

**Government of India
Ministry of Commerce & Industry
Deptt. of Commerce
E&MDA Section**

MARKETING DEVELOPMENT ASSISTANCE SCHEME
(REVISED GUIDELINES W.E.F. 1.4.2004)

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

- (i) Assist exporters for export promotion activities abroad
- (ii) Assist Export Promotion Councils (EPCs) to undertake export promotion activities for their product(s) and commodities
- (iii) Assist approved organizations/trade bodies in undertaking exclusive non-recurring innovative activities connected with export promotion efforts for their members
- (iv) Assist EPCs to contest Countervailing Duty/Anti Dumping cases initiated abroad
- (v) Assist Focus export promotion programmes in specific regions abroad like FOCUS (LAC), Focus (Africa), Focus (CIS) and Focus (ASEAN + 2) programmes.
- (vi) 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 special development and promotional projects are finalized in annual meetings

with the respective EPCs, which are 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 Trade Delegations/BSMs/Trade Fairs/Exhibitions for reimbursement of MDA assistance are considered and approved by the Chief Executive Officer of the Export Promotion Councils/FIEO etc. The MDA Committee in the Deptt. 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.
- (iv) Proposals received from concerned EPCs for assistance to contest countervailing duty and anti dumping duty proceedings initiated abroad are considered by a specific committee constituted in this regard under the chairmanship of AS&FA.

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

- (i) Exporting companies with an f.o.b. value of exports of upto Rs. 5 crore in the preceding year will be eligible for MDA assistance for participation in EPC etc. led trade delegations/BSMs/fairs/exhibitions abroad to explore new markets for export of their specific product(s) and commodities from India in the initial phase. This will be subject to the condition that the exporter is having complete 12 months membership with concerned EPC etc. and filing of returns with concerned EPC/organisation regularly.
- (ii) Assistance would be permissible on travel expenses by air, in economy excursion class fair and/or charges of the built up furnished stall, @ 90% for exporters having valid SSI registration certification and @ 75% for others including merchant exporters. This would, however, be subject to an upper ceiling mentioned below in the table per tour.

S. No	Area/Sector	No. of visits eligible	Maximum Financial ceiling per event		
			BSM/Trade fair/delegations /exhibition etc. abroad (Travel grant (A) (4))	Trade Fair/ Exhibition abroad. (Stall charges) (B) (5)	Total (in Rs.) (A+B) (6)
(1)	(2)	(3)	(4)	(5)	(6)
1.	Focus LAC	1	Rs.90,000/-	Rs.50,000	1,40,000/-
2.	Focus Africa (including WANA countries)	1	Rs. 60,000/-	Rs.50,000/-	1,10,000/-
3.	Focus CIS	1	Rs. 60,000/-	Rs. 50,000/-	1,10,000/-
4.	Focus ASEAN	1	Rs. 60,000/-	Rs. 50,000/-	1,10,000/-
5.	General Areas	1	Nil	Rs. 50,000/-	50,000/-
	TOTAL	5			

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

- (1) For EPC etc. led Trade Delegations/BSMs only air-fare by Economy Excursion class as indicated in Column 4 above shall be permissible. For participation in Trade Fairs/Exhibitions stall charges in addition to travel expenditure shall also be permissible subject to ceilings mentioned in the column 6 in the above table.
- (2) Maximum number of permissible participations shall be five in a financial year as indicated in above table (No travel grant is permissible for one visit to General Areas).
- (3) Assistance shall be permissible to one regular employee/director/partner/proprietor of the company. Assistance would not be available to exporter of foreign nationality or holding foreign passport.
- (4) Intimation application must be received in the concerned EPC etc. with a minimum of 14 days clear advance notice excluding the date of receipt of application in the office of the concerned organization and the date of departure from the country.
- (5) The company shall not be under investigation/charged/prosecuted/debarred/black listed under EXIM Policy of India or any other law relating to export and import business.
- (6) Maximum MDA assistance shall be inclusive of MDA assistance received from all Govt. bodies/FIEO/EPCs/Commodity Boards/Export Development Authorities/ITPO etc.,

- (7) 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.

