance Scheme for Micro/ Small manufacturing enterprises/ Small & Micro exporters (SSI-MDA)

#### **1 The scheme offers funding for:**

- a. Participation by manufacturing Small & Micro Enterprises in International Trade Fairs/ Exhibitions under MSME India stall.
- b. Sector specific market studies by Industry Associations/ Export Promotion Councils/ Federation of Indian Export Organization.
- c. Initiating/ contesting anti-dumping cases by SSI Associations
- d. Reimbursement of 75% of one time registration fee (w.e.f. Ist January 2002) and 75% of annual fees (recurring) (w.e.f. Ist June 2007) paid to GSI (Formerly EAN India) by Small & Micro units for the first three years for bar code.

#### **2. Permissible subsidy:**

- (i) The Govt. of India will reimburse 75% of air fare by economy class and 50% space rental charges for Micro & Small manufacturing enterprises of General category entrepreneurs.
- (ii) For Women/SC/ST Entrepreneurs & Entrepreneurs from North Eastern Region Govt. of India will reimburse 100% of space rent and economy class air fare.
- (iii) The total subsidy on air fare & space rental charges will be restricted to Rs.1.25 lakhs per unit.

#### **3. Objective:**

- (i) To encourage Small & Micro exporters in their efforts at tapping and developing overseas markets.
- (ii) To increase participation of representatives of small/ micro manufacturing enterprises under MSME India stall at International Trade Fairs/ Exhibitions.
- (iii) To enhance export from the small/ micro manufacturing enterprises
- (iv) To popularize the adoption of Bar Coding on a large scale.

**Participation by manufacturing Small & Micro Enterprises in International Trade Fairs/ Exhibitions under MSME India stall.**

## **A Eligibility criteria**

- i) Unit having valid permanent registration with Directorate of Industries/ District Industries Centre.
- ii) The selection of small/ micro manufacturing units would be done by MSME-DIs as per display product profile, theme of the fair and space availability.
- iii) Micro & Small manufacturing enterprise can avail this facility only once a year
- iv) Only one person of the participating unit would be eligible for subsidy on air fare.
- v) The participating units under MSME India stall at International Trade Fairs/ Exhibitions has to pay 50% of space rental charges of booked space (min. 6 sq.mtr.) by enterprises of General categories through MSME-DIs by a DD favouring PAO (MSME), New Delhi at least one month advance of the commencement of the event. In addition to this, selected units can book more space in multiple of 1x3 sq.mtr. on pro-rata basis and make payment accordingly. However, Women, SC&ST entrepreneurs & entrepreneurs from North Eastern Region need not to pay space rental charges.
- vi) The representatives of the participating units are required to carry and manage the samples (to and fro including custom clearance etc.) for display under MSME India stall at the International Trade Fairs / Exhibitions.

## **B Other conditions:**

- (i) Assistance shall be available for travel by one permanent employee/ Director/ partner/ proprietor of the MSE unit in economy class.
- (ii) Space allocation will be made by O/o DC (MSME) at its discretion and the decision will be final and binding.
- (iii) The offer is available on **first come first served** basis till space is available.

## **CHECK LIST DOCUMENTS**

The application must reach to the Office of DC (MSME) through concerned MSME-DIs at least one month in advance of the commencement of the event. The application must be accompanied by:

- (i) Copy of the valid SSI registration issued by concerned GM (DIC)/ Director of Industries.
- (ii) Demand Draft in favour of PAO (MSME), New Delhi for 50% rental charges of the booked space.
- (iii) Details of one or two participating representatives of the unit with photo copy of their valid passport.

(iv) Proof of ownership of the unit as SC/ST/Women.

**FORM-I** [Application form for participation in fair/study tours/trade delegation](#)

**FORM-II** [Claim form for participation in fair/study tour](#)

**FORM-III** [Pre-receipt](#)

**FORM-IV** [Application form for assistance for publicity](#)

**FORM-V** [Claim form for publicity](#)

## **FORM-I**

### **APPLICATION FORM FOR PARTICIPATION IN FAIR/STUDY TOUR/TRADE DELEGATION**

1	Name of the MSME unit with full address and e-mail ID (if any).
2	Name & designation of person going for the trip.
3	MSME registration no. with date and place of issue (copy of registration certificate to be enclosed).
4	Membership number of FIEO/EPC (enclose proof of membership).
5	Value of exports during last 3 years at FOB (CA's certificate to be enclosed).
6	Details of fair/study tour/trade delegation.
7	Details of visit indicating date of proposed departure, date of anticipated arrival and countries to be visited.
8	If proposal is in respect of a fair, whether participation is in association with SIDO.
9	Whether the MSME unit has been charged/ prosecuted/debarred/blacklisted/under investigation under Exim Policy or any other law relating to export import business.
10	Whether any MDA assistance has been availed from any source for similar activity in this financial year.

