

**Central Sector**  
**Market Access Initiative Scheme 2021**

**Scheme Guidelines**

**Department of Commerce**  
**Ministry of Commerce & Industry**  
**Government of India**

**No.11020/9/2021- E&MDA**  
**Government of India**  
**Ministry of Commerce & Industry**  
**Department of Commerce**  
**E&MDA Section**

**New Delhi, the 19<sup>th</sup> July, 2021**

**Market Access Initiative (MAI) Scheme 2021**

**1. Background**

In accordance with the core functions of the Department of Commerce to facilitate creation of an enabling environment and infrastructure for accelerated growth of exports and trade, the Market Access Initiative Scheme is in operation since the year 2003. The role of exports in creating jobs and growth has been acknowledged in various fora including the Economic Survey. Export promotion of Micro, Small and Medium Enterprises (MSMEs) has also been emphasized in the Union Budget 2020-21. There is a need to support initiatives towards developing and promoting Indian exports to assist the growth of Indian economy while aiming to earn foreign exchange. Accordingly, it is proposed to continue with the existing Central Sector Market Access Initiative Scheme (MAI) beyond March, 2021 for a period of five years i.e. upto 31<sup>st</sup> March, 2026. The Scheme will be reviewed for changes, if any, required in promotion of exports in post-COVID 19 situation.

**2. Objective**

The MAI Scheme 2021 will play a catalytic role to promote exports of Indian goods and services by providing financial support to eligible agencies to undertake necessary initiatives and projects. Such initiatives will include support to micro, small and medium enterprises to enter export market; nurturing innovation; developing trade and market intelligence; building appropriate skill set; addressing the interventions required towards exploring new markets abroad.

**3. Scope and Coverage**

Assistance under the Scheme will be provided to the eligible agencies registered within the country to undertake initiatives and activities aimed at developing and strengthening export market for Indian goods and services. It will include all those activities that will provide impetus to meet the objective of the Scheme and ensure strong growth in Indian exports such as any direct/indirect activities for exploration of new markets as well as consolidating the existing market, development of export-oriented entrepreneurship, training in exports, market research, capacity building, branding, meeting statutory regulations in importing markets.

#### **4. Main Focus of the Scheme**

The Scheme modifies the erstwhile Market Access Initiative Scheme, 2018. The Scheme would provide assistance to eligible agencies for activities and initiatives for promotion of Indian exports, focusing on the development and promotion of exports from the MSME sector; development of districts as export hub for the identified products and services; promotion of exports of the traditional products and services like AYUSH, Yoga, Geographical Indications products and tribal products; development and promotion of exports from North Eastern Region (NER), Jammu & Kashmir, Ladakh and hill regions; and empowerment and promotion of export activities of people belonging to the Scheduled Caste/Scheduled Tribe, women exporters, startups and export oriented entrepreneurs, self-employed and youth.

#### **5. Eligible Agencies**

5.1. Unless otherwise defined under a specific provision, the Scheme is open to the following Organizations/ Agencies:

- Departments of Central Government, Organizations of Central/ State Governments and Indian Missions abroad;
- Export Promotion Councils recognized by Department of Commerce,
- Commodity Boards under the Department of Commerce and other Departments/ Ministries of Central Government;
- Apex Trade Bodies recognized under the Foreign Trade Policy;
- Industrial & Artisan Clusters recognized by the State/ Central Government;
- Institutions of National Importance (INIs) such as Indian Institutes of Technologies (IITs), Indian Institutes of Management (IIMs), National, National Institute of Designs (NIDs), National Institute of Fashion Technology (NIFT), Indian Institute of Foreign Trade etc.;
- Research Institutions/Universities/Recognized laboratories, etc., recognized by the Departments/ Ministries of Central Government.

5.2. The project proposals would be submitted to Department of Commerce by the eligible agencies as per the procedure notified from time to time. Such comprehensive project proposals should be based on the scientific analysis towards developing and sustaining Indian export market.

#### **6. Components of the Scheme**

6.1. The financial assistance under the Scheme would be given to develop new markets, to promote new products and new exporters as well as to consolidate the existing Indian exports markets. For this purpose, an indicative list of activities to be supported under the Scheme is given below:

- i. Capacity building of exporters on Standards and Regulations, Export Packaging, Export-oriented Skill Development, Training;
- ii. Marketing, Branding, Publicity Campaign and Cataloguing;
- iii. Promotion of traditional Indian products and services like AYUSH, Yoga, GI products, crafts and artisanal products including toys, tribal products, etc.;

- iv. Promotion of e-Business Tools, Communication Technology and Development of Web Portals for trade facilitation and to meet standards;
- v. Export Market Research, Product Development;
- vi. Organizing, Participating in Fairs, Exhibitions and Buyer Seller Meets Abroad (Physical/Virtual/Hybrid);
- vii. Organizing Reverse Buyer Seller Meets - RBSM [Made in India Shows] - (Physical/Virtual/Hybrid)
- viii. RBSM Specials and Shopping Festivals, Visit to Centres of production/excellence;
- ix. Display of artisanal, GI and other traditional Indian products at International Departmental Stores/ shopping areas, International Airports, etc;
- x. Reimbursement of expenditure incurred by exporters on statutory compliances;
- xi. Capacity building, training and all incidental matters related to development of districts as export hubs;
- xii. Any other components as appropriate, within the contours of the Scheme, to be decided by the Empowered Committee.

6.2. The operational guidelines of the Scheme are at **Appendix**.

## 7. Sanctioning of Projects

7.1. There shall be an Empowered Committee (E.C.) for sanctioning and monitoring of the projects submitted by the Eligible Agencies. The composition of the Empowered Committee shall be as under:

Sl. No.	Designation	Position
1.	Commerce Secretary	Chairperson
2.	Director General, Directorate General of Foreign Trade	Member
3.	Additional/Joint Secretary & Financial Advisor, Department of Commerce (DoC)	Member
4.	Representative of NITI Aayog	Member
5.	Economic Adviser, DoC	Member
6.	Representative of Ministry of MSME	Member
7.	Representative of Ministry of External Affairs	Member
8.	Joint Secretaries of Commodity/Territorial Divisions/States Cell in DoC/ Ministry of Textiles	Special Invitees
9.	Joint Secretary, Administrative Division of the MAI Scheme	Member- Convener

7.2. The Empowered Committee may consider the funding for each of the eligible components, in accordance with the requirement of such components and the sharing pattern in the Operational Guidelines. The Empowered Committee would meet as and when required. To ensure ease of business, the Committee may delegate its powers to any Subordinate Committee to be created for this purpose with appropriate delegated powers.

7.3. The quantum of assistance shall be as notified from time to time in the operational guidelines of the Scheme. The Empowered Committee may consider enhancement or curtailment of the sharing pattern, on a case to case basis, and to address focus areas, announced by the Government from time to time such as Budget Announcement, Foreign Trade Policy, etc. The project proposals approved by the EC shall be individually processed for financial sanction, in accordance with approval for sanction of funds as per laid down procedure in the Government of India.

7.4. E&MDA Division, i.e., the Division in charge of the Scheme in the Department of Commerce, will co-ordinate the work related to the Scheme and liaise with eligible agencies for release and utilization of the sanctioned funds

#### **8. Changes in Operational Guidelines**

Changes, if any, in the operational guidelines within the scope of the Scheme, would be with the prior approval of the Empowered Committee. Such changes may include modifications in individual exporter-wise cap and overall ceiling keeping in view the inflationary trend and budget ceilings for MAI Scheme and to meet Budget Announcement, Foreign Trade Policy, and other important announcements of the Government from time to time.

#### **9. Review, Physical Verification of Projects and Monitoring & Evaluation**

9.1 The Empowered Committee (E.C.) will also monitor the implementation of the sanctioned projects. To guide the Department/Implementing agencies for optimal utilization of available resources, monitoring and evaluation (M&E) of sanctioned projects would be undertaken. The EC shall, from time to time, issue instructions/guidelines for administration and monitoring of the Scheme. The M&E would be designed and implemented in collaboration with reputed institutions, such as IIFT, NCAER, ICRIER, IIMS, IITs, etc.

9.2. To ensure timely achievement of the objectives of the Scheme, the Empowered Committee shall periodically review the implementation under the scheme; and may lay down guidelines for administering the Scheme from time to time. The Committee may authorize an outside agency to undertake physical verification of projects as may be decided on annual basis, to ensure that the principles of canons of financial discipline are maintained.

