

No. 11/197/2016-E&MDA
Government of India
Ministry of Commerce & Industry
Department of Commerce

Udyog Bhawan, New Delhi.
Dated: the 16th February, 2018

To

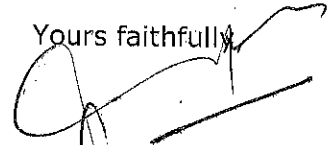
1. The Executive Director / Secretary of All Export Promotion Councils/FIEO/ITPO
2. Director General, CII and Secretary General, FICCI, ASSOCHAM, ICC Kolkata, ACMA, NCRMI, MPLUN, PHD Chamber of Commerce.
3. Chairman, APEDA.

Subject: Revised Market Access Initiative Scheme- Reg.

Sir / Madam,

I am directed to forward herewith a copy of the Market Access Initiative Scheme, 2018 for information and necessary action. It is also being uploaded on the website of Department of Commerce.

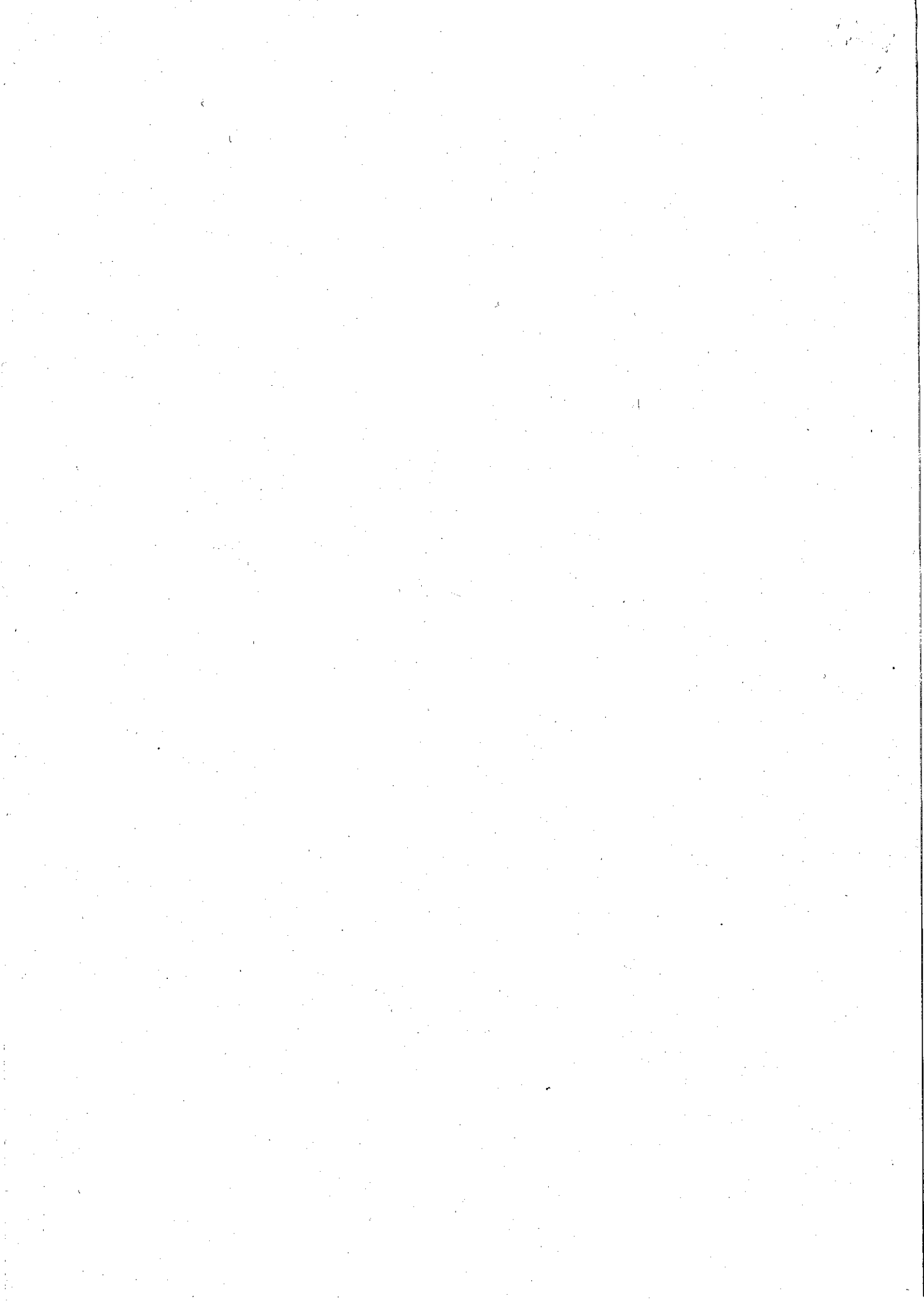
Yours faithfully,



(Raj Kamal)
Director
☎ 2306 1090

Copy to:

1. PSO to CS
2. PPS to AS&FA
3. All Additional Secretaries, DOC
4. All Joint Secretaries in DoC / Joint Secretary, Exports, M/o Textiles.
5. All Territorial / Commodity Divisions, DoC.
6. JS (ITP), Ministry of External Affairs
7. Head, CWTOs
8. Plan Finance - II Division, Dept. of Expenditure
9. Project Appraisal & Management Division, NITI Aayog



**No.11/197/2016-E&MDA
Government of India
Ministry of Commerce & Industry
Department of Commerce
E&MDA Section

New Delhi, the 16th February, 2018

MARKET ACCESS INITIATIVE SCHEME, 2018

1. **Objective:** A scheme to play catalytic role for promoting exports and addressing interventions required by India for exploring new markets and promoting export oriented activities for commodities and services.

