



**MARKETING DEVELOPMENT ASSISTANCE SCHEME  
(REVISED GUIDELINES W.E.F. 01.04.2006)**

Export promotion continues to be a major thrust area for the Government. In view of the prevailing macro economic situation with emphasis on exports and to facilitate various measures being undertaken to stimulate and diversify the country's export trade, Marketing Development Assistance (MDA) Scheme is under operation through the Department of Commerce to support the under mentioned activities :

- (i) Assist exporters for export promotion activities abroad.
- (ii) Assist Export Promotion Councils (EPCs) to undertake export promotion activities for their product(s) and commodities
- (iii) Assist approved organizations/trade bodies in undertaking exclusive non-recurring innovative activities connected with export promotion efforts for their members.
- (iv) Assist Focus export promotion programmes in specific regions abroad like FOCUS (LAC), Focus (Africa), Focus (CIS) and Focus (ASEAN + 2) programmes.
- (v) Residual essential activities connected with marketing promotion efforts abroad.

Assistance to individual exporters for export promotion activities abroad – Participation in EPC etc. led Trade Delegations/BSMs/Trade Fairs/Exhibitions :

- (i) Exporting companies with an f.o.b. value of exports of up to **Rs. 15 crore** in the preceding year will be eligible for MDA assistance for participation in trade delegations/BSMs/fairs/exhibitions abroad to explore new markets for export of their specific product(s) and commodities from India in the initial phase. This will be subject to the condition that the exporter is having complete 12 months membership with concerned EPC etc. and filing of returns with concerned EPC/organisation regularly. **However, this condition would not apply in case of a new EPC for a period of 5 years from the date of its creation.**
- (ii) Assistance would be permissible on travel expenses by air, in Economy Excursion Class fair and/or charges of the built up furnished stall. This would, however, be subject to an upper ceiling mentioned in the table per tour.

<i>S. No.</i> <i>(1)</i>	<i>Area/Sector</i> <i>(2)</i>	<i>No. of visits</i> <i>(3)</i>	<i>Maximum Financial ceiling per event</i> <i>(4)</i>
1.	<b>Focus LAC</b>	1	<b>Rs. 1,80,000</b>
2.	<b>FOCUSAFRICA (including WANA Countries)</b>	1	<b>Rs. 1,50,000</b>
3.	<b>FOCUS CIS</b>	1	<b>Rs. 1,50,000</b>
4.	<b>FOCUSASEAN+2</b>	1	<b>Rs. 1,50,000</b>
5.	<b>General Areas</b>	1	<b>Rs. 80,000*</b>
<b>TOTAL</b>		<b>5</b>	<b>General Areas</b>

The participation of individual companies in the above activities shall be subject to the following conditions :

- (1) For EPC etc. led Trade Delegations/BSMs only air-fare by Economy Excursion Class up to a maximum of **Rs. 70,000 (Rs. 1,00,000 in case of Focus LAC)** shall be permissible. For participation in Trade Fairs/Exhibitions reimbursement shall be permissible subject to ceilings mentioned in the column 4 in the above table.



EEPC INDIA

## Domestic Information



- (2) Maximum number of permissible participations shall be five in a financial year as indicated in above table (No travel grant is permissible for visit to General Areas).

However, for priority sectors, having large employment generation potential, viz. Agriculture including food items, Handicrafts, Handlooms, Carpets, Leather & Minor Forest Produce including LAC, 2 (two) participations in General Areas would be admissible with the assistance of Rs. 1,50,000 for each participation. The exporters availing of assistance under this provision would, however, be in addition to these participations, eligible for only any 2 Focus Area participations.

- (3) Assistance shall be permissible to one regular employee/director/partner/proprietor of the company. Assistance would not be available to exporter of foreign nationality or holding foreign passport.
- (4) Intimation application must be received in the concerned EPC etc. with a minimum of 14 days clear advance notice excluding the date of receipt of application in the office of the concerned organization and the date of departure from the country.
- (5) The company 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.
- (6) **Member-exporters of EPCs etc. would also be eligible for MDA assistance for participation in events organized by ITPO abroad. Their applications/claims would be routed/reimbursed through concerned EPC etc.**
- (7) Maximum MDA assistance shall be inclusive of MDA assistance received from all Govt. bodies/FIEO/EPCs/Commodity Boards/Export Development Authorities/ITPO etc.
- (8) A Maximum of three participations in a particular trade fair/exhibition would be eligible for MDA assistance and exporting companies after availing assistance three times including past cases for a particular fair/exhibition, have to participate in that fair, if any, on self-financing basis.