9.3. The eligible agencies shall submit such reports and information as prescribed from time to time.

#### **9.4. Budget for Monitoring & Evaluation**

The Empowered Committee would assign necessary resources, not exceeding 2% of the annual Budget, to ensure regular Monitoring and Evaluation of the projects.

#### **10. Scheme Validity**

The Market Access Initiative Scheme 2021 is valid from 01.04.2021 to 31.03.2026.

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**Appendix to the MAI Scheme 2021  
(Refer Para 6.2 of the Scheme Guidelines)**

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Government of India  
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**Operational Guidelines  
for the  
Market Access Initiative Scheme 2021 (MAI 2021)**

**Part-I: General Principles**

**1.1. Introduction**

The Department of Commerce has been implementing the Central Sector Market Access Initiative Scheme, 2018. The Scheme has now been revised effective from 1<sup>st</sup> April, 2021 to 31<sup>st</sup> March, 2026. The Operational Guidelines of the Scheme, unless revised, amended or superseded by the authority competent to do so under the Scheme, shall be as under:-

**1.2 Implementing Agencies**

The eligible agencies seeking financial assistance under the Scheme would be the implementing agencies. Depending upon the requirements peculiar to the components, the implementing agencies may associate any organization or institutions, by following due transparent process, to implement the components/work as approved by the Empowered Committee.

**1.3 Implementation of the Scheme Components & Pattern of Assistance**

The implementation of various components of the MAI Scheme 2021 would be in accordance with the Scheme Guidelines and the operational procedures as prescribed in the Operational Guidelines as well as the directions given by the Empowered Committee.

**1.4. Applicability of the General Financial Rules, 2017**

The assistance under the Scheme is subject to the General Financial Rules, 2017, including any amendments or revisions made thereto by the Government and the instructions issued by the Ministry of Finance and the Department of Commerce

from time-to-time. All implementing agencies have to abide by such rules and instructions.

## **Part-II: General Guidelines for Submission of Proposals**

### **2.1 Submission of proposals:**

The eligible agency, desirous of getting assistance under the Scheme, may move proposals (as per prescribed formats), complete in all respect, to the E&MDA Division through the Commodity/Territorial Division/ Line Ministries concerned. This will apply to all proposals including those for Market & Research Studies. The Online forms for submission of project proposals are at **Annexures-I to V**.

### **2.2. Examination of proposals**

2.2.1. The proposals shall be examined first by the Commodity/Territorial Divisions concerned. Proposals related to Services Sector shall be routed through the Services Export Division. Wherever felt necessary, the Territorial Division concerned may consult the Indian Missions abroad. Such proposals will be recommended by the Divisions/Line Departments as per proforma in **Annexure-VI**.

2.2.2. The Sub-Committee(s) headed by Joint Secretary, E&MDA, will consider the proposals recommended by the Divisions and shall in turn make recommendations to the Empowered Committee [EC]. The Composition of the Sub-Committee is at **Annexure-VII**. The Sub-Committee (SC) and the Empowered Committee (EC) can also take up any proposal suo moto.

2.2.3. As far as possible the Territorial Divisions should ensure convergence of all proposals of a Territory in coordination with the Commodity Divisions. The SC shall ensure convergence, territory-wise, at its level based on interactions held in the SC meetings.

### **2.4. Consultation with Indian Missions abroad**

The Indian Missions abroad concerned should be involved in this exercise from the beginning itself so that the activities can be carried out in a meaningful manner under the India brand. The Territorial Division concerned in Department of Commerce will ensure this and agencies concerned shall liaise with officers concerned in the Territorial Division.

### **2.5. Product specialization**

For undertaking activities under the Scheme, the Trade Bodies/Organizations, other than EPCs, would also be expected to develop their core competence on such verticals by developing expertise within the organization. Organisation-wise commodity/ services verticals decided is at **Annexure-VIII**.

### **2.6. Commodity matrix**

Keeping in view the evolving trends, proposals could also be submitted covering commodities and related services jointly, if necessary, by synergizing the efforts of various EPCs/ trade bodies/organizations.

### **2.7. Assistance for State-specific events**

State specific events would be discouraged, excepting those specified in the Scheme Guidelines to attain the objective of developing districts as export hub. Based on the justification given by the EPC/ Trade Body, the Empowered Committee may consider such proposals, on a case-to-case basis.

### **2.8. Long-Term and Short-Term Plans**

Based on their long term and short-term export promotion strategies, the Commodity Divisions and the Territorial Divisions will prepare Annual Action Plans for the Commodity and Territory concerned and accordingly encourage the EPCs/ Trade Bodies to submit proposals for financial assistance under the Scheme. Apart from exploring new and emerging markets, such plans should also focus on capacity building, product development, standards and regulatory requirements, etc., for different markets. Further, the Territorial Divisions, in consultation with Commodity Divisions, will prepare a calendar for three to five years for participation in the events in the region. There would be a concerted effort to identify new markets with a sectoral approach.

### **2.9. Branding**

Branding of Indian goods and services plays an important role in capturing and developing markets abroad. The quality of products and services as well as the display materials should be such that it leaves an impression in the minds of the users, visitors to the exhibition pavilion etc. The Indian goods and services should be seen as an ambassador of Indian quality and fineness. Keeping this in mind, all the eligible agencies participating under the Scheme should ensure standards of quality not only in the display but also in the actual products and services. While claiming reimbursement of expenditure for various events/activities and activities the eligible agencies should certify about the standards of quality which would be duly verified by the Territorial or Commodity Divisions in consultation with stakeholders such as Indian Mission abroad, etc., wherever required. The recommendation from the Territorial or Commodity Divisions in Department of Commerce/other Departments and Ministries would be in a prescribed proforma, as mentioned at para 2.2.1 above.

### **2.10 Conflict of interest**

EPCs/ Trade Bodies shall maintain complete transparency and follow due procedure in awarding contracts to agencies hired for execution of any work related to the activity funded under the Scheme. For any contract awarded by the management, to avoid any controversy and have transparency in awarding contracts to agencies hired for any activity funded by the Government, at the time of submission of accounts to the Department, the EPC/Trade Body would give a certificate to the Department indicating disclosure of interest in awarding such contracts.

### **2.11 Promotion of start-ups**

In view of the national focus on promoting Start Ups, separate area may be earmarked for "Start-up" participants as far as possible.

### **2.12. Promotion of exporters belonging to MSMEs/Start-ups/ North East Region, J&K, Ladakh and other hill areas and exporters belonging to SC/ ST/ Women/Youth.**



It shall be the endeavour of the EPCs and Trade Bodies to promote exporters belonging to MSME, Start-ups, North East Region, J&K, Ladakh & other hill areas and the exporters belonging to SC/ ST/ Women and Youth. They may be given preference in the activities undertaken with the MAI assistance.

### **Part-III: Component Specific Guidelines**

#### **Activities Abroad**

##### **3.1. Minimum participants**

It should be the endeavour of the agencies/organizations to ensure that the benefits of the Scheme reach a larger number of exporters especially those who are comparatively newer to export market and enhance their capabilities. For participation in activities abroad, minimum 50 exhibitors/ exporters are stipulated for considering a proposal, except in the case of some smaller sectors. For new markets and new products/ services as also for niche sectors, proposals with less than 50 participants can also be considered, if justification for that market/ commodities/ services is provided. Reason for seeking lesser participation should be indicated in the application itself.

##### **3.2. Number of participations allowed in an event/ in a year:**

3.2.1. In order to ensure that the benefits of the Scheme reach a larger number of exporters, a maximum of three participations in a particular trade fair/exhibition would only be eligible for MAI assistance, i.e., members who have availed assistance three times (including past cases) for a particular fair/exhibition, thereafter have to participate in that fair on their own. In the case of exporters belonging to SC/ ST/ Women and the exporters having f.o.b. value of exports of or less than Rs.50 crore in a year, 5 participations in a particular event is allowed.

3.2.2. EPCs/Trade Bodies must ensure that the MAI funding support is only provided to a member/participant company for a maximum of three MAI events in a year. In the case of exporters belonging to SC/ ST/ Women and the exporters having f.o.b. value of exports of or less than Rs.50 crore in the preceding year, 5 participations in a year is allowed, provided each one of these is in different market (e.g. Africa, LAC, WANA, ASEAN, etc).

