

**9/2/2012-E&MDA**  
**Government of India**  
**Ministry of Commerce & Industry**  
**Dept. of Commerce**

**MARKETING DEVELOPMENT ASSISTANCE SCHEME**  
**(REVISED GUIDELINES W.E.F. 01.06.2013)**

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 nonrecurring 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.

**2. Administration of the Scheme**

- (i) The utilization of scheme is administered by the E&MDA Division in the Department of Commerce, Government of India, Udyog Bhavan, New Delhi – 110 011. Recognized EPCs on product grouping basis, Commodity Boards and Export Development Authorities are eligible for MDA assistance for development and promotional activities to promote exports of their products and commodities from India.
- (ii) MDA budget allocation to recognized EPCs and other export promotion organizations for export promotion activities including specific development and promotional projects are finalized in annual meeting with the respective EPCs, which is chaired, by the Additional Secretary and Financial Advisor (AS&FA), Department of Commerce. Proposals for adhoc grants for exclusive innovative export promotional activities, which are considered helpful to promote exports of Indian products and commodities are examined by the E&MDA Division and decided with the approval of the AS&FA.
- (iii) Proposals of individual exporters for eligible MDA supported activities like participation in EPC led BSMs/Trade Fairs/Exhibitions for reimbursement of MDA assistance will be considered and approved by the Chief Executive Officer of the Export Promotion Councils/FIEO etc.

The approved claims shall be then disbursed by the concerned organization out of the funds allocated to them for this purpose. A monthly utilization report in the format at

**Annexure-VIII**, duly signed by the Chief executive Officer of the concerned organization shall be sent to the E&MDA Division in Department of Commerce. A copy of the report shall also be sent electronically at [moc\\_mda@nic.in](mailto:moc_mda@nic.in) by the 7<sup>th</sup> day of every month. The names of beneficiaries giving details viz. Name of the participant, Name of the company represented, fair attended, amount disbursed etc. shall also be hosted on the respective website by the concerned organisation.

The MDA Committee in the Dept. of Commerce shall test check 10% of the cases approved by the EPCs etc. through a random selection method, based on the monthly progress reports to be send by the EPCs.

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

- (i) Exporting companies with an f.o.b. value of exports of upto **Rs. 30 crore** in the preceding year will be eligible for MDA assistance for participation in 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 has completed 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. **No such ceiling is applicable for participation in Focus LAC region.**
- (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 below in the table per tour.

Sl. No. (1)	Area/Sector (2)	No. of visits (3)	Maximum Financial ceiling per event (4)
1.	Focus LAC	1	Rs. 2,50,000
2.	FOCUS AFRICA (including WANA Countries)	1	Rs. 2,00,000
3.	FOCUS CIS	1	Rs. 2,00,000
4.	FOCUS ASEAN+2	1	Rs. 2,00,000
5.	General Areas	1	Rs. 1,50,000
	<b>TOTAL</b>	<b>5</b>	

- (iii) The participation of individual companies in the above activities shall be subject to the following conditions:
- (a) For EPC etc. led BSMs only air-fare by Economy Excursion class upto 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.

- (b) Maximum number of permissible participations shall be five in a financial year as indicated in above table.

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.

- (c) 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.

- (d) 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.

- (e) 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.

- (f) 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.

- (g) Maximum MDA assistance shall be inclusive of MDA assistance received from all Govt. bodies/FIEO/EPCs/Commodity Boards/Export Development Authorities/ITPO etc.,

- (h) 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.

- (i) ***EPCs shall display the details of participants in each fairs/events organized/participated by them and their year-wise export status on their website.***

#### **4. Assistance to Export promotion Councils:**

- (i) EPCs are autonomous in administrative matters and no financial assistance is provided to them from MDA for administrative expenditure (non-code). List of recognized EPCs is given in **Annexure-I**. EPCs can, however, be considered for one time assistance for computerization for data collection, analysis, dissemination under MDA. Maintenance and updating of systems shall be the responsibility of the EPCs.

(ii) EPCs will be allocated a budget, both for code activities and reimbursement of Individual Exporter's claims, on annual basis. The budget for code activities and the funds for assistance to Individual Exporters will be released in two installments.