### DOCUMENTATION FOR REIMBURSEMENT OF ASSISTANCE TO EXPORTERS

- (i) Intimation application in *Annexure I* duly completed and signed shall be submitted by the exporter to the concerned EPC etc. giving clear 14 days advance notice. Intimation and the application must be sent electronically by E-mail also.
- (ii) **Concerned Organization (FIEO, EPC etc.) on receipt of intimation shall immediately issue acknowledge receipt.** Thereafter they will examine and issue approval letter to the exporter preferable within 5 working days of the receipt of the intimation, in the prescribed format (*Annexure-II*).
- (iii) Claim along with the declaration duly completed **and the Certificate [as per Annexure IV] duly signed by a Chartered Accountant** shall be submitted by the exporter to the concerned Organization (FIEO), EPC etc.] in the prescribed format (*Annexure-III*) along with under mentioned papers immediately on return to India after completion of the activity but positively within 45 days of their return to India :
- Details of activity undertaken earlier with MDA assistance to the same country/countries.
  - Legible photocopy of passport highlighting the entries about departure from and arrival into India and also the countries visited. In case, passport does not have arrival/departure dates regarding visits to various countries, some documentary evidence such as Hotel Bills, Boarding Pass, Lodging Pass etc. be submitted.
  - Original air ticket/jacket used during the journey. If original air ticket/jacket is lost, a legible photocopy of the same along with a certificate from the concerned airline indicating following may be sent :
    - (a) Name of the Traveller
    - (b) Ticket Number
    - (c) Flight No.
    - (d) Date of Departure from India
    - (e) Sectors/Countries Visited
    - (f) Class in which travelled
    - (g) Economy Excursion Class Fare for Sectors/Countries Visited
  - Self certified f.o.b. value export figures during the last three financial years, year wise.
  - Brief report about the activity participated and achievements made.



- (iv) Claim forms duly filled in and complete in all respects must be submitted to the concerned EPC, FIEO etc., within 90 days of return to India. However, claims submitted within 30 days from the expiry of the 90 days period may be entertained by or wherein the deficiencies in the claim as intimated by the concerned EPC, FIEO etc., with 10% deduction. The claims which are submitted after 120 days of return to India shall not be entertained under any circumstances. Any deficiencies in the claim as intimated by the concerned EPC, FIEO etc., must be completed within 30 days of the date of directions given in this regard failing which the claim shall stand rejected without any further intimation or reminder in this regard by the concerned EPC, FIEO etc.

*Annexure - I*

**Application Form For Marketing Development Assistance  
For participation in Trade Fair/Exhibition/BSM/Trade Delegation Abroad**

Ref. No. \_\_\_\_\_

Date \_\_\_\_\_

01. Name of the firm with full address.	IEC No. _____
02. EH/TH Certificate	No. & Date _____ Valid upto _____
03. FOB value of exports during the last financial year	(Rs. in crores)
04. Particulars of Fair/Exhibition/BSM/Trade Delegation	Name of event : Place : Country : From _____ To _____
05. Particulars of visit	Date of departure from India Date of arrival in India
06. Details of proposal(s) already submitted in the same financial year	
07. Details of earlier participations in the same event with MDA assistance	
08. Name and designation of the person going abroad	

Place :

Date :

Signature



**SAMPLE APPROVAL LETTER**

**(To be issued by FIEO/EPC/Commodity Board/APEDA/MPEDA)**

No. \_\_\_\_\_

Date \_\_\_\_\_

Dear Sir(s)

**Sub : MDA Assistance**

Ref : Your Application No. .... Dated .....

We are glad to inform you that your above mentioned application received on has been registered and the approval is hereby accorded subject to fulfilling relevant conditions mentioned in MDA Code (February, 2004) and also subject to the approval from the MDA Committee of the Department of Commerce, Government of India, New Delhi at the final stage after submission of claim by your company.

2. You can proceed with the planned activity subject to fulfilling the applicable conditions mentioned in the MDA Code (February, 2004). As per the MDA guidelines, you are required to submit claim within three months of return back to India after completion of the activity. However, we advise you to file your claim immediately on your return from the tour with the following documents :

- Prescribed Claim Form duly completed and properly authenticated.
- Self-certified copy of Export/Trading House Certificate, if applicable.
- Self-certified copy of SSI Registration Certificate issued by the concerned Director of Industries, if applicable.
- Legible photocopy of passport highlighting the entries about departure from and arrival in India and also the countries visited. In case passport does not have arrival/departure dates regarding visits to various countries, some documentary evidence such as Hotel Bills, Boarding Pass, Lodging Pass etc.
- Original air ticket/jacket used during the journey.