##### **3.3 Joint Events:**

3.3.1. Efforts should be made to maximize participation by clubbing different agencies participating in one event/activity to make it more effective in terms of its outcome. Detailed guidelines for such joint participation are at **Annexure-IX**.

3.3.2 The participating agencies would ensure that the hiring of space and the India branding is common for the event/activity and also that separate pavilions are not created unless the participation is in the pavilions relating to the specific verticals. Wherever two agencies are jointly funded, the agency mobilising the larger participation would be the lead agency for the event/ activity, *solely for the purpose of booking of space*.

### **3.4. Trade Delegations**

For markets where significant events are not identified or not found suited for participation in significant numbers, the EPCs shall ensure proposing Trade delegations to such markets for Buyer-Seller interaction. Such Trade delegations shall be ensured by the Commodity Division to markets where regulatory restrictions are prevalent (so that exporters can interact / understand such regulatory requirements of the market). Such lists shall be drawn up in advance every year and shared with E&MDA Division.

3.5. The proposals shall clearly indicate the details of participants who are participating with own funds and those participating with Government funding. In established events, where Indian companies are known to participate on their own, efforts should be made to position such participants under or nearby the 'India pavilion' in order to elevate the presence and exhibiting strategy of Indian exporters.

### **3.6. Funding for established events:**

EPCs / Trade Bodies, etc., would make efforts to organize the established events (for which Government assistance have been provided over a period in the past) with lesser Government funding. Over a period, such events can be held on a larger scale by allowing more contribution from exhibitors and cut down expenditure on items such as support for visitors/buyers. (i.e., the presentation of the event should attract visitors on its own without need for funding from Government).

## **4. Reverse Buyer Seller Meets (RBSMs) including RBSM Specials, Shopping Festivals and other such activities organised in India**

4.1. The proposals should ensure coverage of all the relevant verticals or covering all the relevant products of the value chain of the sector, so that a mega event of the sector is organised and branded as India centric event. The funding to each of the sector specific agencies can be made separately whereas the lead agency would be the one which brings the maximum number of foreign buyers. The Commodity Divisions(s) would coordinate with EPCs/Trade Bodies, etc., concerned for such RBSMs before recommending the proposals to Sub-Committee. For creating brand value, International Acclaimed Brands can be affiliated. And, as far as possible, not more than two events should be conceived for each of the major sectors such as Textiles, Leather, Health and Pharma, etc. A fixed date and place would add to its attractiveness and memory. The RBSM participating buyers can be taken to centres of excellence for which a guided tour can be arranged. This can also be dovetailed with medical tourism, yoga, etc., while focusing on the specific sector/product for which the RBSM is held. The remotely located entrepreneurs and exporters, especially in MSME sector (who are unable to spend resources to reach RBSM location) can assemble and interact with the foreign buyers

### **4.2. Funding for hosting foreign buyers**

In RBSMs, not more than two buyers from a single company would be allowed for reimbursement of airfare and hotel expenses. Ideally the host would support one buyer per company / organization. Overseas buyers should not be related to Indian exporters registered with the EPC/Trade Body. (The proposals from RBSM

shall distinctly indicate buyers funded with Government support and those participating on their own). Funding for hosting foreign buyers will be on lump sum basis, subject to ceiling prescribed per buyer and actual expenditure on hosting them, whichever is less.

#### 4.3 **Selection of Buyers**

EPCs/ Trade Bodies should undertake due diligence regarding credentials of the buyers, prepare a list of potential buyers, share it with Indian Embassies/High Commissions and interact with counterparts of business organisations abroad, so that both Buyers and Sellers can get prior information about potential clients.

#### 4.4. **Digital platform for B2B meetings**

A platform should be developed for B2B meetings. Entire data-base of Buyers and Exhibitors of an RBSM should be kept alive for at least a year after completion of the event. EPCs/ Trade Bodies should also maintain database of foreign buyers and ensure that one buyer is not repeatedly supported for more than 3 occasions.

#### 4.5. **Best/Innovative Practices**

Each EPC/ TPB should highlight the best/ innovative practices followed by them, which can be adopted by other EPCs/ TPBs.

#### 4.6. **Optimal Participation**

All EPCs/ TPBs should ensure that foreign buyers spend sufficient time in RBSMs. Refundable deposits may be introduced to ensure presence of buyers.

### 5. **Market & Research Studies**

5.1. Normally, only such subjects/issues, on which no study has been done in the last three years, be considered for fresh study unless there are compelling circumstances. Proposals for updating of existing Studies can also be considered. *[Division concerned to refer to the consolidated database on studies for this purpose]*

5.2 Proposal for fresh study should contain information regarding terms of reference, timeline for achieving targets, methodology, sample size *(if any survey is involved)*, financials, etc.

5.3. Any proposal for studies initiated by any trade body related to Services Sector would need to be vetted/recommended by the EP (Services) division of the Department, to ensure that the study meets the mandate/ priority sectors/ activities of the Department.

5.4. An indicative list of organizations for carrying out studies is at **Annexure-X**.

### **Services**

6.1. To have a concerted plan for the Services sector for funding events/ activities under MAI, funding proposals concerning the following verticals of the services sector would be given priority:

i. Information Technology and Information Technology enabled Services (IT& ITeS)	vii. Legal Services
ii. Tourism and Hospitality Services	viii. Communication Services,
iii. Medical Value Travel (Healthcare) Services	ix. Construction and related Engineering Services,
iv. Transport and Logistics Services	x. Environmental Services
v. Accounting and Finance Services	xi. Financial Services
vi. Audio visual services	xii. Education Services
	xiii. Any other services identified by the Services Division of the Department of Commerce

#### Part-IV: Funding and Level of Assistance

##### 7.1. Sharing pattern:

Assistance under the Scheme to EPCs and Trade Bodies will be on cost sharing basis. Unless indicated otherwise in this Part of the Guidelines, Government funding under the Scheme will be a maximum of 65% of the actual cost. However, the priority sectors will be eligible for enhanced assistance of 90% of the actual cost under the Scheme.

##### 7.2. Priority Sectors:

The EPCs primarily dealing with the agricultural including food items, handicrafts, handlooms, GI Products, carpets, leather, sports goods & toys, silk, wool, jute and minor forest produce will be eligible for priority sector funding. Further, participation of exporters from NER, J&K, Ladakh and hill areas and the exporters belonging to SC/ ST and women exporters would also be eligible for priority sector funding. The Empowered Committee will have the powers to include or exclude any of the products/ services from the priority sector funding.

##### 7.3. Eligible components and items of expenditure:

Unless the Competent Authority decides otherwise, the eligible components and items of expenditure and the level of assistance for the activities approved under the Scheme will be as under:

Sl. No.	Components	Items of Expenditure	Ceiling/ Sharing Pattern/ special conditions
(1)	(2)	(3)	(4)
1.	Capacity building of exporters on Standards and Regulations, Export Packaging, Export-oriented Skill Development, Training;	i. Setting up/ upgradation of Quality Certification Labs, Common Facility Centres, Design Centres,	<b>Ceiling:</b> Rs.1 crore; additional amount, not more than Rs.10 lakh for subsequent 3 years, on case to case basis.

		<p>sanitary and phyto-sanitary (SPS) compliance measures including testing facilities, in existing or upcoming hubs of Commodity/ Services sectors;</p> <p>ii. Developing appropriate training materials and modules (including cost effective online module) on a range of export related topics;</p> <p>iii. Organising training programmes for the trainers and exporters, seminars/, workshops, etc. for upgrading necessary skill in export market, including training on use of information and communication technologies. The eligible components are as under:</p> <p>a. Venue Cost, b. Faculty Charges, and c. Organising Expenses.</p> <p>iv. Hiring consultants/ designers/</p>	<p><b>Sharing pattern:</b> As per para 7.1 and 7.2 of the Operational Guidelines; 100%, if initiated by the Department of Commerce</p>
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		<p>v. technical experts in the export market.</p> <p>v. Any or all the above items and other incidental matters related to development of District as Export Hub</p>	
2.	Marketing, Branding, Publicity Campaign and Cataloguing	<p>i. Upgrade marketing, sales and branding ability towards market-driven approaches for exports</p> <p>ii. Publicity campaigns for Commodities/ Services in identified markets through various means including promotion through digital media, social media, etc.</p> <p>iii. Catalogues, brochures including digital and e-catalogues, of global standards for identified Commodities/ Services for use in the focus markets</p>	<p><b>Ceiling:</b> Rs.5 crore</p> <p><b>Sharing pattern:</b> As per para 7.1 and 7.2 of the Operational Guidelines.</p> <p>Repeat assistance beyond 1<sup>st</sup> year subject to approval of EC.</p>
3.	Promotion of traditional Indian products and services like AYUSH, Yoga, GI products, toys, crafts and artisanal products, tribal products, etc	<p>i. Any or all the items of expenditure under Sl.No.1 above towards promotion of traditional Indian products and services</p> <p>ii. Promotion through display at shopping areas, international airports, international departmental stores, etc. (assistance will be for lease/ rental charges of display space);</p>	<p><b>Ceiling:</b> Rs.1 crore per market/product/services per annum.</p> <p><b>Funding Pattern:</b> 90%: 10%</p> <p>Individual Ceiling for participation of artisans in approved activities: Maximum of Rs.75,000/-</p>