(iii) The EPCs are required to send their detailed annual action plan and estimated funds required for reimbursement to individual exporters to E&MDA Division three months in advance. The activities approved in the annual meetings with each EPC well before the start of the financial year shall only be financed from MDA funds. EPCs shall have to utilize the MDA funds in a financial year for purposes for which these are sanctioned. 75% of the MDA budget approved for both the Code activities as well as for reimbursement to individual exporters shall be released to the EPCs in the beginning of the financial year. The EPCs shall indicate their further requirement of funds latest by 30<sup>th</sup> November of the year. Funds for reimbursement to individual exporters shall be released only when 90% of the first installment has been utilized and a utilisation certificate to this effect has been submitted by the concerned organisation. Earmarked grant for the financial year but not claimed within the year or wherein complete information has not been provided to facilitate its release, would lapse and shall not be carried over to the next financial year.

(iv) EPCs shall furnish activity-wise detailed accounts for each approved code activity certified by a Chartered Accountant and the utilization certificate for the funds released in a financial year **duly signed by the Chief Executive Officer of the concerned organisation** by 30<sup>th</sup> September of the succeeding financial year. The EPCs shall qualify for release for second installment of funds of the year only after **their accounts for the preceding year have been audited by the Chartered Accountant and accepted by the Department of Commerce.**

(v) Role of the EPCs shall also be to diversify the export promotion activities to new emerging potential markets wherein the participation by the Indian companies is yet to be established.

(vi) Based on the recommendations of the concerned Commodity Division(s) of the Department of Commerce/Ministry of Textiles, Export Promotion Councils, with the prior approval of the E&MDA Division, may undertake promotional & export development activities abroad and within India with assistance from MDA to stimulate and diversify the exports of Indian products and commodities as follows:

## FOR ACTIVITIES IN NON-FOCUS AREAS:

<b>S No.</b>	<b>Permissible Items of expenditure under MDA</b>	<b>Percentage of funding under MDA</b>
<b>(I)</b>	<b>Participation in Fairs/Exhibitions abroad by EPCs etc.</b>	
	Central Stall of Council <b>(i)</b> Rent of Council's area <b>(ii)</b> Other organizing expenditure	60% of (i)+(ii) (subject to a ceiling of <b>Rs.25 lakhs</b> per event). However, if the event is conducted in more than one country during the same tour, additional expenses @ 60% of the rent and organizing expenses not exceeding Rs. 25 lakhs per country shall be allowed.  <i>International exhibitions where the number of participants exceed 75, Councils will be eligible for a higher financial support to the tune of Rs. 40 lakhs.</i>
<b>(II)</b>	<b>EPC sponsored Buyer Seller Meets:</b>	
1.	<b>(i)</b> Venue Cost <b>(ii)</b> All other organizing expenditure	60% of (i)+(ii) (subject to a ceiling of <b>Rs. 25 lakhs</b> per event) However, if the event is conducted in more than one country during the same tour, additional expenses @ 60% of the rent and organizing expenses not exceeding <b>Rs. 25 lakhs</b> per country shall be allowed.  <i>International exhibitions where the number of participants exceed 75, Councils will be eligible for a higher financial support to the tune of Rs. 40 lakhs.</i>
<b>(III)</b>	<b>Promotional Activities within India by EPCs etc.</b>	

1.	Organizing seminars, workshops etc., on quality upgradation, awareness creation etc., with focus on export promotion. (i) Venue cost (ii) All other organizing expenditure	60% subject to maximum ceiling of <b>Rs.2,00,000/-</b> per event.
2.	Organisation of important international fairs/ exhibition in India.(support from MDA only for three years) (i) Venue cost (ii) All other organizing expenditure	60% of (i) + (ii) (subject to a ceiling of <b>Rs.20 lakh</b> per event)
3.	Buyer Seller Meets in India (i) Venue Cost (ii) All other organizing expenditure	60% of (i) +(ii) (subject to a ceiling of <b>Rs.20 lakh</b> per event)
<b>(IV)</b>	<b>PUBLICITY:</b>	
	(i) Publication/publicity with focus on export promotion and brought out for circulation/use of overseas buyers/organizations  (ii) Advertisement abroad  (iii) Publication for circulation to the members and publicity within the country etc.	60% of net approved expenditure after accounting for the revenue generated through the sales, advertisement etc.  Not an eligible item.

**Note:**

(1) Expenses relating to stay, per diem allowance, local travel etc. of Council's official etc. for activities within India are to be met by the EPCs etc.

(2) MDA grant required for exporters accompanying the EPCs etc. led delegation/Trade fair/Exhibition is required to be shown along with Budget of each Activity in the Annual Action Plan.