2. **Scope:** To provide financial support to eligible agencies for undertaking various market access initiatives delineated in the Scheme including any direct/indirect activities for marketing, market research, capacity building, branding and statutory compliances in importing markets. The Scheme envisages to cover the scope of both the erstwhile Market Access Initiative Scheme and Marketing Development Assistance Scheme.

3. **Operation of the Scheme**

3.1 **Eligible Agencies:** Unless otherwise specified under a specific provision, the scheme is open to the following Organisations/Agencies:

- Departments of Central Government and Organization of Central/ State Governments including Indian Missions abroad
- Export Promotion Councils
- Registered Trade Promotion Organizations
- Commodity Boards under the Department of Commerce
- Apex Trade Bodies recognized under Foreign Trade Policy of Government of India
- Recognized Industrial & Artisan Clusters
- Individual Exporters (only where specifically indicated)
- National Level Institutions (e.g. Indian Institute of Technologies (IITs), Indian Institute of Management (IIMs), National Institute of Designs (NIDs), NIFT etc.) Research Institutions/ Universities/Recognized laboratories, etc.

3.2. Criteria for Sanction

3.2.1 Market Access Initiatives (MAI) Scheme is based on Market – Product/ Services approach and the eligible agencies should submit a comprehensive project for market access on the basis of scientific analysis for gaining market access under the various provisions of the scheme.

3.2.2 To maximize the benefits of participation in international fairs and exhibitions, such efforts should be linked with effective publicity campaign, seminars, buyers-sellers meets etc.

3.2.3 Project proposals consisting of eligible activities under the scheme would be submitted to Department of Commerce by the Eligible Agencies as per procedure notified from time to time.

3.3. Scrutiny and Sanctions

3.3.1 There shall be an Empowered Committee (E.C.) which will consider and approve the proposals. The E.C. will also monitor the implementation of the sanctioned proposals. The 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.

3.3.2 The EC shall, from time to time, issue instructions/guidelines for administration of the Scheme. A copy of Scheme guidelines is at APPENDIX to the Scheme.

3.3.3 The composition of the Empowered Committee shall be as under:

- | | |
|--|--------------------|
| • Commerce Secretary | – Chairman |
| • Director General, DGFT | – Member |
| • Addl. Secy. & Financial Advisor, DoC | – Member |
| • Director, Indian Institute of Foreign Trade | – Member |
| • Representative of Secretary, MEA | – Member |
| • Representative of Niti Aayog | – Member |
| • Economic Advisor, Department of Commerce | – Member |
| • Representative of Secretary, M/o MSME | – Member |
| • Joint Secretary, Administrative Division for MAI, DoC | - Convener |
| • Jt. Secretaries of Commodity/ Territorial Divisions in DOC/MOT | – Special invitees |

3.3.4 The 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, as may be notified in the guidelines.

3.3.5 E&MDA Division, Dept. of Commerce, will co-ordinate the work related to the Scheme and liaise with Eligible Agencies for release and utilisation of the sanctioned funds.

4. Level of Assistance:

4.1 The funding for each project will be on cost-sharing basis with the sharing pattern ranging from 65% to 50% at the minimum. However, the Empowered Committee may consider enhancement or curtailment of the sharing pattern to permit for territorial or product focus announced in the FTP.

4.2 The assistance shall be admissible for the following components:

Sl. No.	Component	Eligible items of expenditure
1.	Organising/ participating in Fairs/ Exhibitions/ Buyer Seller Meets abroad	(i) Venue Cost, including organising expenses (ii) Publicity cost for the event (iii) Cost of catalogue/ printed and digital material (iv) Translation and Interpreters charges (v) Reimbursement of air-fare to exporting companies with an f.o.b. value of exports below a notified threshold. (vi) Expenditure towards freight charges for exhibits (vii) Any other specific component approved by the Empowered Committee.
2.	Organising Reverse Buyer Seller Meets [Made in India Shows]	(i) Venue Cost, including organising expenses (ii) Publicity cost for the event (iii) Cost of catalogue/ printed and digital material

		<p>(iv) Translation and Interpreters charges</p> <p>(v) Cost of air travel and hotel stay for foreign visitors</p> <p>(vi) Any other specific component approved by the Competent Authority.</p>
3.	Opening of Showrooms, Warehouses and Marketing Offices abroad and display in International Departmental Stores	<p>(i) Lease/ rental charges of property for setting up of showrooms/ warehouses/ marketing offices abroad for specific markets;</p> <p>(ii) Cost of setting up of showrooms/ warehouses</p> <p>(iii) Rental charges of display space at international Departmental Stores or local distribution networks</p>
4.	Publicity Campaign and Cataloguing	<p>(i) Publicity campaigns for Commodities/ Services in identified markets through various means</p> <p>(ii) Catalogues of global standards for identified Commodities/ Services for use in the markets of focus</p>
5.	Research and Product Development	<p>(i) Modernizing and upgrading facilities for developing commodities of high technology value as per evolving trends in the global markets</p> <p>(ii) Fees/ hiring charges for Technical Experts/Consultants/ Designers associated for such a project (The consultation/ coordination charges not to exceed 2% of the project cost.).</p>
6.	Capacity building for upgradation of quality	Support for setting up of Quality Certification Labs, Common Facility Centres, Design Centres in existing or upcoming hubs of Commodity/ Services sectors.
7.	Capacity building of exporters	(i) Developing study material