		<ul style="list-style-type: none"> <li>iii. Participation of artisans, including tribal artisans, registered with Ministry of Textiles/ Ministry of Tribal Affairs, in approved activity, through the implementing agencies concerned;</li> <li>iv. Any other specific component approved by the Empowered Committee.</li> </ul>	(Rs.1,25,000/- for Africa and American continents) Sharing: 100%
4.	Promotion of e-Business Tools, Communication Technology and Development of Web Portals for trade facilitation and to meet standards	<ul style="list-style-type: none"> <li>i. Development of digital platform and trade portal to facilitate and enhance exports of Indian goods and services;</li> <li>ii. E-solutions such as mobile apps, etc., to facilitate access to up-to-date export market information, prices, trends, updates on procedural and statutory regulations, etc;</li> <li>iii. Any other specific component approved by the Empowered Committee.</li> </ul>	<b>Ceiling:</b> Rs.2 crore
5.	Export Market Research, Product Development	<ul style="list-style-type: none"> <li>i. Market/ Product related studies aimed at facilitating greater market access;</li> <li>ii. Export potential surveys for State/District;</li> <li>iii. Studies relevant to JSG/ FTA/ RTA/ WTO along with other studies relevant for bilateral or</li> </ul>	<b>Ceiling:</b> Rs.1 crore <b>Sharing pattern:</b> As per para 7.1 and 7.2 of the Operational Guidelines; 100%, if initiated by the Department of Commerce.

		<ul style="list-style-type: none"> <li>iv. multilateral foreign trade;</li> <li>Modernizing and upgrading facilities for developing commodities of high technology value as per evolving trends in the global markets</li> <li>v. Fees/ hiring charges for Technical Experts/ Consultants/ Designers associated for such a project. The consultation/ coordination charges shall not exceed 2% of the project cost.</li> <li>vi. Any other study/ market research to further the objective of the Scheme</li> </ul>	
6.	(i) Organising/ Participating in Fairs, Exhibitions and Buyer Seller Meets Abroad (Physical/ Virtual/ Hybrid);	<ul style="list-style-type: none"> <li>i. Venue Cost, including Participation charges/ fee and organising expenses;</li> <li>ii. Publicity Cost incurred on promotion/ marketing/ publicity, including digital marketing for buyer participation;</li> <li>iii. Cost of catalogue/printed and digital material, including cost of e-catalogue/e-brochure/ web-banners/ online advertisement and other materials including its design</li> </ul>	<p><b>Ceiling:</b> Rs.10 crore</p> <p><b>Sharing pattern:</b> As per para 7.1 and 7.2 of the Operational Guidelines.</p>



		<p>and development/creation;</p> <p>iv. Translation and Interpreters charges;</p> <p>v. Expenditure towards freight charges of exhibits;</p> <p>vi. Any other specific component approved by the Empowered Committee.</p>	
	<p>(ii) Reimbursement of airfare for participation in approved international events</p>	<p>i. Reimbursement of air-fare to exporting companies with an f.o.b. value of exports below Rs.50 crore in the preceding financial year.</p> <p><b>Note:</b></p> <p>a. Members to have completed 12 months of Membership and is regularly filing returns with the EPC*;</p> <p>b. Permissible only to the regular Director / Partner/ Proprietor or a regular officer of the company on senior managerial position**.</p> <p>c. Claim forms duly filled in and complete in all respects must be submitted to the EPC concerned/ FIEO within 45 days of return to India.</p> <p><i>* Not applicable for any new EPC for a period of 5 years from date of creation.</i></p> <p><i>**Not admissible to a foreign national.</i></p>	<p><b>Individual Ceiling:</b> Maximum of Rs.75,000/- (Rs.1,25,000/- for Africa and American continents)</p> <p><b>Sharing:</b> <b>100%</b></p>

7.	<p>i. Organising Reverse Buyer Seller Meets [Made in India Shows] (Physical/Virtual/Hybrid);</p> <p>ii. RBSM Specials and Shopping Festivals, Visit to Centres of production/excellence</p>	<p>i. Venue Cost, including setting up/hiring of virtual space/ platform/ licence fee/rent and organising expenses;</p> <p>ii. Publicity Cost incurred on promotion/ marketing/ publicity, including digital marketing for buyer participation;</p> <p>iii. Cost of catalogue/printed and digital material, including cost of e-catalogue/e-brochure/ web-banners/ online advertisement and other materials including its design and development/ creation;</p> <p>iv. Translation and Interpreters charges;</p> <p>v. Cost of air travel and hotel stay for foreign buyers, trade journalists, buying houses, regulators of sectors like Pharma, Agriculture, Food, Chemicals, etc (EPC/ Trade Body to ensure that foreign buyers participating in RBSMs are of the level of Director/ Senior Executive/ Sourcing Agent.);</p> <p>vi. Cost of local transport for visit to centres of</p>	<p><b>Ceiling:</b> Rs.10 crore</p> <p><b>Sharing pattern:</b> As per para 7.1 and 7.2 of the Operational Guidelines.</p> <p>Individual Ceiling for foreign visitors: Maximum of Rs.75,000/- (Rs.1,25,000/- for <b>Africa</b> and American continents), Sharing pattern for hosting foreign visitors: 100%</p>
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		<p>vii. production/ excellence; Organizing local exporters at centres of production/ excellence;</p> <p>viii. Any other specific component approved by the Empowered Committee.</p>	
8.	Reimbursement of expenditure incurred by exporters on statutory compliances	<p>i. Registration charges paid in case of pharmaceuticals, bio-technology, chemicals/ agro-chemicals, agricultural/ animal/marine products, food products, etc.;</p> <p>ii. Expenses made for carrying out clinical trials; data validation etc., for pharmaceutical products, equipments, medical consumables/ disposables, etc.;</p> <p>iii. Filing charges for market access in specified markets in respect of Drug Master File (DMF) and Abbreviated New Drug</p>	<p><b>Ceiling:</b> Rs.2 crore per annum</p> <p><b>Sharing Pattern:</b> 50%: 50%</p>

		<p>Application (ANDA) filing;</p> <p>iv. Bio equivalence studies in India for pharmaceutical exports;</p> <p>v. Filing of Patent and Capacity building / training related to patent filing in respect of pharmaceutical products;</p> <p>vi. Testing charges of Engineering products (limited to products indicated in FTP against EEPIC India) which require mandatory testing abroad for exports;</p> <p>vii. <i>Plant Inspection Charges for the Pharmaceutical products;</i></p> <p>viii. <i>Charges incurred by small scale exporters [below f.o.b. value of exports of Rs. 30 crores] on bar-coding of export. Expenditure limited to a maximum of Rs. 25 lakhs per exporter;</i></p> <p>ix. <i>Fees paid for Quality Certification required for Natural Products (Herbal, AYUSH products, Dietary Supplement, Nutraceuticals);</i></p> <p>x. <i>Cosmetics products would also be eligible for reimbursement of registration charges;</i></p>	
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		<p>xi. Data generation / letter of access cost, including study cost, data purchase cost, research on existing data, data evaluation cost, consultancy cost, study monitoring cost, etc. for chemicals / agro chemicals / cosmetics products;</p> <p>xii. Testing charges in respect of testing done in India for export of engineering products;</p> <p>xiii. Regulatory requirements for Services Sector;</p> <p>xiv. Any other specific component approved by the Empowered Committee.</p> <p><b>Note:</b> The exporter desirous of getting reimbursement must submit evidence of the payment having made and claim forms duly filled and complete in all respect to the concerned EPC/ FIEO within 90 days of receipt of product certificate.</p>	
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#### 7.4. Release of Assistance:

As far as possible, the grant-in-aid under the Scheme shall be released in two instalments. The first instalment can be upto 50% of the approved amount. This is to facilitate timely booking of space, etc. The second and final instalment would be contingent upon submission of outcome reports, utilization certificates (UC) and Chartered Account (CA) certified audit account statements (*indicating, inter alia, sources of funding*) within 60 days from the date of completion of the event/activity. Advance grants, if any released, have to be refunded with interest in case of default in meeting the objectives and the conditions with which the

funds were released. Repeat defaults in submission of UCs will make the EPCs/ Trade Bodies ineligible to receive assistance under the Scheme and considered for debarring from participating in the Scheme.