Date: Signature

Name & Designation

Encl:

## **FORM-II**

### **CLAIM FORM FOR PARTICIPATION IN FAIR/STUDY TOUR/**

#### **TRADE DELEGATION**

1	Name of the MSME unit with full address and e-mail ID (if any).
2	In principal approval letter number and date.
3	Name & designation of person who participated.
4	Details of travel including date of departure from India and arrival in India (copy of passport to be attached)
5	Name of airline by which journey was made and actual expenditure incurred on return airfare (original air ticket to be enclosed)
6	Whether the MSME unit has been charged/ prosecuted/debarred/blacklisted/under investigation under Exim Policy or any other law relating to export import business.
7	Whether any MDA assistance has been availed from any source for similar activity in this financial year.
8	Amount claimed for reimbursement

#### **Declaration:**

I declare that the particulars given in the above statement are correct. I also undertake that any financial assistance granted to me/my unit on the basis of this declaration shall be liable to be refunded to the Government if at any time any information furnished in this application is found to be wrong or incorrect or misleading and I do hereby bind myself and my unit to pay the Government on demand a sum equal to the amount claimed as MSME-MDA in respect of above mentioned activity, within seven days of the demand being made to me in writing.

Date: Signature

Name & Designation

Encl:

## FORM-III

### PRE - RECEIPT

Received with thanks a sum of Rs. \_\_\_\_\_  
(Rupees

\_\_\_\_\_) from the Development Commissioner (MSME), being the MSME-MDA grant towards (give the name of the activity with date)

\_\_\_\_\_ sanctioned  
vide letter No. \_\_\_\_\_ dated \_\_\_\_\_  
and paid vide Cheque No.\* \_\_\_\_\_ dated \_\_\_\_\_

Signature

Name & Designation

Date: (With Office Seal)

## FORM-IV

### APPLICATION FORM FOR ASSISTANCE FOR PUBLICITY

1	Name of the MSME unit with full address and e-mail ID (if any).
2	MSME registration number indicating place of issue (copy of registration certificate is to be enclosed).
3	Membership number of FIEO/EPC (enclose proof of membership).
4	Value of exports during last 3 years at FOB (CA's certificate to be enclosed).
5	Title of publicity material proposed to be published (Dummy copy to be enclosed).
6	Name and details of the event where publicity material is proposed to be distributed.
7	Anticipated date of release.
8	Number of copies of the publicity material to be printed (enclose detailed quotations from printers for production).
9	Total estimated expenditure
10	Whether the MSME unit has been charged/ prosecuted/debarred/blacklisted/under investigation under Exim Policy or any other law relating to export import business
11	Whether any MDA assistance has been availed from any source for similar activity in this financial year.

Date: Signature

Name & Designation

Encl

## FORM-V

### CLAIM FORM FOR FINANCIAL ASSISTANCE FOR PUBLICITY ABROAD

1	Name of the MSME unit with full address and e-mail ID (if any).
2	In principal approval letter number and date.
3	Details of the event where publicity material was released, alongwith dates (Actual copy of publicity material to be enclosed).
4	No. of copies of publicity material prepared.
5	Total expenditure incurred (Attach copy of payment voucher/receipt)
6	Total amount claimed.
7	Whether the MSME unit has been charged/ prosecuted/debarred/blacklisted/under investigation under Exim Policy or any other law relating to export import business.
8	Whether any MDA assistance has been availed from any source for similar activity in this financial year.

#### Declaration:

I declare that the particulars given in the above statement are correct. I also undertake that any financial assistance granted to me/my unit on the basis of this declaration shall be liable to be refunded to the Government if at any time any information furnished in this application is found to be wrong or incorrect or misleading and I do hereby bind myself and my unit to pay the Government on demand a sum equal to the amount claimed as MSME-MDA in respect of above mentioned activity, within seven days of the demand being made to me in writing.

**Date: Signature**

**Name & Designation**

Encl:

### Procedure for availing Financial Assistance/Reimbursement of Expenses

On the completion of the event, the participating unit must submit a claim for payment enclosing the following:

- (i) Pre-receipted bill in duplicate.
- (ii) Photocopy of passport indicating therein entries regarding departure from and arrival in India and also the country visited.
- (iii) Original air ticket used during the journey. In case original air ticket is lost, a copy of the same along-with a certificate indicating details of travel from the concerned airline may be furnished.
- (iv) Participated units should furnish feedback report like business generated with value including confirmed orders obtained etc.
- (v) Claim form must be submitted within one month of return to India on completion of activity.
- (vi) No refund/ adjustment of rental charges will be made by O/o DC (MSME).