		<p>(ii) Organising training programmes for the trainers and exporters, including seminars/ workshops, etc.</p> <p>(iii) Hiring consultants/ designers/ technical experts in the export market for facilitating negotiations/ product modifications as per local requirements</p>
8.	Statutory compliances in the buyer country	<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 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 EEPC India) which require mandatory testing abroad for exports</p> <p>(vii) Regulatory requirements for Services Sector</p>
9.	Anti-Dumping, Anti-Money laundering and other investigations/ compliances	<p>Cost on contesting litigation (s) in the exporting market concerning restrictions/anti-dumping duties/CVD/SG duty cases, as also Anti Money laundering Law compliances etc. on particular product (s) of Indian origin</p>

10.	Developing Foreign Trade Facilitation Portals	Creation of Trade Facilitation Portals for gathering market specific, product/ Services specific trade information
11.	Market Studies	(i) Market/ Product related studies aimed at facilitating greater market access (ii) Export potential surveys for State (iii) Studies relevant to JSG/ FTA/ RTA/ WTO along with other studies relevant for bilateral or multilateral foreign trade (iv) Any other study to further objective of the Scheme.
12.	Any other activities, not specified in the Scheme	As specified by the Empowered Committee and consistent with scope and objective of the Scheme.

4.3 The quantum of assistance shall be as notified from time-to-time in the guidelines.

5. Changes in Guidelines

5.1 Changes in approved Guidelines, if any, 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.

6. Monitoring and Review

6.1 To guide the Department/Implementing agencies for optimal utilisation of available resources, monitoring and evaluation of sanctioned projects would be undertaken. M&E would be designed and implemented in collaboration with reputed institutions, such as IIFT, NCAER, ICRIER, IIMS, IITs, etc.

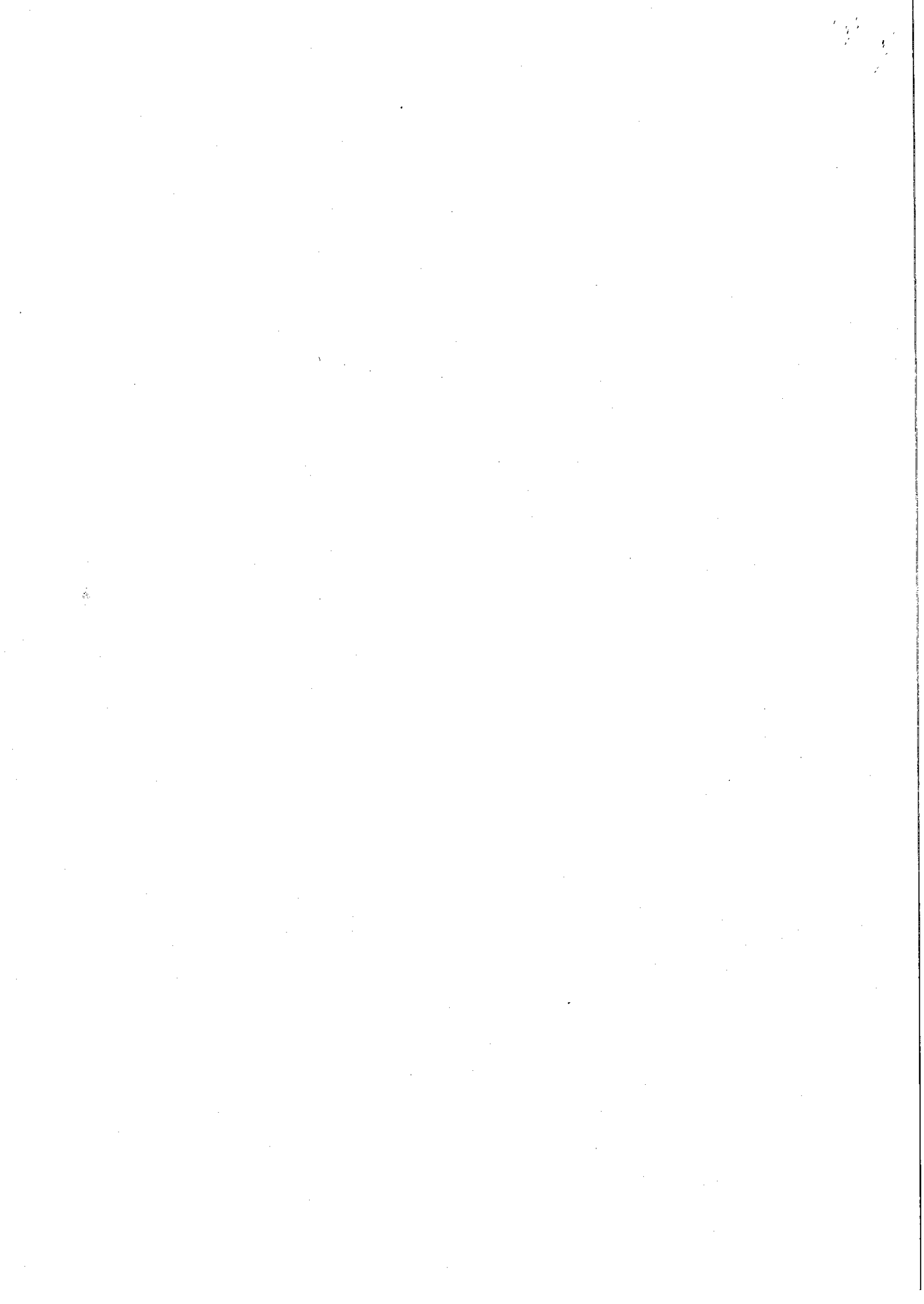
6.2 The Empowered Committee shall periodically review the progress of the scheme, to ensure achievements of the objectives of the scheme and may lay down guidelines for administering the Scheme from time to time. The Committee may authorize an outside agency to undertake physical verification of projects as may be decided on annual basis, to ensure that the principles of canons of financial discipline are maintained and assets created are duly maintained.