If air ticket/jacket is lost, a legible photocopy of the same along with a certificate from the airline indicating following may be sent :

- (a) Name of the Traveller
- (b) Ticket Number
- (c) Flight No.
- (d) Date of Departure from India
- (e) Sectors/Countries Visited
- (f) Class in which travelled
- (g) Fare in Economy Excursion Class for Sectors/ Countries Visited.
  - Self certified FOB value export figures during the last three financial years, year wise.
  - Self certified copies of receipt, bank advice etc. evidencing payment made towards stall charges, water & electricity (for fair/exhibitions only).
  - Waiver Certificate from ITPO, EPC etc. if participated in a fair/exhibition wherein national participation was organised by ITPO, EPC etc. (for fair/exhibition only).
  - Details of past activities for same event.
  - Brief report on the activity undertaken and achievements.

3. On receipt of your claim, the case will be considered and grant will be reimbursed as per MDA guidelines.

Thanking you,

Yours faithfully,



**Claim Form for Marketing Development Assistance for  
Participation in Trade Fairs/Exhibitions/BSM/Trade Delegation abroad**

Ref. No. \_\_\_\_\_

Date \_\_\_\_\_

01 Name of the firm with full address	IEC NO.
02 Approval letter No. and date	
03 F.O.B. value of exports during the last financial year	Rs. in crores
04 Particulars of event	Name : City : Country : Duration of fair From _____ To _____
05 Date of actual departure from India.	_____ (please attach self certified photocopy of passport duly highlighting date of departure).
06. Date of actual arrival in India.	_____ (please attach self certified photocopy of passport duly highlighting date of arrival).
07 Name & Designation of person who attended the event.	
08 No. of proposals already submitted in the same financial year.	
09 Details of participations made with MDA assistance in the past in the same event.	
10 Whether assistance availed from other Govt. Bodies/EPCs/ Commodity Boards/APEDA/MPEDA/ITPO etc. for the activity under reference ?	Yes/No (If yes, please give full details)
11 Expenditure incurred (a) Actual return air fare by Economy Excursion Class (b) Actual expenditure incurred on stall, decoration, water & electricity charges.	Rs. _____ Rs. _____ (Please attach original air ticket/jacket used during the journey along with self certified photocopies of receipt, bank advice etc. evidencing payment made)
12 Amount claimed	Rs. _____



### Undertaking and Declaration

I/We hereby solemnly undertake/declare that the particulars stated above are true and correct to the best of my/our knowledge and belief.

No other application for claiming assistance for this participation and/or travel cost has been made or will be made in future against purchase covered by the application.

Any information, if found to be incorrect, wrong or misleading, will render us liable to rejection of our claim without prejudice to any other action that may be taken against us in this behalf.

If as a result of scrutiny any excess payment is found to have been made to me/us, the same may be adjusted against any of the subsequent claims to be made by my/our firm or in the event no claim is preferred, the amount overpaid will be refunded by me/us to the extent of the excess amount paid.

Signature :

Name in Block Letters :

Designation :

Place : Name of the Applicant Firm :

Date : Company Seal :

*Annexure - IV*

### Chartered Accountant Certificate

I/We hereby confirm that I/We have examined the claim papers, books of account and the prescribed documents in respect of the claim of M/s. .... and hereby certify that :

- (i) The participant is regular employee/director/partner/proprietor of the company.
- (ii) Participation is as per the maximum permissible participations under the MDA Scheme.
- (iii) Minimum of 14 days clear advance notice had been given to the concerned EPC/Trade Body.
- (iv) The participant company/firm/concern is not under investigation/charged/prosecuted/debarred/black listed under Foreign Trade (Development & Regulation) Act, 1992, FEMA, Customs Act, 1962.
- (v) The total number of participations in this particular trade fair/exhibition is not exceeding three.
- (vi) The date of return to India is within 45/90 days of the date of making this application.
- (vii) The f.o.b. value export figures during the last financial year is less than Rs. 15 Crores.
- (viii) It has been ensured that the information furnished is true and correct in all respects, no part is false or misleading and no relevant information has been concealed or withheld.

Neither I/We nor any of our Partners is a Partner/Director or an employee of the above named entity or its associated concerns.

I fully understand that any submission made in this certificate if proved incorrect or false, will render me/us liable to face any penal action or other consequences as may be prescribed in the law or otherwise warranted.

Signature & Stamp/Seal of the Signatory \_\_\_\_\_

Name \_\_\_\_\_

Membership No. \_\_\_\_\_

Full Address \_\_\_\_\_

Name and Address of the Institution where registered.

Date :

Place :