4. Assistance to Export promotion Councils:

- (i) Export Promotion Councils (EPCs) are autonomous in administrative matters and no financial assistance is provided to them from MDA from administrative expenditure (non-code). List of recognized EPCs is given in Annexure-I. The 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 are required to send their detailed annual action plan 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. 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.
- (iii) EPCs shall have to furnish detailed accounts activity-wise for each approved code activity certified by a Chartered Accountant and the utilization certificate for the funds released in a financial year by 30th September of the succeeding financial year positively. The EPCs shall qualify for release for second installment of funds of the year only after their accounts for the preceding year have been finalized.
- (iv) The EPCs shall plan development and export promotion activities in overseas markets for export promotion of particular products, based on the findings of the desktop studies/findings of the strategy papers on potential of exports and data available with institutes like NCTI etc., to penetrate into new potential markets and to consolidate in the already explored export markets. Eligible activities shall be trade delegations to potential markets, organizing participation in the important trade fairs/exhibitions in the focus markets associated with BSMs, focused publicity for the event etc.
- (v) Role of the EPCs shall be to diversify the export promotion activities to new emerging potential markets wherein the participation by the Indian companies

is yet to be established. The trade fairs/exhibitions organized and participated by the EPCs on three or more occasions shall be left to the exporters for participation individually. For such established trade fairs/exhibitions, EPC shall organize booking of the space/stalls for its members based on the preaccessed requirement, construction/furnishing of stalls, publicity for the event etc. Member exporters of the council shall participate individually in the space/stall allotted to them by the EPC. MDA assistance to the EPC shall be available for a particular fair/exhibition upto a maximum of three participations and thereafter, participation in such established fairs/exhibitions shall be on self-financing basis.

- (vi) Export Promotion Councils with the prior approval of the E&MDA Division, based on the recommendations of the concerned Commodity Division(s) of the Department of Commerce/Ministry of Textiles can 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:

S.No	Permissible Items of expenditure under MDA	Percentage of funding under MDA
(I)	Participation in Fairs/Exhibitions abroad by EPCs etc.	
1.	Central Stall of Council (i) Rent of Council's area (ii) Other organizing expenditure (maximum 30% of Rent of council's area)	60% of (i)+ (ii) (subject to a ceiling of Rs.10 lakh per event)
2.	Air fare for one official of EPC in economy excursion class (visa charges to be met by the Council)	100%
3.	D.A. for one official of EPC etc.: As per notified MEA rates for Govt. officials of equivalent status.	100%
4.	Hotel stay for one official of EPC : On scales applicable to equivalent Govt. officials on duty abroad and subject to furnishing of original bills (with upper ceiling of US\$150 per night stay)	100%
5.	Entertainment: (i) For EPC sponsored activity led by Chairman. (ii) For EPC sponsored activity led by Vice-Chairman/E.D/ Addl. E.D. (On production of bills)	US \$ 500 US \$ 250
(II)	EPC sponsored Buyer Seller Meets/Trade Delegations abroad:	
1.	(i) Venue Cost (ii) All other organizing expenditure (maximum 30% of	60% of (i)+(ii) (subject to a

	the venue cost)	ceiling of Rs.10 lakh per event)
2.	Air fare, DA, Hotel stay, for one official of EPC	As applicable in the case of participation in fairs/ exhibitions.
3.	Entertainment	As applicable in the case of participation in fairs/ exhibitions.
(III)	Promotional Activities within India by EPCs etc.:	
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 Rs.75,000/- 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 (maximum 30% of venue cost)	60% of (i) + (ii) (subject to a ceiling of Rs.10 lakh per event)
3.	Buyer Seller Meets in India (i) Venue Cost (ii) All other organizing expenditure (maximum 30% of venue cost)	60% of (i) +(ii) (subject to a ceiling of Rs.10 lakh per event)
(IV)	PUBLICITY:	
	(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, advt. 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 alongwith 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

S.No.	Permissible Items of expenditure under MDA	Percentage of funding under MDA
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 Rs.10 lakh.
2.	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 (ii) Venue charges (iii) All other organizing expenditure. ----- 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.	(i)100% (subject to a ceiling of Rs.90,000/- for LAC and Rs.60,000/- for other Focus areas) (ii)&(iii) As applicable in non-focus area with ceiling of Rs.10 lakh.
3.	Translation facilities in foreign languages and vice versa.	60%
4.	Product catalogue in CD ROM	60%