6.3 The Eligible Agencies shall submit such reports and such information as is prescribed by Empowered Committee in the Guidelines and/or through executive instructions.

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

7. Scheme Validity

7.1 The Scheme is valid up to 31.03.2020.



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E&MDA Division

Udyog Bhawan, New Delhi
Dated the 16th February, 2018

Guidelines for funding under the MAI Scheme

Part I: General Guidelines for Submission of Proposals

- 1.1 **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 concerned Commodity/Territorial Division. This will apply to all proposals including those for Market Studies. [Online forms for obtaining applications are at Annexures - I-III.]
- 1.2 **Examination of proposals:** The proposals be examined first by the concerned Commodity/Territorial Division. Proposals related to Services Sector shall be routed through the Services Export Division. Thereafter, the Sub-Committee(s) [SC], 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]. Constitution of the Sub-Committee is at Annexure-IV. The Sub-Committee and Empowered Committee can also take up any proposal suo moto.
- 1.3 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.
- 1.4 **Consultation with Embassies:** The Embassies concerned should be involved in this exercise from the beginning itself so that the event can be made successful under the India brand. The concerned Territorial Division in DoC has been given the mandate for this and agencies concerned shall liaise with concerned officers in the Territorial Division.
- 1.5 **Product specialization:** For participation in Events abroad and Made in India Show (RBSM), the Trade Organizations, other than EPCs, would also be expected to develop their core competence on such verticals / markets by developing expertise within the organization. [Organisation-wise commodity/ services verticals decided is at Annexure-V].

- 1.6 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 trade organizations.
- 1.7 State specific events would be discouraged, unless the content justifies participation from national level importance.
- 1.8 Long Term Plan: Territorial Divisions, in consultation with Commodity Divisions, will prepare a calendar for three years to five years for participation in the events in the region, keeping in view the need to rotate the events as also to tap new markets. There would be a concerted effort to identify new events in a sector based on joint due diligence.
- 1.9 Branding: Branding for facia etc. of participants is being designed by IBEF as part of the DoC initiative and it shall be mandatory for all participants/organisations in Govt. funded events to brand India according to templates specified by IBEF. EPCs / Trade Bodies need to gear up to such branding and try to ensure that this is replicated for all other events of national importance.
- Branding for Core and major events will be done by IBEF and for such branding, MAI can supplement the resources of IBEF, if needed (to be reviewed annually).
- 1.10 Conflict of interest: For any contract awarded by the management, to avoid any controversy and have transparency in awarding contracts to agencies hired for any event funded by Gol, before the release of funds to any such agency, the EPC/Trade Body would give a certificate to the Department indicating disclosure of interest in awarding such contracts.
- 1.11 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.

Part-II Component Specific Guidelines

Events Abroad

- 2.1 Minimum participants: For participation in events abroad, minimum 50 exhibitors/ exporters are stipulated for considering a proposal, except in the case of some smaller sectors. For new markets, 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.
- 2.2 Number of participations allowed in an event: 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. EPCs/Trade Body must ensure that the MAI funding support is only provided to a member/participant company for a maximum of two MAI events in a year.

- 2.3 Joint Events: Efforts are to be made to maximize participation by clubbing different agencies participating in one event. Detailed guidelines for such joint participation is at Annexure-VI.
- 2.4 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.
- 2.5 The participating agencies would ensure that the hiring of space and the India branding is common for the event 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, *solely for the purpose of booking of space*.
- 2.6 The proposals shall clearly indicate the participants which are participating with own funds and with Govt. funding separately. In established events, where Indian companies are known to participate on their own, endeavour is to be made to include such participants also near / under the India pavilion, to ensure a larger presence under one roof.
- 2.7 Funding for shows curated by participation for 3 years: Normally, EPCs/Trade Bodies, having been supported for repeated shows at one event/place for 3 years, would not be further funded by the Govt. and Trade Bodies would be expected to participate in such events independently, i.e. once the event is curated by repeated participation, proposal from any agency for this purpose/event would be disallowed/ discouraged. The above, however, shall not apply to core events identified by the Commodity/Territorial Divisions in the Department to ensure Brand India recall. For purposes of the above, a list of core events shall be drawn up.
- 2.8 Funding for established events: EPCs / Trade Bodies, while seeking funds for established events, may tend to seek less of Govt. funding and over a period of time make the scale of the show bigger and bigger, by taking more contribution from exhibitors. Such established event participation should aspire to cut down

on support for visitors/buyers. (i.e. the presentation of the event should attract visitors on its own without having need to subsidise with Govt. funding).