7.5. For participation in mega events outside the country, where space booking in advance facilitates booths locations etc. it would be possible to obtain approval as well as funding up to 2 years in advance of the financial year in which the event is to actually take place. Similar advance funding could be approved for mega RBSMs.

7.6. Changes, if any, in the activity approved by the Empowered Committee, will be only with the prior approval of the Department of Commerce.

7.7. The quality of the participation in the approved activities should be of international standards. In the event of quality is found to be poor or not having of the desired level, cut in the assistance shall be levied as deemed appropriate.

7.8. The following pro-rata and punitive cut would be imposed in cases where the number of participants is less than that approved by EC. However, EC may consider waiving punitive cut in the cases beyond the control of the EPC/ Trade Bodies, like natural calamities, pandemic, etc.

<b>S. No.</b>	<b>Level of variation between projected number of participants and actual participation in the event</b>	<b>Punitive cut</b>
1.	Variation between 0 – 10%	Nil
2.	Variation between 11-50%	Pro-rata cut
3.	Variation between 51-80%	Pro-rata cut + reduction by 20% of pro-rata amount
4.	Variation of more than 80%	Refund of entire MAI advance released.

**Note:**

- a. Where the lesser number of participants was on account of actions/situation beyond the control of the EPCs, TBs, etc., the Commodity and Territorial Division/Line Department concerned would examine them based on the supporting documents furnished by the agencies and in consultation with the Indian Mission abroad, wherever, necessary.
- b. **For ineffective participation**

Where the participation has been ineffective such as inferior quality of/ improper display materials/publicity materials, unbecoming activities of the participants causing adversity, the Commodity/Territorial Divisions/Line Department concerned would examine them and recommend appropriate punitive measures such as withdrawal of advance released with interest, non-releasing the 2<sup>nd</sup> and final instalment, debarring, etc.

7.9. Normally Study proposals costing up to Rs. 25 lakh can be considered on nomination basis. The Division concerned would indicate the basis/justification for such nomination, while recommending the proposal.

7.10. Beyond Rs. 25 lakh, tender process will be necessary. In such cases, Division may obtain in principle recommendation of SC and then initiate the process of selection of the agency.

## **Part-V: Monitoring and Evaluation**

### **General Guidelines on Monitoring and evaluation of activities**

#### **8.1. Audit**

Payment made under the Scheme to the agency shall be open to inspection by the sanctioning authority and audit, both by the Comptroller and Auditor General of India and internal audit by the Principal Accounts Office of the Department of Commerce, Ministry of Commerce & Industry as also by other means as deemed fit by the Government of India.

#### **8.2. Physical Verification**

The Government of India will cause physical verification and other such enquiry as deemed fit, of the projects sanctioned under the Scheme.

#### **8.3. Agency/exporter/trader/company, etc. to be free from investigation:**

Any organization / exporter / trader / company availing any of the provisions of the Scheme shall not be under investigation / charged / prosecuted / debarred / black listed under the Foreign Trade Policy of India or any other law relating to export and import business.

### **Monitoring of events**

#### **9.1. Exhibition of beneficiary details on the website of the organisation:**

After circulation of the minutes of the EC, details of events to be participated with MAI support must be exhibited on the website of the concerned EPC/Trade Body within 15 days of the receipt of the minutes. Transparent criteria for selection of participants along with deadlines must be clearly indicated therein. Based on such transparent procedure, applications may be invited from members/exporters/ individuals, as may be the case. Selection of participants should be done in a transparent manner, on pre-decided objective criteria.

**9.2. Quality of participants:** For all events, due diligence has to be carried out by the agencies on the nature of quality of the participants, and this would also need be certified by the organisations concerned while submitting the proposal. Similarly, the first report (*output report*) submitted online after the event should indicate the participants companies' credentials and steps taken by the EPC / Trade Body to verify the credentials. *The exhibitors should be represented by senior person and should be capable of effectively displaying the products and services in the events (not only catalogues and brochures).* Similarly, it may be ensured that foreign buyers participating in RBSMs are of the level of Director/ Senior Executive/ Sourcing Agent.

9.3. **Submission of participant details:** EPCs/Trade Bodies need to provide 6-digit HS Codes in respect of the products being promoted/ marketed by exhibitors, details of the exporters participating in the event, including the name of the participant with designation, name of the exporting company, IEC number and/or RCMC of the exporting company and address of the exporting company, and in the case of RBSMs, profile of the buyers, like name of the buyer with designation, name of the company, country, etc, within 10 days of completion of the event.

9.4. Audited statements submitted by the organisation shall include details of:

- a. Funding received from exhibitors
- b. Funding received under MAI Scheme
- c. Funding received from other sources

*[the Executive Director or the nominated authority of the agency shall certify the details submitted]*

9.5. **Outcome Report:** The EPCs and Trade Bodies need to develop a mechanism for determining the expected output and outcome from an activity/event towards allowing the agencies to learn from their performance and demonstrate the results. The outcome report of an activity/event shall be a pointer towards the business trend providing the leads gained/ pursued by sellers. In respect of organising/participating in BSMs/fairs/exhibitions/shopping festivals, etc., the outcome report shall invariably include the number of Indian participants in the event (both with and without Government support). The Outcome Report should be submitted within 15 days from the date of conclusion of the activity/event, independent of submission of documents for settling the accounts. The proforma for online submission of the Outcome Report is at **Annexure-XI**.

9.6. **Submission of video clippings of event:** The EPCs/Trade Bodies should submit video clippings of the events, including stalls and its surroundings and ensure documentation of complete utilization of the Govt. grants. The EPCs can use webcam to record and submit the clippings electronically.

### **Monitoring of Market studies**

10.1. Database of all studies carried out during last 5 years, under the erstwhile MDA/MAI Scheme or any other Scheme of the Department of Commerce be maintained and uploaded on online portal of the Scheme. The EPL / TPD / E&MDA Divisions to coordinate for this purpose and ensure a category-wise list of proposals are provided in the intra-net of Department of Commerce for ready reference to all concerned.

10.2. Reports of studies would be shared with the line Ministries by the concerned Division immediately on completion of study. This would also cover MEA, where MEA is the line Ministry. Studies shall also be hosted on the Departmental portal by Division concerned.



## **Deputation of Officers**

11.1. The Government may depute an officer to get first hand feedback on the quality of participation, branding, etc., in some key events supported under the Scheme. Every officer deputed would submit a report in the format prescribed on return from the tour (**Annexure-XII**).

11.2. The officer should meet his counterpart in the Embassy of India in the country for one to one interaction on (i) feedback on the event and suggestions for improvements and (ii) General trade issues critical to that market which needs to be addressed by Department of Commerce.

11.3. The officer will have to coordinate with EoI for arranging an interaction at the level of the Head of the Mission with Buyers and Sellers participating in the event. This would be a collective B2B session mobilizing the Buyers and Sellers attending the event and shall be structured as part of the event activities in coordination with all stakeholders concerned.

## **Performance Evaluation**

12. The performance of each EPC / Trade Body will be assessed based on their performance on a number of activities undertaken by them. An indicative list of parameters to evaluate their performance is given below:-

- i. Ratio of export facilitation to export promotion activities;
- ii. Number of training, capacity building/Handholding services organised for exporters,
- iii. Sharing export market information and networking;
- iv. Use of Information and Communication Technologies in export facilitation and export promotion;
- v. Information, Education and Communication (IEC)
- vi. Initiative for inclusive and sustainable export (exposure provided to exporters/percentage of first-time participation of exporters to total members participation, etc.);
- vii. Ratio of new international destinations explored/market events to total destinations/market events abroad;
- viii. Number of foreign buyers participated in approved RBSMs;
- ix. Number of Indian exporters participated in approved RBSMs;
- x. Timely submission of outcome reports and other compliances related to MAI activities;
- xi. Preparation of annual strategic plan for facilitation and promotion of exports;
- xii. Display on the website of EPCs/Trade Bodies about MAI activities.