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

- (i) The exporters participating in EPC sponsored trade delegations and fairs/exhibitions/buyer cum seller meets etc. abroad shall receive the MDA assistance on reimbursement basis on scales.
- (ii) One official of the EPC (subject to an upper ceiling of two visits in one financial year by individual official) can accompany EPC sponsored trade delegation/organized participation in trade fair/exhibition followed by BSM. This would, however, be subject to the condition that a minimum of five exporters participates in such events. In rare circumstances, the Joint Secretary of the concerned commodity/territorial division can relax the condition of a maximum of two visits by an individual official in a financial year.
- (iii) Per diem allowance, hotel charges etc. would not be permissible from MDA funds to exporters/elected office bearers of the EPCs etc. traveling abroad.
- (iv) 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.
- (v) For 'Reverse Trade Visits' the air-fare by economy excursion class for invited delegates would be subject to the upper ceilings of Rs.90,000/- for LAC region and Rs.60,000/- for CIS, Africa and ASEAN+2 regions.

6. Financial Assistance to contest Countervailing Duty/Anti Dumping cases initiated abroad

- (i) No distinction need be made between CVD and AD investigations since both types of cases have intended to involve various export incentives granted by the Government e.g. income tax concessions, export credit concessions, advance licensing, drawback etc.
- (ii) No MDA grant will be given for fighting such cases to exporters directly and assistance would be given only to the Export Promotion Councils to the maximum extent of 50% of the expenditure involved with upper ceilings of Rs. 10.00 lakh in each case and that too only for fighting generic cases having wider ramifications. The remaining expenses would be met by the respective councils/trade.

- (iii) To be eligible for assistance, councils should appoint lawyers for fighting such cases through the concerned Embassy or High Commission of India in consultation with the Commodity division and E&MDA Division in the Department of Commerce.
- (iv) There should be prima facie evidence available on the chances of success of the Anti-dumping cases. As dumping is defined as the difference between the price at which the item is sold in India and the price at which it is exported, at the ex-factory level, prima facie information should be available with all the Councils about the difference and the possible reasons for the differences.
- (v) The Councils are also required to furnish information intimating:
 - (a) Quantity, value and weighted average unit price (f.o.b.) of the product exported globally and to the country alleging dumping during last 3 years.
 - (b) Quantity and value, weighted average unit price (excluding excise duty) of the product/equivalent product sold in the domestic market during the last 3 years.
 - (c) Ex-factory price of the product cleared for home consumption.
 - (d) Expenses incurred on exports between the factory gate and till put on f.o.b.
 - (e) Subsidy for export product, if any.
- (vi) The Committee consisting of Additional Secretary & Financial Adviser (Chairman), Jt. Secretary, MDA, Jt. Secretary of concerned Commodity division, Jt. DGFT, (Anti Dumping) as members and Director, MDA as Member Secretary would decide the extent of financial assistance in each case which would be provided from MDA.

7. Approved organisation(s)/trade bodies

- (a) 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. These are of following two types:

(i) Approved organizations who can sponsor MDA proposals of its member exporters:-

List of the approved organizations 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 organisations for MDA assistance.

(ii) Other approved trade bodies

List of organizations approved under this heading is at Annexure-III. These organizations cannot sponsor proposals of their member exporters for MDA assistance. However, with the prior approval of the E&MDA Division of the Department of Commerce, their proposals for organizing non-recurring specific promotional activity for export growth of Indian Products and Commodities abroad can be considered 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-IV).

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 FIEO 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 also sponsor requests of its member exporters for participation in fairs/exhibitions/BSMs/Trade delegations led by FIEO for MDA assistance.

(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. ITPO should cross subsidize other events from surpluses in other fairs.

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) IIFT, IIP, IDI and ICA

MDA assistance to IIFT, IIP, IDI and ICA for various activities on an annual basis would not be provided. However, specific development activities directed towards export growth of Indian products and Commodities would be considered by the Govt. (E&MDA Division in the Department of Commerce) for part financing.

(iv) To other approved trade bodies

On receipt of specific development and export promotion project(s) from the approved trade bodies such as ASSOCHAM, CII, FICCI etc. (other than IIFT, IIP, IDI, ICA and ITPO) , E&MDA Division may consider financing one or two special specific non-recurring activities with 60% financial assistance of the net expenditure on approved items from MDA subject to maximum MDA assistance of Rs. 10 lakh for each focus area programme + Rs. 10 lakhs for general areas . As such the total MDA grant to such approved trade bodies would not be more than Rs. 50 lakhs in a financial year to a particular approved trade body.