RBSM

- 3.1 **RBSM proposals:** RBSM proposals should be submitted with coverage of the all relevant verticals or covering all the relevant products of the value chain of the sector, so that a mega event of the sector is created and branded as India centric event. The funding for the agencies can be made separately and the lead agency would be the one which brings the maximum number of foreign buyers. The Commodity Divisions would coordinate for such RBSMs with concerned Trade Organisation/EPCs, before recommending the same 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, like for instance Textiles, Leather, Health and Pharma and so on.
- 3.2 **Funding for RBSMs:** 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.
- 8.1. **Buyers from developed markets to be excluded from RBSM funding:** While there is no bar on participation from developed markets for RBSMs, the funding provided by the Government may not be utilised for supporting the travel of foreign buyers from developed markets in North America, Europe, North East Asia etc. (Any exception sought should be brought to the notice of EC, with clear justification). Preference would be given to Government driven delegates/ participation from markets, other than developed countries.
- 3.3 A platform should be developed for B2B meetings. EPCs/ TPBs 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.
- 3.4 Entire data-base of Buyers and Exhibitors of an RBSM should be kept alive for at least a year after completion of the event. All EPCs/ TPBs should also maintain database of foreign buyers and ensure that one buyer is not repeatedly supported for more than 3 occasions. A leverage of 10% of funds could be given for important buyers, when felt necessary

- 3.5 Each EPC/ TPB should highlight the best/ innovative practices followed by them, which can be adopted by other EPCs/ TPBs.
- 3.6 All EPCs/ TPBs should ensure that foreign buyers spend sufficient time in RBSMs. Refundable deposits may be introduced to ensure presence of buyers.

Market Studies

- 4.1 Normally, only such subjects/issues, on which no study has been done in last three years, be considered for fresh study unless there are compelling circumstances. Proposals for updation of existing Studies can also be considered. *[Division concerned to refer to the consolidated database on studies for this purpose]*
- 4.2 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.
- 4.3 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.
- 4.4 An indicative list of organisations for carrying out studies is at Annexure-VII.

Services

- 5.1. To have a concerted plan for the Services sector for funding events/ activities under MAI, funding proposals concerning only the following verticals of the services sector would be considered :
 - a. Entertainment
 - b. Healthcare
 - c. Education
 - d. Logistics
 - e. Professional services / Consultancy relating to legal, architecture & accountancy
- 5.2. For Tourism and IT, any proposal to be considered would be as an add-on to the action plan of the Ministry of Tourism and MeiTty respectively.

Part-III Funding and Level of Assistance

- 6.1. Unless the Competent Authority decides otherwise, the level of assistance for the activities approved under MAI will be as under:

S. No.	ACTIVITY	ASSISTANCE	SPECIAL CONDITIONS, IF ANY.
1	Organizing / Participating in Fairs / Exhibitions / BSMs abroad [EPCs/ TPBs]	<u>Ceiling:</u> Rs. 10 crores <u>Sharing:</u> (i) 65%:35% (ii) 90%:10% for priority sectors (Agricultural including food items, Handicrafts, Handlooms, Carpets, Leather, Sports Goods and Minor Forest Produce)	Nil
2	Reimbursement of airfare for international events [Individual Exporters]	<u>Individual Ceiling:</u> Maximum of Rs.70,000/- (Rs.1,00,000/- for LAC countries) <u>Sharing:</u> 100% <u>EPC Ceiling:</u> A lump sum capped amount would be provided to each EPC based on last three years average restricted to a maximum of 50% to meet expenditure on this account.	i. Members of EPC with exports upto F.O.B. value of Rs.30 crores in preceding financial year ii. Members to have completed 12 months of Membership and is regularly filing returns with the EPC*. iii. Permissible only to the regular Director / Partner/ Proprietor of the company**. iv. Claim forms duly filled in and complete in all respects must be submitted to the concerned EPC/ FIEO within 90 days of return to India. * Not applicable for any new EPC for a period of 5 years from date of creation. ** Not admissible to a foreign national.

3	Reverse Buyer Seller Meets (Made in India Shows) [EPCs/ TPBs]	<u>Ceiling:</u> Rs. 10 crores <u>Sharing:</u> (i) 65%:35% (ii) 90%:10% for priority sectors (Agricultural including food items, Handicrafts, Handlooms, Carpets, Leather, Sports Goods and Minor Forest Produce) (ii) 100% airfare and Hotel charges for foreign buyers, trade journalists, buying houses, regulators of sectors like Pharma, Agriculture, Food, Chemicals etc. up to a maximum of Rs.75,000/- (Rs.1,00,000/- for North and South America)	Foreign buyers participating in RBSMs should be of the level of Director/ Senior Executive.
4	Opening of Showrooms, Warehouses and Marketing Offices abroad [EPCs/ TPBs]	<u>Ceiling:</u> Rs.5 crore per market / product per annum <u>Sharing:</u> 1 st Year - 75%:25% 2 nd Year - 50%:50% 3 rd Year – 35%:65%	(i) Leasing/ rental charges to be certified by EOI. (ii) Additional financial support of 25% of leasing / rental charges for a further period not exceeding two more years.
5	Display in International Departmental Store [EPCs/TPBs]	<u>Ceiling:</u> Rs.1 crore per annum per commodity/ services <u>Sharing:</u> 65%:35% of rental charges	Nil
6	Publicity Campaign and Brand Promotion [EPCs/ TPBs]	<u>Ceiling:</u> Rs. 5 crores <u>Sharing:</u> (i) 65%:35%, 90%:10% for priority sectors (Agricultural including food items, Handicrafts, Handlooms, Carpets,	Nil