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**No.11020/9/2021- E&MDA  
Government of India  
Ministry of Commerce & Industry  
Department of Commerce  
E&MDA Section**

**New Delhi, the 19<sup>th</sup> July, 2021**

**Market Access Initiative (MAI) Scheme 2021**

**Annexures to the Guidelines**

All the eligible agencies are required to submit online application in the prescribed format for seeking MAI assistance under specific components. Under each of the components/items of expenditure for which MAI assistance is sought, the expected output and outcome should be clearly stated. The agencies are liable to furnish additional information/clarification, etc., in addition to the prescribed proforma as annexed hereunder.

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**Annexure-I**  
**(Para 2.1 of Operational Guidelines)**

**Online Form Sample**

**Application form for Activities listed at Sl.No.1 to 4 of table under para 7.3. of the Operational Guidelines of MAI Scheme**

<b>Sl. No.</b>	<b>Particulars</b>	<b>Information</b>
1.	Name of the Organization (Drop Down Menu)	
2.	Name of the activity	
3.	Name of the eligible component of MAI Scheme	
4.	Mode of the event	
4.1.	Give details: whether the event/activity is proposed to be held in physical setting, virtual mode or hybrid	
4.2	If in virtual mode, its details	
5.	City / Venue	
6.	Dates of the event ; From _____ to _____ (Calendar)	
7.	Certify that you have not obtained or applied for grants for the same purpose or activity from any other Ministry or Department of the Government of India or State Government.	
8.	Certify that you/ exporter / trader / company availing any of the provisions of the Scheme are not under investigation / charged / prosecuted / debarred / black listed under the Foreign Trade Policy of India or any other law relating to export and import business.	
9.	Are you the Lead organization for the event	Yes/No
10.	Partner Organization, Institution, if any along with its details	
11.	Whether due transparent process has been followed to associate partner organization or institution to implement the components/activities.	
12.	Proposed Activities (Drop Down Menu in accordance with items of expenditure under column3 of table under para 7.3 of Operational Guidelines)	
12.1	Any other component proposed with justification thereof	
13.	How the component(s) are proposed to be implemented	

14.	Expected Output from the event/activity			
15.	Expected Outcome from the event/activity			
16.	<b>Financials</b>			
	<b>Items of expenditure</b>	Estimated Expenditure (Rs. Lakhs)	MAI Assistance sought (Rs. Lakhs)	Admissible amount (Rs.lakhs)
17.	Whether availed assistance for the activity/project previously		Y/N	
18.	Total Number of events approved in past 3 years			
	Year	Number of activity/project conducted	of	Number of events with assistance of Grant in aid (Please specify under which Scheme)
19.	Details of previous 3 editions			
19.1	Financial			
	Year	Amount received under Grant in aid (Please specify under which Scheme)	Amount Spent under the Grant in aid)	Total expenditure incurred for the previous activity/project
19.2	Physical			
	Year	Name of the Activity/project	Output from the Activity/project	Outcome from the Activity/project

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**Annexure-II**  
**(Para 2.1 of Operational Guidelines)**

**Application Form for Market Research Study under MAI Scheme**  
**(Sl.No.5 of table under para 7.3 of the Operational Guidelines)**

Sl. No.	Particulars	Information
1.	Title of Study: (max 100 characters)	
2.	Organisation chosen for conducting the study	
2.1	Whether by nomination or selection by following GFR provisions	
2.2	In case by nomination, justification for the same (maximum 250 words)	
3.	Team proposed to be dedicated for the study and previous experience of the team members (not exceeding 500 characters. More details to be annexed)	
4.	Division/Line Department recommending the study	
5.	Objectives of the study (Maximum 150 words)	
6.	Brief details and justification for the study (Maximum 300 words)	
7.	Proposed Terms of Reference for the study	
8.	Duration of the study (Proposed start date and end date; proposed duration in months and days)	
9.	Methodology to be adopted for the study	
10.	Details of similar study/related subject conducted in the past 5 years (including year of study, organization which conducted, name of the Department which fully/partly funded the study, outcome of the study, etc.)	
11.	Financials	
11.1.	Estimated expenditure (Rs.Lakhs)	
11.2.	Funding required under MAI Scheme	
12.	Recommending Division's/Line Department's comments (Maximum 200 words)	
13.	MAI eligibility (under relevant provision of the Scheme)	
14.	Previous study undertaken by the Recommending Division in the past 5 years.	

**Note:**

- i. Detailed write-up, not exceeding two pages to be annexed separately with the application).
- ii. Detailed work experience of Team Members proposed to be attached separately (1 page)

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**Annexure-III**  
**(Para 2.1 of Operational Guidelines)**

**Online Form Sample**  
**Application form for Events Abroad under MAI Scheme**  
**(Sl.No.6 of table under para 7.3 of the Operational Guidelines)**

Sl. No.	Particulars	Information
1.	Name of the Organization (Drop Down Menu)	
2.	Name of the event	
3.	Name of the eligible component of MAI Scheme	
4.	Mode of the event	
4.1	Give details: whether the event/activity is proposed to be held in physical setting, virtual mode or hybrid	
4.2	If in virtual mode, its details	
5.	Sector / Commodity (Drop Down Menu)	
6.	Region/Country/City	
7.	Dates of the event: From _____ to _____ (Calendar)	
8.	Certify you have not obtained or applied for grants for the same purpose or activity from any other Ministry or Department of the Government of India or State Government.	
9.	Certify that you/ exporter / trader / company availing any of the provisions of the Scheme are not under investigation / charged / prosecuted / debarred / black listed under the Foreign Trade Policy of India or any other law relating to export and import business.	
10.	Have you availed of financial assistance in the past for this event?	Yes/No
10.1	If No - then proceed further	
10.2.	If Yes - How many time (if less than 3, then proceed, else stop)	
10.3.	More details to be captured from previous submitted Outcome reports	
11.	Are you the lead organisation for the event?	Yes/No
12.	Partner organisation, if any	
13.	Proposed activities —RBSM —Exhibition —Technical Seminars/Sessions —Meet of the Regulators —Session on NTBs —Any other (please specify)	

14.	Number of Indian Exporters and Foreign visitors expected			
15.	Expected Output from the event/activity			
16.	Expected Outcome from the event/activity			
17.	<b>Financials</b>			
	<b>Heads</b>	Estimated Expenditure (Rs. Lakhs)	MAI Assistance sought (Rs. Lakhs)	Admissible amount (Rs. Lakhs)
	Venue and organizing cost			
	Publicity			
	Air fare for Indian exhibitors			
	Others (please specify)			
18.	Whether availed assistance for the event/activity/project previously		Yes/No	
19.	Total Number of events approved in past 3 years			
	Year	Number of events approved	Number of events actually conducted	
20.	Details of previous 3 editions			
20.1		<b>MAI Assistance (Rs. In lakhs)</b>		<b>Total expenditure incurred for the event (Rs. In lakhs)</b>
	<b>Year</b>	<b>Approved</b>	<b>Received</b>	<b>Spent</b>
20.2	Physical			
	Year	Number of Indian Participants	Number of Foreign Buyers participated	Business Generated (Rs. Lakhs)
20.3	Is the event globally rated?		Y/N	
20.4	Details of products/sector	Name of Product		HS Code (8 digit)

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**Annexure-IV**  
**(Para 2.1 of Operational Guidelines)**

**Online Form Sample**  
**Application form for Events in India**  
**(Sl.No.7 of table under para 7.3 of the Operational Guidelines)**

Sl. No.	Particulars	Information
1.	Name of the Organization (Drop Down Menu)	
2.	Name of the event	
3.	Name of the eligible component of MAI Scheme	
4.	Mode of the event	
4.1	Give details: whether the event/activity is proposed to be held in physical setting, virtual mode or hybrid	
4.2	If in virtual mode, its details	
5.	Sector / Commodity (Drop Down Menu)	
6.	City / Venue	
7.	Dates of the event: From _____ to _____ (Calendar)	
8.	Certify you have not obtained or applied for grants for the same purpose or activity from any other Ministry or Department of the Government of India or State Government.	
9.	Certify that you/ exporter / trader / company availing any of the provisions of the Scheme are not under investigation / charged / prosecuted / debarred / black listed under the Foreign Trade Policy of India or any other law relating to export and import business.	
10.	Are you the Lead organization for the event	Yes/No
11.	Partner Organization, if any (All organisations) (Drop Down Menu)	
12.	Proposed Activities (Drop Down Menu)	
	<ul style="list-style-type: none"> <li>—RBSM</li> <li>—RBSM Special</li> <li>—Exhibition</li> <li>—Shopping Festival</li> <li>—Technical Seminars/Sessions</li> <li>—Meet of the Regulators</li> <li>—Session on NTBs</li> <li>—Any other (please specify)</li> </ul>	