**5. Focus Area Programmes:**

At present 4 Focus Area programmes viz. Focus (LAC), Focus (Africa), Focus (CIS) and Focus (ASEAN+2) are under operation in the Department. In addition to activities in non focus

areas, special provision has been made under Reverse Trade Visits for visit of prominent delegates and buyers (one person from each organization) from these Focus Area Regions for participation in buyer cum seller meets, exhibitions etc. in India. The foreign delegates/buyers/journalists would be assisted in meeting their return air travel expenses in economy excursion class upto the entry point in India. This would, however, be subject to financing only the well planned participations wherein the potential of the incoming delegate(s)/buyer(s)/journalist(s) have been screened by the concerned EPC and Territorial Division. The following activities are eligible to be undertaken under Focus Area Programmes:

#### FOR ACTIVITIES UNDER THE FOCUS-AREA PROGRAMMES

6. Participation/organisation of export promotional activities shall be subject to the following conditions:

<b>S.N o.</b>	<b>Permissible Items of expenditure under MDA</b>	<b>Percentage of funding under MDA</b>
1.	(i) Participation in International Fairs/ exhibitions organised by EPCs etc.  (ii) Sponsoring BSMs/Trade delegations abroad by EPCs etc.	As applicable in non-focus area with ceiling of <b>Rs. 25 lakh</b>  <b>International exhibitions where the number of participants exceed 75, Councils will be eligible for a higher financial support to the tune of Rs. 40 lakhs.</b>
2.	(i) Reverse Trade visits of prominent foreign buyer/ delegates/journalists to India for participation in BSMs/ exhibitions etc.: (i) Return air-fare travel expenses in economy excursion class upto the entry point in India <b>and hotel charges etc.</b> (ii) Venue charges (iii) All other organizing expenditure. <b>All other expenses relating to stay, per diem allowance, local travel etc. of delegates invited from abroad are to be met by the EPC or by sharing between the organizers and delegates.</b>	(i)100% (subject to a ceiling of Rs.1,00,000/-for LAC and Rs.70,000/- for other Focus areas)  (ii)&(iii) As applicable in non-focus area with ceiling of <b>Rs. 25 lakh</b>
3.	Translation facilities in foreign languages and vice versa	60%
4.	Product catalogue in CD ROM	60%

6. Participation/organization of export promotional activities shall be subject to the following condition:

- (i) The exporters participating in EPC sponsored fairs/exhibitions/buyer cum seller meets etc. abroad shall receive the MDA assistance on reimbursement basis on scales.

- (ii) **EPCs shall ensure that a minimum of ten exporters participates in an event.**
- (iii) MDA assistance shall be limited to 60% of the total approved cost and the remaining has to be met by the EPCs from the contributions from participants, members, trade etc.
- (iv) For 'Reverse Trade Visits' the air-fare by economy excursion class for invited delegates would be subject to the upper ceilings of Rs.100,000/-for LAC region and Rs.70,000/- for CIS, Africa and ASEAN+2 regions.

## **7. Approved organisation(s)/trade bodies**

- (i) Approved organization/trade body means an organization, institution or association engaged in development and promotion of exports and approved by the E&MDA Division in the Department of commerce for this purpose. These Organizations can organize programme/activity for specific purpose of development and promotion of exports of Indian products and commodities with the prior approval of the Government (E&MDA Division in the Department of Commerce) for its members. List of Export Promotion Councils is at **Annexure-I**.

List of the approved organizations who can sponsor MDA proposals of its member exporters is given in **Annexure-II**. No MDA grant on annual basis would be given to these organizations for their export promotion activities. However, organizations can sponsor requests of their member exporters for participation in fairs/exhibitions/BSMs/Trade delegations led by these organizations for MDA assistance.

Any other organization, institution or association desirous of getting itself registered as an approved organization, may apply to the Department of Commerce (E&MDA Division) with full particulars in the prescribed proforma (**Annexure-III**).

## **8. Pattern of assistance to Grantee/ Approved organizations other than EPCs**

### **(i) FIEO**

MDA assistance to FIEO will be on the lines as applicable to EPCs, with the condition that export promotion activities by them should be for multi-products/sectors or products/services **not** covered by any other EPCs or to a country where EPC is not in a position to participate.

FIEO can, in addition, also sponsor requests of its member exporters for participation in fairs/exhibitions/BSMs/Trade delegations led by FIEO for MDA assistance provided these members are not members of any Export Promotion Council.