		Leather, Sports Goods and Minor Forest Produce)	
7	Publication of World Class Catalogues [EPC/ TPBs]	<u>Ceiling:</u> Rs.50 lakh per market per annum <u>Sharing:</u> 50%:50%	Repeat assistance beyond 1 st year subject to approval of EC
8	Research and Product Development [EPCs/ TPBs]	<u>Ceiling:</u> Rs. 1 crore <u>Sharing:</u> (i) 65%:35%,	Nil
9.	Capacity Building for Upgradation of quality [Setting up of Quality Certification labs, Common Facility Center, Common Design Centre] [EPCs/ TPBs]	<u>Ceiling:</u> Rs. 1 crore per centre <u>Sharing:</u> (i) 65%:35%	Recurring cost up to Rs.10 lakh per annum for 3 years
10	Capacity building of exporters [EPCs/ TPBs]	<u>Ceiling:</u> Rs. 50 lakh per project per annum <u>Sharing:</u> (i) 65%:35%,	Nil
11	Statutory compliances in the buyer country [Individual Exporters]	<u>Ceiling:</u> Rs.50 lakh per annum per exporter. <u>Sharing:</u> 50%:50%	(i) Evidence of payment having made to foreign authorities (ii) Claim forms duly filled in and complete in all respects must be submitted to the concerned EPC/ FIEO within 90 days of receipt of product certificate.
12	Anti-dumping, Anti-Money Laundering and other investigations/ compliances [EPCs/ TPBs/ Individual Exporters]	<u>Ceiling:</u> Rs. 200.00 lakhs for each case <u>Sharing:</u> 50% : 50%	To be decided by EC

13	Developing on-line portals etc. [EPCs/TPBs/DoC]	Ceiling: Rs. 2 crore per annum	
14	Market Studies [EPCs/ TPBs/ DoC]	Ceiling: Rs. 1 crore for each study Sharing: (i) 65% : 35% if initiated by EPCs/ TPBs (ii) 100% if initiated by DoC	

6.2 Release of Assistance: Funds shall be provided in two instalments. To facilitate timely booking of space etc the 1st instalment can be upto 50% of the approved cost. 2nd and final instalment would be contingent upon submission of outcome reports/utilisation certificates and CA certified audit account statements (*indicating, inter alia, sources of funding*) within two months from the date of completion of the event. Advance grants, if any released, have to be refunded with interest in case of default in this regard. Recurring defaults in submission of UCs will make the concerned EPC/ TPB ineligible/ debarred for MAI assistance. A flat 10% cut would be levied for non-submission of UC, Outcome Report, etc beyond 60 days (*this will be applicable once the complete online system is in place*).

6.3. 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.

6.4. The following punitive cut would be imposed in cases where the number of participants are less than that projected or approved by EC:

S. No.	Level of variation between projected number of participants and actual participation in the event	Punitive cut
1.	Variation between 0 – 10%	Nil
2.	Variation between 11-20%	Pro-rata cut
3.	Variation between 21-50%	Pro-rata cut + reduction by 20% of pro-rata amount
4.	Variation between 51-80%	Pro-rata cut + reduction by 50% of pro-rata amount

5.	Variation of more than 80%	Refund of entire MAI advance released.
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- 6.5. 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.
- 6.6. 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-IV Monitoring and Evaluation

General Guidelines on Monitoring and evaluation of activities

- 7.1. Payment made under the Scheme will be subject to audit by the Comptroller and Auditor General of India as also by other means as deemed fit by the Government of India.
- 7.2. Government of India will cause physical verification and other such enquiry as deemed fit, of the projects sanctioned under the Scheme.
- 7.3. 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

- 8.1. 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.
- 8.2. Quality of participants: For all events, due diligence has to be carried out by the organisations 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 exhibit products 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.

8.3. 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 events, including the name of the participant with designation, name of the exporting company, IEC number and/or RCMC of the exporting company and DIN Number of the Company Director, 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 commencement of the event.

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

- (a) Funding received from exhibitors
- (b) Funding received from MAI
- (c) Funding received from other sources

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

8.5. Outcome Report: The EPCs and Trade Bodies need to develop mechanism for indicating clear outcome of the events along with the response / feedback / impact in a market. The outcome report of an event shall be indicative of the business trend. It shall also include leads gained/ pursued by sellers. It shall invariably include the number of Indian participants participating in an event and as to how many of them are participating on self-financing basis and how many with Govt. support. They must also submit outcome report in the format prescribed in the online system. (Annexure-VIII)

8.6. 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

9.1. Database of all studies carried out during last 5 years, under MAI or any other Scheme of the DoC be maintained and uploaded on online MAI portal. EPL / TPD / MAI Divisions to coordinate for this purpose and ensure a category-wise list of proposals are provided in the intra-net of DoC for ready reference to all concerned. Studies of Tariff Commission shall also be covered for this purpose.

9.2. Reports of all such 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

- 10.1. The Government may depute officer to get first hand feedback on the quality of participation, branding etc in some key MAI events. Every officer deputed would submit a report in the format (Annexure - IX) prescribed on return from the tour.
- 10.2. 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.
- 10.3. The officer will have to coordinate with Eol 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

11. The performance of each EPC / TPB will be assessed as per the following:
 - (i) Total number of events approved and conducted with negative marking for any change of event;
 - (ii) Use of technologies like RFID chips embedded in visitor badges to measure footfalls in events.
 - (iii) Incentive for participation in internationally rated events (Union of International Fairs (UFI) / Centrek)
 - (iv) Event expenditure: Business generated ratio
 - (v) Changes in market share based on movement in average market share (2 years average) before and after the event

ANNEX-I
(Online form sample)

Application form for Events in India (RBSM)

