

**MARKET ACCESS INITIATIVE (MAI) SCHEME BY**  
**MINISTRY OF COMMERCE AND INDUSTRY**

**A. About the Scheme**

To improve marketability and amplify penetration of Indian goods and services abroad, Ministry of Commerce and Industry has formulated a scheme (Market Access Initiative) on focus product-focus country approach to evolve specific market and specific product through market studies/survey. Assistance would be provided to Export Promotion Organizations/ Trade Promotion Organizations/ National Level Institutions/ Research Institutions/ Universities/ Laboratories, Exporters, etc., for enhancement of export through accessing new markets or through increasing the share in the existing markets. Under the Scheme the level of assistance for each eligible activity has been fixed.

**B. Scope and Levels of Assistant**

The following activities will be eligible for financial assistance under the Scheme:

**i) Marketing Projects Abroad:**

To support marketing projects abroad based on focus product or focus country approach. Under marketing projects, the following activities will be funded:

a) Opening of Showrooms & Warehouses;

Level of Assistance: Under the Scheme 75%, 50% and 33% of leasing/rental charges in the first, second and the third year, respectively, would be provided as assistance. There would be a ceiling of Rs.100.00 lakhs for each market/product per annum.

However, in cases of multi product showroom/warehouse(s) the ceiling would be Rs.500 lakhs for each market per annum.

The Empowered Committee, after the review of the performance and impact made by such interventions, may allow financial support of 25% of leasing / rental charges per year for a further period not exceeding three years

b) Organising “Trade Festival of India” – a multi-sectoral event to be organized in select centers abroad to promote ‘Brand India’ by showcasing our strength in services like Health (Ayurveda & Yoga), Taste of India (Indian Cuisine), Tourism, Culture, etc., besides merchandise;

c) National Level Participation in Major International Trade Fairs etc.;

Level of Assistance: The assistance would be subject to a ceiling of Rs. 500 lakhs for each fair. The following sub-components would be covered:

- ⌚ Venue Cost including organizing expenses
- ⌚ Publicity cost for the event
- ⌚ Cost of the catalogues and other material
- ⌚ Translation and interpreter charges
- ⌚ Any other component approved by the Empowered Committee

The level of assistance shall be 65% of the approved expenditure. However, the assistance upto 90% may be provided by the Empowered Committee in deserving cases on a case to case basis.

d) Display in International departmental stores;

Level of Assistance: Under the Scheme 50% of rental charges of display space would be provided as assistance, subject to a ceiling of Rs.100 lakhs per annum/each product

e) Publication of World Class Catalogues;

Level of Assistance: 50% assistance would be provided for a particular market subject to a ceiling of Rs.10 lakhs per market per annum. The assistance can be considered after 3 years for updating the catalogues.

f) Publicity Campaign and Brand Promotion;

Level of Assistance: 50% assistance would be provided for two years in a particular market subject to a ceiling of Rs.100 lakhs per annum/per market. The assistance can be considered for the third year after a review of the result of the project in the first two years.

However, upto 90% assistance may be provided to undertake publicity campaigns in Priority sectors having large employment generation potential, viz. Agriculture including food items, Handicrafts, Handlooms, Carpets, Leather & Minor Forest Produce including LAC for establishing Brand India with an overall ceiling of Rs.200 lakhs on any product per annum per market

g) Research and Product Development;

Level of Assistance : 65% of the total approved cost subject to a ceiling of Rs.100 lakhs for each product, would be borne by the Scheme and the balance 35% by the concerned EPCs/Exporters / TPOs.

h) To support Recognized associations in Industrial clusters for marketing abroad;

Level of Assistance: 75% of the total approved cost subject to a ceiling of Rs.100 lakhs.

i) Reverse visits of the prominent buyers, etc., from the project focus countries.

Level of assistance: 65% of the total approved expenditure. The following sub-components would be covered:

- ⌚ Venue Cost
- ⌚ Publicity cost for the event
- ⌚ Cost of the catalogues and other material
- ⌚ Translation and Interpreters charges
- ⌚ Any other component approved by the Empowered Committee

100% of the air travel cost of the foreign visitors in the economy/excursion class and hotel charges would be financed subject to a ceiling of Rs.75,000 (Rs.1,00,000 in case of the American Continent) per visitor

**ii) Capacity Building:**

- ⌚ For imparting training to the Indian Exporters w.r.t. to export in general and on specific region/country basis;

Level of Assistance: 66% of the total approved expenditure subject to a ceiling of Rs.10 lakhs in addition to approved expenditure on creating master study material for trainers and exporters. The

balance 33% of the cost may be recovered by the Institution from the participants. The following sub-components would be covered: Study Material, Venue Cost, Faculty Charges and Organising Expenses

However, upto 90% of the cost of developing master study material for trainers and exporters subject to a ceiling of Rs.25 lakhs will be supported under the scheme.

- ⌚ For up-gradation/improvements in Laboratories, Universities, Research Institutions on stand alone or Public Private Partnership basis for fulfilling SPS measures/related testing etc. including reimbursement of testing charges

Level of Assistance: Assistance under this provision would be provided upto 75% of the approved expenditure subject to a ceiling of Rs.50 lakhs per organization, for necessary hardware and software needed for creating these facilities.

- ⌚ For quality up-gradation of select products for export markets (by skill up-gradation using experts/designers, production process improvements, reduction in rejections etc.)

Level of Assistance: Assistance under this provision would be provided upto 66% of the approved expenditure subject to a ceiling of Rs.25 lakhs per organization per annum

- ⌚ For developing Common facility centers; design centers; packaging, etc.