### **(ii) ITPO**

Allocation for ITPO from MDA would be kept to the minimum and confined to the special



fairs to meet deficit as approved by the Exhibition Advisory Committee in the Department of Commerce.

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.

**(iii) To other approved trade bodies/organisations**

On receipt of specific development and export promotion project(s) from the approved trade bodies/organizations, E&MDA Division may consider financing one or two special specific non-recurring activities with MDA assistance of **Rs. 25 lakh** per activity.

- 9. Adhoc Grant-In-Aid:** Residual essential activities or proposals connected with the export effort, which qualify for the grant-in-aid but not covered by this Code will also be considered on merits for assisting from the Marketing Development Assistance scheme.

**DOCUMENTATION FOR REIMBURSEMENT OF ASSISTANCE TO EXPORTERS:**

- (i) Intimation application in **Annexure IV** 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 email 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-V**).
- (iii) Claim along with the declaration duly completed in the prescribed format (**Annexure-VI**) and the Certificate (**Annexure VII**) duly signed by a Chartered Accountant shall be submitted by the exporter to the concerned Organization (FIEO, EPC etc.) 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 traveler
- b) Ticket number
- c) Flight No.
- d) Date of departure from India
- e) Sectors/countries visited
- f) Class in which traveled
- 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 would. 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. .

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**ANNEXURE-I****LIST OF GRANTEE ORGANISATIONS (EXPORT PROMOTION COUNCILS) UNDER MDA SCHEME.**

1. Apparel EPC, Apparel House, Institutional Area, Sector 44, Gurgaon-122003, Haryana. Tel. No.95124-2708000 to 003 Fax No.95124-2708004 to 005
2. Chemexcil, Jhansi Castle(4<sup>th</sup> Floor), 7-cooperage Road, Mumbai-400039. Phone No.22021288, 2021330 Fax No.022-2026684
3. Carpet EPC, Niryat Bhavan, 3<sup>rd</sup> Floor, Rao Tula Ram Marg, New Delhi-110057. Phone No. 26102742, 26101024 Fax No.011-6165299).
4. Cashew EPC, P.B.No.1709, Chittoor Road, Ernakulam South, Cochin-682016 (Phone No. 0484-2376459,2376080 Fax No.0484-2377973)
5. CAPEXIL, Vanijya Bhavan, International Trade Facilitation Centre, 1/1 Wood Street, 3<sup>rd</sup> Floor, Kolkata-700016. (Phone No. 033-22890524/25 Fax No.033-22891724)
6. The Cotton Textiles EPC, Engineering Centre, 5<sup>th</sup> Floor,9, Mathew Road, Mumbai-400004. (Phone No.23632910-12, 3634206 Fax No.022-23632914)
7. Council for Leather Exports, No.1, CMDA Tower II, 3<sup>rd</sup> Floor, Gandhi Irwin Road, Egmore, Chennai-600008. (Phone No. 044-28594367 Fax No.044-28594363)
8. EEPC India, Vanijya Bhavan, International Trade Facilitation Centre, 1<sup>st</sup> Floor, 1/1 Wood Street, Kolkata-700016. (Phone No. 033-22890651/52 Fax : 033- 22890654)
9. Electronics & Computer Software EPC, PHD House, 3<sup>rd</sup> Floor, Opp. Asiad Village, Hauz Khas, New Delhi-110016. (Phone No. 26510632, 26964463 Fax No.011-26853412)
10. EPC for Handicrafts, Plot No. 1, Pocket 6&7, Sector C, LSC, Vasant Kunj, New Delhi-110070 (Phone No.26135256/57/58, Fax No.011-26135518/19)
11. Export Promotion Council for EOUs & SEZ Units, 8-G, Hansalaya, 15, Barakhamba Road, New Delhi-110001.
12. Gem & Jewellery EPC, Diamond Plaza, 5<sup>th</sup> Floor, 391-A, Dr. D.B.Marg, Mumbai-400004. (Phone No. 022-23821801, 23821806 Fax No.022-23808752)
13. Handloom EPC, 34-Cathedral Garden Road, Numgambakkam, Chennai 600034. (Phone No.044-28278879, 28276043 Fax No.044-28271761)