13.	Number of participants			
13.1	Indian Exhibitors (State-wise) (Drop Down Menu)			
13.2	Foreign Buyers (Region wise break up) (Drop Down Menu)			
14.	Expected Output from the event/activity			
15.	Expected Output from the event/activity			
16.	<b>Financials</b>			
	<b>Heads</b>	Estimated Expenditure (Rs. Lakhs)	MAI Assistance sought (Rs. Lakhs)	Admissible amount (Rs.lakhs)
	Venue and organizing cost			
	Publicity			
	Air fare and hotel stay for foreign buyers			
	Others (please specify)			
17.	Whether availed assistance for the event/activity/project previously			Y/N
18.	Total Number of events approved in past 3 years			
	Year	Number of events approved	Number of events actually conducted	
19.	Details of previous 3 editions			
19.1	Financial			
	Year	MAI Assistance approved	Amount Spent	Total expenditure incurred for the previous event
19.2	Physical			
	Year	Number of Indian Participants	Number of Foreign Buyers	Business Generated (Rs.lakhs)

19.3	Is the event globally rated?	Y/N	
19.4	Details of products/sector	Name of Product	HS Code (8 digit)

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**Annexure-V**  
**(Para 2.1 of Operational Guidelines)**

**Online Form Sample**  
**Application for Reimbursement of expenditure incurred on Statutory**  
**Compliances**  
**(Sl.No.8 of table under para 7.3 of the Operational Guidelines)**

**A. To be provided by the EPC**

1. Covering letter
2. Details of individual exporter's claims
3. DGFT IEC DEL Status
4. Particulars of product registration and payment
5. Certificate by the EPC to the effect that the claim has been examined as per the MAI guidelines and DoC instructions and found to be in order
6. Details of the claims in the year
7. Details of the benefits availed in the past

**B. To be provided by the Company**

1. Application for the claim
2. Declaration by the company
3. Affidavit by the company
4. CA Certificate regarding expenses
5. CA Certificate regarding f.o.b. value of exports of the company
6. Copy of the certificate
7. Previous certificate if any
8. Invoices
9. Debit Notes
10. Receipts
11. Bank Transfer (SWIFT Copies)
12. Verification of exchange rates
13. Manufacturing license copies
14. Registration guidelines copies
15. Agreement between agent and the company

Note:-

Translated copies in English, wherever the documents are not in English, should be submitted.

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**Annexure-VI (a)**  
**(Para 2.2.1 of Operational Guidelines)**

Proforma for recommending Fresh Proposals by Divisions

Sl. No.	Particulars	Information
1.	Name of the recommending Division/ Department	
2.	Name of the Event or Activity, Place, Country and Date proposed to be held	
3.	Whether Priority Sector or not	
4.	Mode of the event (whether in physical setting, virtual or hybrid). Please state in detail	
5.	If in virtual mode, whether it is on own virtual platform or on rental or hired or on payment of fee for participation	
6.	Whether the agency seeking Grants-in-aid certified that it has not obtained or applied for grants for the same purpose or activity from any other Ministry or Department of the Government of India or State Government.	
7.	Whether the agency has certified that it is not under investigation / charged / prosecuted / debarred / black listed under the Foreign Trade Policy of India or any other law relating to export and import business.	
8.	Brief details of consultation with Indian Mission done, wherever applicable	
9.	Total number of participants proposed for the event	
10.	Expected output from the event/activity	
11.	Expected outcome from the event/activity	
12.	Expected business generation (Rs lakhs),	
13.	Whether similar proposals were recommended in the past (with details)	
14.	Remarks by the Recommending Division/Department	

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**Annexure-VI (b)**  
**(Para 2.2.1 of Operational Guidelines)**

**Proforma for recommending 2<sup>nd</sup> and Final Instalment Proposals by Divisions**

<b>Sl. No.</b>	<b>Particulars</b>	<b>Information</b>
1.	Name of the recommending Division/ Department	
2.	Name of the Event or Activity, Place, Country and Date held	
3.	Mode of the event (whether in physical setting, virtual or hybrid). Please state in detail	
4.	If in virtual mode, whether it is on own virtual platform or on rental or hired or on payment of fee for participation	
5.	Whether the agency seeking Grants-in-aid certified that it has not obtained or applied for grants for the same purpose or activity from any other Ministry or Department of the Government of India or State Government.	
6.	Whether the agency has certified that it is not under investigation / charged / prosecuted / debarred / black listed under the Foreign Trade Policy of India or any other law relating to export and import business.	
7.	Details of participants in events abroad	
7.1.	The approved total number of participants : in events abroad	
7.2.	Actual number of participants	
7.3.	Reason given by the agency for lesser number of participants	
8.	Whether the Commodity/Territorial Division/Line Department agrees with the reason. Please furnish details also.	
9.	Details of participants in RBSM/Special RBSM in India	
9.1.	Approved number of exporters in RBSM in India	
9.2.	Approved number of foreign buyers in RBSM in India	
9.3.	Reason given by the agency for lesser number of participants	
9.4.	Supporting documents in respect of the reason	

9.5.	Whether the Commodity/Territorial Division agrees with the reason. Please furnish details	
10.	<b>Achievement vis-à-vis expected output</b>	
11.	<b>Outcome vis-à-vis projected</b>	
12.	<b>Details of effectiveness of the event</b>	
13.	<b>Whether there is any case for imposing penalty/punitive cut for ineffective participation</b>	
14.	Brief details of consultation with Indian Mission done, wherever applicable (both pre-event and post event)	
15.	Total amount approved by the Empowered Committee	
16.	First Instalment released	
17.	Amount for which Utilisation Certificate furnished	
18.	Whether UC and supporting documents are complete in all respects	
19.	Amount expended by the agency for the event or activity	
20.	Prorata and punitive cut required to be imposed	
21.	Balance fund to be released to the agency	
22.	Amount to be refunded, if any, by the agency	
23.	Any other Remarks by the Recommending Division/Department	

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**Annexure-VII**  
**(Para 2.2.2 of Operational Guidelines)**

**Composition of the Sub-Committee of MAI Scheme.**

1. The composition of the Sub Committee of MAI Scheme, 2021 is as under: -

<b>Sl. No.</b>	<b>Designation</b>	<b>Position</b>
1.	Joint Secretary in charge of the Scheme in Department of Commerce (DoC)	Chairperson
2.	Joint Secretary, Economic Diplomacy Division, Ministry of External Affairs	Member
3.	Joint Secretary/Director/DS, Finance Division, DoC	Member
	For purpose of considering proposals relating to conduct of market studies, the following will be co-opted as additional members of the Sub Committee:	
4.	Economic Adviser (EPL-II), DoC	Member
5.	Joint Secretary, Trade Policy Division, DoC	Member
6.	Head, Centre for WTO Studies, IIFT.	

2. The Sub Committee may co-opt any member as and when required.

3. The Sub Committee will screen the proposals recommended by Divisions/Line Departments, and make its recommendations including recommendations to the Empowered Committee of the MAI Scheme. The Sub-Committee will meet as and when required.