1	Name of the Organization (Drop Down Menu)							
2	Name of the event, if any							
3	Sector / Commodity (Drop Down Menu)							
4	City / Venue							
5	Dates of the event ; From To (Calendar)							
6	Are you the Lead organization for the event					Yes / No		
7	Partner Organization, if any (All organisations) (Drop Down Menu)							
8	Proposed activities (Drop Down Menu)							
	<ul style="list-style-type: none"> - BSM - Exhibition - Technical Seminars / Sessions - Meet of the Regulators - Session on NTBs 							
9	Number of participants							
	<ul style="list-style-type: none"> (a) Indian Exhibitors (State-wise) (Drop Down Menu) (b) Foreign Buyers (Region wise break up) (Drop Down Menu) 							
10	Financials							
		Heads	Estimated Expenditure (Rs. In Lakhs)	Amount Sought (Rs. In Lakhs)	Admissible Amount (Rs. In Lakhs)			
		Venue and organizing cost						
		Publicity						

		Air fare and hotel stay for foreign buyers					
		Others					
		Total					
11.	Whether availed assistance for the project previously						
11(A)	Details of previous 3 editions	Year	Indian Participants	Foreign Buyers	MAI assistance (Rs. In Lakhs)	Business Generated (Rs. In Lakhs)	
12.	Specific Result of last edition						
12 A	Is event globally rated	Product		HS Code (2 digits)			
12 B	Indicate products/ sectors with HS codes						
12 C1	Participants approved						
12 C2	Participants actually participated						
12 C3	Fund utilisation	Sanctioned		Actual spending			
12 C4	Total number of event approved in past 3 years	Year	No. of approved	events	No. of events actually conducted		

Application form for Events Abroad

1	Organization		
2	Name of the event		
3	Sector / Commodity		
4	Region/ Country		
5	Dates of the event : From ___ To ___ (Calendar)		
6	Have you availed of financial assistance in past for this event?		Yes / No
7	(a) If No - then proceed further (b) If Yes - How many time (if less than 3, then proceed else stop) (c) More details to be captured from previous submitted Outcome reports.		
8	Are you the lead organization for the event?		Yes / No
9	Partner Organization, if any,		
10.	Proposed activities		

	<ul style="list-style-type: none"> - BSM - Exhibition - Technical Seminars / Sessions - Meet of the Regulators - Session on NTBs 																									
11	Number of Indian Exhibitors and Foreign visitors expected																									
12	Financials	<table border="1"> <thead> <tr> <th>Heads</th> <th>Estimated Expenditure (Rs. In Lakhs)</th> <th>Amount Sought (Rs. In Lakhs)</th> <th>Admissible Amount (Rs. In Lakhs)</th> </tr> </thead> <tbody> <tr> <td>Venue and organizing cost</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Publicity</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Air fare for Indian Exhibitors</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Others</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Total</td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Heads	Estimated Expenditure (Rs. In Lakhs)	Amount Sought (Rs. In Lakhs)	Admissible Amount (Rs. In Lakhs)	Venue and organizing cost				Publicity				Air fare for Indian Exhibitors				Others				Total			
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Publicity																										
Air fare for Indian Exhibitors																										
Others																										
Total																										
13	Details of previous editions funded with MAI assistance	<table border="1"> <thead> <tr> <th>Year</th> <th>Indian Exhibitors</th> <th>MAI assistance (Rs. In Lakhs)</th> <th>Business Generated (Rs. In Lakhs)</th> <th></th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Year	Indian Exhibitors	MAI assistance (Rs. In Lakhs)	Business Generated (Rs. In Lakhs)																				
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14	Outcome of previous editions (if applicable)	<table border="1"> <thead> <tr> <th>Region</th> <th>Year</th> <th>Exports in US\$ Million</th> <th>No. of Indian exhibitors</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Region	Year	Exports in US\$ Million	No. of Indian exhibitors																				
Region	Year	Exports in US\$ Million	No. of Indian exhibitors																							

Department of Commerce

APPLICATION FORM FOR MARKET STUDY PROPOSALS UNDER MAI

1.	Title of Study: <i>(max 100 characters)</i>	
2.	a. Organization chosen:	
	b. Whether by nomination or selection by following GFR provisions	
	c. In case of selection by nomination, justification for nomination <i>(not exceeding 250 words)</i>	
3.	Team proposed to be dedicated for the study & previous experience of team members: <i>(not exceeding 500 characters. More details to be annexed separately)</i>	
4.	Division concerned in DoC:	
5.	Objective of study: <i>(max. 100 words)</i>	
6.	Brief details / justification: <i>(max. 200 words)</i>	
7.	Duration of study <i>(in days / months)</i>	
8.	Methodology proposed: <i>(max. 150 words)</i>	
9.	Sample size <i>(if any survey is involved)</i> : <i>(max. 50 words)</i>	
10.	a. Expenditure estimated: <i>(in Rs.lakhs)</i>	

	b. Funding required (in Rs. Lakhs)	
Division's Comments		
1.	Recommendation of division concerned: <i>(max. 150 words)</i>	
2.	MAI eligibility (under relevant scheme provisions)	
3.	Previous study undertaken in past 5 years <i>(if any)</i> : <i>(on related subject)</i>	

- 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).*

Composition of the Sub-Committee of MAI Scheme.