14. The Indian Silk EPC, 62- Mittal Chamber, Nariman Point, Mumbai-400021.  
(Phone No. 022-22025866, 22027662 Fax No.022-22874606)
15. The Plastic EPC, Crystal Tower, Gundivali Road No.3, Off Sir M.V. Road, Andheri East, Mumbai- 400069. (Phone No. 022-26833951 Fax No.022-26833953)
17. Powerloom Development EPC, GC-2, Ground Floor, Gundecha Enclave, Kherani Road, Saki Naka, Andheri East, Mumbai-400072 (Phone No. 022-67254510 Fax No.022-67254526)
18. Sports Goods EPC, 1-E/6, Swami Ram Tirth Nagar, Jhandewalan Extn., New Delhi-110055. (Phone No. 011-23516183 Fax No.011-23632147)
19. Shellac Export Promotion Council, Vanijya Bhavan, International Trade Facilitation Centre, 2<sup>nd</sup> Floor, 1/1 Wood Street, Kolkata-700016.  
(Phone No. 033-22834417, 22834697 Fax No.033-22834699)
20. The Synthetic & Rayon Textiles EPC, Resham Bhavan, 78, Veer Nariman Road, Mumbai-400020 (Phone No. 022-22048797, 22048690 Fax No.022-22048358)
21. Wool & Woollen EPC, 906, New Delhi House, 27 Barakhamba Road, New Delhi-110001. (Phone No. 011-23315512, 23315205 Fax No.011-23730182)
22. Wool Industry Export Promotion Organisation, Churchgate Chambers, 7<sup>th</sup> Floor, 5 New Marine Lines, Mumbai-400020.  
(Phone No.022-22624372 Fax No. 022- 22624675)
23. Pharmexcil, 101, Aqdiya Trade Centre, Ameerpet, Hyderabad, Andhra Pradesh – 500038. (Tel: 23735462/66 Fax No. 23735464)
24. Telecom Equipment & Services EPC, Kurshid Lal Bhawan, Ground Floor, Gate No. 5, Janpath, New Delhi – 110001. (Telefax: 011-23314611)
25. Services EPC, 509, 5<sup>th</sup> Floor, Apparel House, Sector 44, Institutional Area, Gurgaon-122003.
26. Project EPC, 123, I Floor, Behind Shankar Road Market, New Rajinder Nagar, New Delhi – 110060 (Tel. : 011-45623100-01 Fax : 91-11-45623110)
27. Indian Oilseeds and Produce Exporters Association, 78-79 Bajaj Bhawan, Nariman Point, Mumbai-400021.

**LIST OF APPROVED ORGANISATIONS WHO CAN SPONSOR  
PROPOSALS FROM THEIR MEMBERS.**

1. Tea Board, 14, BTM Sarani, Brabourne Road, P.B.No.2172, Calcutta-700001.  
(Phone No.2351411 Fax No. 033-2215715)
2. Coffee Board, 1, Dr. B.R. Ambekder Veedhi, Bangalore-560001,  
(Phone No.2250250, 2252917 Fax No. 080- 2255557)
3. Spices Board, Sugandha Bhavan, Cochin Bypass, Cochin-682025.  
(Phone No.333610-616 Fax No. 0484-331429, 334429)
4. Rubber Board, Sub Jail Road, P.B. No.1122, Kottayam-686002.  
(Phone No.571231, 232) Fax No. 0481-571380)
5. Tobacco Board, P.B.No.322, G.T. Road, Guntur-522004.  
(Phone No. 358399 Fax No. 0863-354232)
6. Coir Board, M.G.Road, Ernakulam, Cochin-682016.  
(Phone No.351807, 351788 Fax No. 0484-370034)
7. Central Silk Board, CSB Complex, Hosur Road, BTM Layout, Madiwala, Bangalore-560068. (Phone No.6688831, 6680841 Fax No. 080-6681511, 6680387)
8. Marine Products Export Development Authority (MPEDA)  
MPEDA House, Panapilly Avenue, M.G. Road, Cochin-682016.  
(Phone No.311901, 314468 Fax No.0484-313361)
9. Agricultural and Processed Food Products Export Development Authority (APEDA),  
3<sup>rd</sup> floor, NCUI Building, 3 Siri Institutional Area,  
August Kranti Marg (Opp. Asiad Village) New Delhi-110016.  
(Phone No.6513204, 6514572 Fax No.11-6513167)
10. Federation of Indian Export Organisations, Niryat Bhavan, Rao Tula Ram Marg, New Delhi – 110057. (Phone No.011-26150101-05 Fax No.011-26148194)
11. The Solvent Extracters' Association of India, 142, Jolly Maker Chambers No.2, 14<sup>th</sup> Floor, 225, Nariman Point, Mumbai-400021. (Tel: 022) 22822979, 22021475 Fax: (91-22) 22021692
12. Automotive Component Manufacturers Association (ACMA), The Capital Court, 6<sup>th</sup> Floor, Olof Palme Marg, Munirka, New Delhi – 110067.  
(Tel. 011-26160315 Fax: 011-26160317).