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**Annexure-VIII**  
**(Para 2.5 of Operational Guidelines)**

**Agency-wise distribution for services / commodities for funding under the MAI Scheme**

<b>Organization</b>	<b>RBSM</b>	<b>Services</b>	<b>Commodities</b>
ASSOCHAM	Agri / Fisheries / Processed Food / Agri-Tech (Africa)	Nil	<ul style="list-style-type: none"> <li>• Agri / Marine / Food (with TPCI)</li> <li>• Agri-Tech</li> <li>• Plastics</li> <li>• Electricals &amp; Electronics</li> <li>• Defence &amp; Homeland Security (with ICC)</li> </ul>
CII	Project Export (Africa)	<ul style="list-style-type: none"> <li>• Education</li> <li>• Entertainment</li> <li>• Hospitality &amp; Tourism (with PHDCCI)</li> </ul>	<ul style="list-style-type: none"> <li>• Project Exports</li> <li>• Engineering</li> <li>• Construction / Building material</li> </ul>
FICCI	<ul style="list-style-type: none"> <li>• Technotex</li> <li>• Plantation</li> <li>• Ayush services</li> </ul>	Healthcare	<ul style="list-style-type: none"> <li>• Textile machinery (with ICC)</li> <li>• Textiles / Healthcare</li> </ul>
ICC	Technotex	Nil	<ul style="list-style-type: none"> <li>• Energy / Power</li> <li>• Defence &amp; Homeland Security (with ASSOCHAM)</li> <li>• Textiles</li> <li>• Renewable Energy</li> </ul>
PHDCCI	IMTOS (Engg)	Hospitality & Tourism (with CII)	<ul style="list-style-type: none"> <li>• Gifts / Homeware / Travel / Beauty / Wellness</li> <li>• Printing &amp; Packaging</li> </ul>
TPCI	Food Show	Nil	<ul style="list-style-type: none"> <li>• Chemicals</li> <li>• Telecom / IT</li> <li>• Organic Food</li> </ul>
FIEO		Logistics & Professional Services	- Multi-products
ITPO		Nil	- Multi-products

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**Annexure-IX**  
**(Para 3.3.1 of Operational Guidelines)**

**Guidelines for Joint Participation in MAI Events/Activities**

**Role of Lead Agency**

- i. Hiring of total space after ascertaining the requirement from the other agencies involved.
- ii. Common design of pavilion / booth / fascia etc. as also branding, as decided by Department / IBEF in consultation with other agencies.
- iii. Consultation and coordination with the Indian Missions abroad concerned acting as single point of contact for soliciting support and cooperation. Such consultation and coordination would be held well in advance before the event. Post event consultation would also be held.

**Combined responsibility of all agencies**

- i. Ensure that participation is made in the name of India and marketed as a single event.
- ii. Submission of documents including of accounts, outcome report, etc., to be submitted individually, as per jointly decided participation term and as approved by Department.
- iii. Ensure that India brand / image is clearly visible during the course of the event (*not to market / project individual pavilion separately*)

**Individual responsibility of agencies**

- i. Commitment in writing for required space in advance to the lead agency for hiring of space.
- ii. Decide uniform pattern of fund mobilization from participants irrespective of agency and ensure transparency.
- iii. Resolve all issues amicably. If necessary, meetings be done with concerned Division in the Department of Commerce.
- iv. Ensure that accounts are finalized within two months of the event individually as per guidelines laid down. Individual agency is free to intimate the Department about finalization of their individual accounts separately.
- v. Take responsibility for space / number of participants committed (*penal cut, if any shall be on individual agency for the respective space / participants*).
- vi. Accounts shall be maintained by the agency concerned (*EPC*) and included in the accounts submitted to the Department of Commerce as per the Scheme provisions in vogue.

**Note:**

*Department would issue one formal approval and sanctioned amount shall be released to individual agencies / lead agency as may be agreed upon by the partners of the event with copy to each of the participating/lead agency.*

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**Annexure-X**  
**(Para 5.4. of Operational Guidelines)**

**Indicative List of Organisations for conducting studies under MAI Scheme**

<b>Sl. No.</b>	<b>Name of the Organisation</b>
1	All IIMs
2	IIT Kanpur
3	IIT Kharagpur
4	National Law Universities
5	Exim Bank
6	ICRIER
7	IIFT (including CWTOS)
8	IL&FS
9	Institute of Economic Growth (IEG)
10	ISID
11	NCTI
12	RIS
13	Administrative Staff College, Hyderabad
14	NCAER
15	NIPFP
16	IGIDR, Mumbai
17	Gokhale Institute, Pune
18	Centre for Policy Research, New Delhi
19	Cochin University of Science and Technology (CUSAT)
20	Indian Collective in Support of Fish-workers
21	Centre for Development Studies, Trivandrum
22	Madras Institute of Development Studies, Chennai
23	CSIR

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**Annexure-XI**  
**(Para 9.5. of Operational Guidelines)**

**Online Form Sample**

**Performa for furnishing Outcome Report**

<b>Sl. No.</b>	<b>Particulars</b>	<b>Information</b>
1.	Name of the event	
2.	Date of event	
3.	Mode of the event (whether in physical setting, virtual or hybrid). Please state in detail	
4.	If in virtual mode, whether it is on own virtual platform or on rental or hired or on payment of fee for participation	
5.	Name of the city/country where the activity/event was held	
6.	Brief description of the EC approval	
7.	MAI assistance approved	
8.	MAI Assistance received ((Rs. Lakhs) with details of sanction letter	
9.	Remaining amount pending for release (Rs. Lakhs)	
10.	Brief Description of activity/event held	
11.	If it is an export facilitation activity/event what was the output achieved vis-à-vis projected	
12.	What was the outcome of the export facilitation activity/event vis-à-vis projected	
13.	If it was an export promotion activity/event what was the output achieved vis-à-vis projected	
14.	If it was an export promotion activity/event what was the outcome achieved vis-à-vis projected	
15.	Details of Participants (export facilitation activity/event) <b>Evidence of of actual participation in the virtual event is to be attached</b>	
16.	Details of Indian participations (export promotion activity/event)	
16.1.	Number of Indian participants	
16.2.	Brief Profile of each participant along with Import Export Code (IEC) number	To be annexed
	Feedback from the participants	
17.1.	Positive response	
17.2.	Suggestions/improvements indicated	
18.	Details of Buyers/Visitors	
18.1.	Number of visitors/foreign buyers	
18.2.	Brief profile of visitors/buyers	

18.3.	Feedback from the visitors/foreign buyers (in brief)	
19.	Business Generated	
20.	Number of enquiries received	
21.	Number of MoUs signed	
22.	Number of MoUs under negotiation	
23.	Total Number of Orders booked	
24.	Total value of Orders booked (In US\$)	
25.	Brief Note on export potential of the country/product (as per industry feedback)	
26.	Outcome analysis by the EPC/Trade Body (reflecting the achievement and trade benefits, failure, best practice, innovations, etc)	
27.	Details of the digital recording of the event (indicating the date and time) attached	Digital Recording (colour) to be attached along with the Outcome Report

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**Annexure-XII**  
**(Para 11.1 of Operational Guidelines)**

**Format for Reporting by the Officer deputed by Department of  
Commerce for overseeing the events abroad**

**Name and Designation of the Officer  
deputed** \_\_\_\_\_

**Name of the Division/Line**

**Department** \_\_\_\_\_

**Date of visit: From** \_\_\_\_\_ **To** \_\_\_\_\_

Sl. No.	Particulars	Information
1.	Name of the event visited	
2.	Name of the city/country where event held	
3.	Date of the event	
4.	Name of the agency that organized the event	
5.	Brief description of the event	
6.	Periodicity of event (Annual/Bi-annual/others)	
7.	Sectors/product covered in the event (not more than 30 words)	
8.	Size of the India Pavilion (Sq.mtr.)	
9.	Total number of Indian exhibitors	
10.	Brief description of items exhibited	
11.	Total number of visitors in the event	
12.	Observation about the quality and effectiveness of the event	
13.	Whether the agency which conducted the event has consulted Indian mission before event	
14.	Name of the Indian Mission official who visited the India Pavilion for inauguration of the event/interaction in the events	
15.	Comments on the overall quality of booths	
16.	Comments on the quality of samples displayed	
17.	Details of pre-event publicity done	
18.	Feedback of the participating Indian exporters	
19.	Seminar/interactive meets organized on the sidelines of the event	
20.	Best practice/innovation noted during the event (either from the Indian side or in the pavilions of other countries)	
21.	Whether repeat participation of the exporters recommended	<b>Yes/No</b>

22.	Whether repeat participation of the agency that organized/participated in the event recommended	<b>Yes/No</b>
23.	Critical observations in r/o joint events ( <i>more than one agency participating</i> )	
23.1	Whether Department of Commerce guidelines for joint events being complied in general:	<b>Yes/No</b>
23.2	Coordination among the agencies	<b>Satisfactory/ Good/ Poort</b>
23.3.	Quality and standard of branding	

**Summary of observations of the officer**

*(not more than 100 words)*

*Note:*

1. *Officer is expected to interact extensively with participants and visitors to the booths.*
2. *Observations on participation of other countries to be kept in view while making observations.*

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