Composition of the Sub Committee of MAI Scheme, which was constituted for screening the proposals before placing them before the Empowered Committee, is as under: -

- (i) Joint Secretary (MAI), Department of Commerce
- (ii) Joint Secretary, ITP, Ministry of External Affairs
- (iii) Joint Secretary of Administrative Division, Department of Commerce/Ministry of Textiles
- (iv) Joint Secretary/Director, Finance, Department of Commerce

2. For purpose of considering proposals relating to conduct of market studies, the following will be co-opted as additional members of the Sub Committee:

- (i) Economic Advisor (EPL-II)
- (ii) Joint Secretary, Trade Policy Division, Department of Commerce or his nominee
- (iii) Head, Centre for WTO Studies, IIFT.

**Department of Commerce
E&MDA Division**

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

Organization	RBSM	Services	Commodities
ASSOCHAM	Agri / Fisheries / Processed Food / Agri-Tech (Africa)	Nil	- Agri / Marine / Food (with TPCI) - Agri-Tech - Plastics - Electricals & Electronics - Defence & Homeland Security (with ICC)
CII	Project Export (Africa)	- Education - Entertainment - Hospitality & Tourism (with PHDCCI)	- Project Exports - Engineering - Construction / Building material
FICCI	- Technotex - Plantation - Ayush services	Healthcare	- Textile machinery (with ICC) - Textiles / Healthcare
ICC	Technotex	Nil	- Energy / Power - Defence & Homeland Security (with ASSOCHAM) - Textiles - Renewable Energy
PHDCCI	IMTOS (Engg)	Hospitality & Tourism (with CII)	- Gifts / Homeware / Travel / Beauty / Wellness - Printing & Packaging
TPCI	Food Show	Nil	- Chemicals - Telecom / IT - Organic Food
FIEO		Logistics & Professional Services	- Multi-products
ITPO		Nil	- Multi-products

ANNEX-VI

Department of Commerce

Guidelines for MAI events of 2017-18 with participation of more than one Agency (joint participation)

Role of Lead Agency

- i. Hiring of total space after ascertaining the requirement from the other agencies involved.
- ii. Common design of pavilion / booth / facia etc. as also branding, as decided by Department / IBEF in consultation with other agencies.
- iii. Coordination with the Embassies concerned acting as single point of contact for soliciting support and cooperation.

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. For MDA component, where applicable, accounts shall be maintained by the agency concerned (*EPC*) and included in the accounts submitted to the Department as per the Scheme provisions in vogue.

[Department would issue one formal approval and sanction amount shall be released to individual agencies / lead agency as may be agreed upon by the partners of the event.]

Department of Commerce

Indicative List of Organisations for conducting studies under MAI

S. No.	Name of the Organisation
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

Department of Commerce
E&MDA Division

Proforma for furnishing outcome of the event held with MAI funding

1. Name of the event:
2. Purpose of the event (with anticipated outcome):
3. Country:
4. Date of event:
5. EC approval (in brief):
6.
 - (a) Assistance approved:
 - (b) Release of 1st instalment (in Rs.):
 - (c) 2nd instalment, if any (in Rs.):
 - (d) Remaining amount pending for release (in Rs.):
7. Brief description of the event:
8. Details of Indian participants:
 - (i) Number of participants:
 - (ii) Brief profile of each participant along with Import Export Code (IEC) number (to be annexed)
 - (iii) Participants' feedback (in brief):
 - (a) Positive response:
 - (b) Suggestion / improvements indicated:
9. Details of Buyers/visitors
 - (i) Number of visitors / foreign buyers:
 - (ii) Brief profile of visitors / buyer :
 - (iii) Visitors feedback (in brief):
10. Business generated:
 - (i) No. of enquiries:
 - (ii) No. of MoUs negotiated / signed (if any)
 - (iii) Orders booked:
 - (iv) Total business generated:
11. Brief note on export potential of the country / product (as per industry feedback):
12. Outcome analysis by Council / Trade Bodies (reflecting the achievement and trade benefits, failure etc.):
13. Photos attached as evidence (colour photos to be enclosed):

ANNEX-IX**Format for reporting by officer deputed by Department of Commerce for
overseeing events abroad**Name of Event _____
Country)

(Date / Duration /

Sl. No.	Particulars	Comments / Observations
1.	Organized by (<i>agency</i>)	
2.	Brief Description of the event:	
a.	Periodicity of event:	Annual / Bi-Annual / Others <i>If others (pls. specify)</i>
b.	Sectors covered in the event (<i>Not more than 30 words</i>)	
c.	Size of India Pavilion (sqmt):	
3.	Exhibition details:	
a.	Total no. of Exhibitors	
b.	Total no. of visitors in the last edition	
c.	<i>No. of Indian Exhibitors: (Observations of officer on quality of participation also to be indicated)</i>	
4.	Whether local Indian Mission contacted:	Yes / No
5.	Indian Mission Official who visited the India Pavilion for Inauguration / Interaction in the events:	
6.	Comments on Quality of Booths:	
7.	Quality of Samples displayed:	
8.	Quality of facia	
9.	Pre- event publicity done	
10.	Feedback of the participating exporters	
11.	Important countries which have participated:	

12.	Seminar / interactive Meets organized in the sidelines of the show:	
13.	Whether repeat participation is recommended (<i>with reasons</i>):	

Critical observations in r/o joint events (*more than one agency participating*)

14.	Whether Department of Commerce guidelines for joint events being complied in general:	Yes / No
a.	Coordination among the agencies:	Satisfactory / Good / Poor
b.	Branding of event (<i>Common facia etc.</i>)	
c.	Embassy views on the joint participation:	
d.	Participants' views on joint participation (<i>random interviews</i>)	

Summary of observations of the officer
(*not more than 100 words*)

NB

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.