Level of Assistance: Assistance under the provision would be provided upto 65% of the approved expenditure subject to a ceiling of Rs.50 lakhs per such center. The support for hiring experts/designers/consultants shall not exceed Rs.10 lakhs in each case.

- ⌚ For hiring consultants in the buyer/prospective country

Level of Assistance: Under the Scheme, the assistance at the rate of 65% of the charges shall be provided subject to the condition that an exporter can apply for maximum two reimbursements in a year and the total ceiling for each exporter would be Rs.5 lakh per annum.

### **iii) Support for Statutory Compliances:**

- ⌚ Charges/expenses for compliance of statutory requirements in the buyer country including Testing charges for engineering products abroad; Registration charges for product registration abroad for pharmaceuticals, bio-technology and agro-chemicals clinical trials for drugs/pharmaceuticals & medical disposables, medical equipment etc.

Under the Scheme, assistance will be provided on reimbursement basis to individual exporters for charges/fees paid by an Indian exporter for fulfilling the statutory requirements in the buyer country e.g. registration charges paid in case of pharmaceuticals, bio-technology and agro-chemical products. For getting assistance an exporter is required to send the request through concerned EPC along with a certificate from the said EPC and the Indian Mission concerned certifying the amount paid towards such charges. Expenses made for carrying out clinical trials; data validation etc. for pharmaceutical products, equipments, medical consumables/disposables etc. shall also be covered for assistance. Preference shall be given to the small and medium entrepreneurs.

Empowered Committee may decide other product groups, nature of compliance eligible for assistance under this provision

Level of Assistance: For statutory charges/expenses on statutory compliances of the products allowed by the Empowered Committee, assistance under the Scheme would be 50% of the charges/expenses and the total ceiling for each exporter shall be Rs.50 lakhs per annum.

- ⌚ Other commodities/product groups and the nature of compliance covered for reimbursement under the scheme shall be as approved by the Empowered Committee on a case to case basis.
- ⌚ For contesting litigation(s) in the foreign country concerning restrictions/anti dumping duties etc. on particular product(s) of Indian origin. The commodity/ product groups, nature of litigation to be supported and the extent of support shall be as decided by the Empowered Committee on a case to case basis.

Level of Assistance: The commodity/product groups, nature of litigation to be supported and the extent of support shall be as decided by the Empowered Committee on a case to case basis. The support shall not exceed 50% of the actual expenditure subject to an upper ceiling of Rs.200 lakhs in each case.

#### **iv) Studies:**

- ⌚ Market studies/survey for evolving proper marketing strategies;

Level of Assistance: For market studies assistance of 75% of the total cost would be provided under the Scheme and the rest i.e. 25% would be borne by the Eligible Agencies. However, for studies assigned by the D/Commerce for the cause of export promotion, 100% assistance would be provided. The assistance for studies would be subject to a ceiling of Rs.100 lakhs/ each study.

- ⌚ Export Potential Survey of the States;

Level of Assistance: 65% of the cost of Survey subject to the ceiling of Rs.100 lakhs would be funded under the Scheme. The rest 35% would be borne by the organization of the State Government.

- ⌚ Projects/Study which further the objectives of the schemes;

Level of Assistance: The level of assistance would be decided by Empowered Committee. The assistance would be restricted to 65% of the project cost "subject to maximum of Rs.50 lakhs in each case."

- ⌚ WTO studies for evolving WTO compatible strategy;

Level of Assistance: Upto 100% of the cost.

- ⌚ All Trade related studies including Joint Study Group (JSG), Free Trade Agreement (FTA), Regional Trade Agreement (RTA) studies etc. Only specific markets studies would be undertaken and these studies would be entrusted to reputed professional organizations.

#### **v) Project Development:**

- ⌚ To generate focused projects leading to substantial improvement in market access, a shelf of projects shall be prepared by engaging reputed professional organizations. A special focus would

be on preparation of projects pertaining to priority sectors and sectors having substantial employment generation potential.

**vi) Miscellaneous:**

**a. Developing Foreign Trade Facilitation Portal:**

Under the Scheme Rs.2 crores per year has been earmarked for creation of Indian Trade facilitation Portal for providing country specific, product specific, procedural, statutory information to facilitate market access.

Level of Assistance: Assistance would be provided on 100% basis.

b. **Assistance to priority sectors:** Appropriate resources would be assigned by the Empowered Committee to priority sectors with potential of generating substantial additional employment, such as Cottage & Handicrafts, Leather sectors etc. Preference would also be given to support small and medium entrepreneurs for export promotion.

Level of Assistance:

The level of assistance to Cottage and Handicrafts units for eligible activities under the Scheme would be as under: Where level of assistance for eligible activities, under the Scheme, in normal course is:	The level of assistance for eligible activities in case of cottage and Handicrafts units would be:	Remarks
Below 50%	75%	Would be subject to the maximum ceiling prescribed in normal course
50% & above	90%	Would be subject to the maximum ceiling prescribed in normal course

**C. Eligible Agencies**

Under the Scheme, financial assistance may be given to:

- ⌚ Departments of Central Government and Organization of Central/ State Governments including Indian Missions abroad
- ⌚ Export Promotion Councils
- ⌚ Registered Trade Promotion Organization
- ⌚ Commodity Boards
- ⌚ Apex Trade Bodies recognized under Foreign Trade Policy of Government of India
- ⌚ Recognized Industrial & Artisan Clusters
- ⌚ Individual Exporters (only for statutory compliance etc.)
- ⌚ 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.