**PROFORMA FOR APPLICATION FOR RECOGNITION AS AN  
APPROVED ORGANISATION/TRADE BODY**

- 1 Name of the Organisation.
- 2 Address
- 3 Year of Establishment
- 4 Whether registered under companies/societies Act.
- 5 Main objectives/activities.
- 6 Range of production, giving value of production by member concerns, product wise.
- 7 Internal turnover and exports during the last three years by member concerns.
- 8 Countries to which exports have been made and value(f.o.b.) for last three years.
9. Previous efforts made in foreign markets indicating nature of efforts and expenditure thereon during the last three years.
10. Nature of effort now proposed indicating :-
  - (a) Countries;
  - (b) Type of effort; and
  - (c) Details of expenditure.
11. List of members of Association, mentioning membership of any Export Promotion Council, if any.
12. The advantages that the applicant expects to secure or obtain from the effort(an indication should be given of the estimated increase in exports over and above the level of existing exports of the members of the Association/Institution).
13. Report of the State Government.
14. A copy of the Articles and Memorandum of the Association.
15. Audited Income & Expenditure statement for the last 3 years.

**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. &amp; 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.

Dated:

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

alongwith a certificate from the airline indicating following may be sent:

- a) Name of 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 from**

**India.**

(please attach self certified photocopy of passport duly highlighting date of arrival).

**07 Name & Designation of person**

**who attended the event.**

**Contd...**

**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 airfare 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 : : :  
Name of the Applicant Firm Company  
Seal

Place: Date:

**VERIFICATION NOTE**

To be filled in by FIEO/EPC/Commodity Board/APEDA/MPEDA)

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

1. Name of the firm with full address  
IEC No. \_\_\_\_\_
2. Particulars of activity Trade Delegation/Fair/Exhibition participations
3. Date of receipt of application in the office of FIEO/EPC/Commodity Board/APEDA/MPEDA?
4. Particulars of event Date of Departure from India -Date of Arrival in India  
Date of receipt of claim –
5. A. Whether condition of 14 days advance Clear notice met?  
Yes/No  
  
B. Whether claim submission conditions met ?  
Yes/No
6. Name and designation of the person visiting abroad.
7. No. of proposals already Submitted in the same financial year.
8. Details of Fairs/exhibitions/BSM/ trade delegation participated made with MDA assistance in the Past in the same event/country.
9. Whether report on the activity undertaken submitted ?  
  
Yes/No
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) On actual return airfare by economy excursion class

Rs \_\_\_\_\_

b) On stall, decoration, water & electricity charges.

Rs \_\_\_\_\_

(Please attach original air ticket/jacket and self certified photocopies of receipt etc. evidencing payment made)

12. Amount recommended on

a) Air travel and/or stall charges for participation in fairs and exhibitions.

Rs \_\_\_\_\_

Signature  
Name & Designation  
(with Office Seal)

Place:

Date :

**ANNEXURE VII****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. 30 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:

**ANNEXURE VIII****MONTHLY UTILIZATION REPORT REGARDING FUNDS FOR REIMBURSEMENT TO INDIVIDUAL EXPORTERS**

Name of the organization:

Report for the Month\_\_\_\_\_ Year\_\_\_\_\_

(In Rupees)

Opening Balance for the Month	Fresh Receipts	Details of amounts allowed for utilisation by way of adjustment	Total amount available during the month (1+2+3)	Amount disbursed to Individual Exporters (statement enclosed in prescribed form)	Closing Balance at the end of the month

1 This report should be sent electronically to [moc\\_mda@nic.in](mailto:moc_mda@nic.in) as well as in hard copies to the Under Secretary E&MDA Division, Department of Commerce, Udyog Bhawan, New Delhi 110 011 by the 7<sup>th</sup> Day of every month.

2 Details of individual beneficiaries shall also be hosted by all the organizations on their respective websites and updated every month.