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 duly completed and signed in the prescribed format (Annexure-V) shall be submitted by the exporter to the concerned EPC etc. giving clear 14 days advance notice.
- (ii) Concerned Organization (FIEO, EPC etc.) on receipt of application shall examine and issue approval letter to the exporter preferable within 5 working days of the receipt of the application form in the prescribed format (Annexure-VI).
- (iii) Claim alongwith the declaration duly completed shall be submitted by the exporter to the concerned Organization (FIEO), EPC etc.) in the prescribed format (Annexure-VII) alongwith under mentioned papers immediately on return to India after completion of the activity but positively within 3 months of their return to India:

- ❖ Details of activity undertaken earlier with MDA assistance to the same country/countries.
- ❖ Self-certified copy of the export house/trading house certificate, if applicable.
- ❖ Self-certified copy of SSI registration certificate issued by the concerned Directorate of Industries, if applicable.
- ❖ 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 alongwith 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 form received after 3 months of return to India or wherein the deficiencies in the claim as intimated by the concerned EPC, EIEO etc., are not fully completed within 30 days of the date of directions given in this regard by the concerned EPC, FIEO etc., would not be entertained and rejected.

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LIST OF GRANTEE ORGANISATIONS (EXPORT PROMOTION COUNCILS) UNDER THE MDA CODE.

1. **Apparel EPC, NBCC Tower, 15, Bhikaji Cama Place, New Delhi-110066.
(Phone No.6183351, 6169394 Fax No.011-6188584, 6188300)**
 2. **Basic Chemicals, Pharmaceuticals & Cosmetics Export Promotion Council,
Jhansi Castle(4th floor), 7-cooperage Road, Mumbai-400039.
(Phone No.2021288, 2021330 Fax No.022-2026684)**
 3. **Carpet EPC, 110-A/1, Krishna Nagar, Street No.5,Safdarjung Enclave,
New Delhi-110029.
(Phone No. 6102742, 6101024 Fax No.011-6165299)**
 4. **Cashew EPC, P.B.No.1709, Chittor Road, Ernakulam South, Cochin-682016
(Phone No. 361459, 369080 Fax No.0484-370973)**
 1. **CAPEXIL, World Trade Centre, 14/1-B, Ezra Street, 2nd Floor, Calcutta-700001
(Phone No. 2215652, 2357079 Fax No.033-2215657)**
 6. **The Cotton Textiles EPC, Engineering Centre, 5th Floor,9, Mathew Road,
Mumbai-400004.
(Phone No.3632910-13, 3634206 Fax No.022-3632914, 3640162)**
 7. **Council for Leather Exports, Leather Centre, 3rd and 4th Floor,53, Raja Muthiah
Road, Chennai-600003.
(Phone No. 5389098, 5382041 Fax No.044-5387083, 5388713)**
 8. **Engineering EPC, World Trade Centre, 3rd Floor,14/1-B, Ezra Street,
Calcutta-700001
(Phone No. 2350442-44, 2353796 Fax No.033-2215657)**
 9. **Electronics & Computer Software EPC, PHD House, 3rd Floor, Opp. Asiad
Village, Hauz Khas, New Delhi-110016.
(Phone No. 6510632, 6964463 Fax No.011-6853412)**
 10. **EPC for Handicrafts, 6, Community Centre, 2nd floor, Basant Lok,Vasant Vihar,
New Delhi-110057
(Phone No.6145355, 6147615 Fax No.011-6143772, 6146144)**
 11. **Export Promotion Council for EOUs & SEZ Units, 705, Bhikaji Cama Bhawan,
Bhikaji Cama Place, New Delhi-110066
(Phone No. 26166185/26165805/26166953 Fax No. 011-26165538)**
- Contd...
12. **Gem & Jewellery EPC, Diamond Plaza, 5th Floor, 91-A,Dr. D.B.Marg,
Mumbai-400004.
(Phone No. 3821801, 3821806 Fax No.022-3808752, 3804958)**
 13. **Handloom EPC, 18-Cathedral Garden Road,
Numgambakkam,Chennai 600034.**

- (Phone No.8278879, 8276043 Fax No.044-8271761)
14. **The Indian Silk EPC, 62, Mittal Chambers, Nariman Point, Mumbai-400021**
(Phone No. 2025866, 2027662 Fax No.022-2874606)
 15. **Overseas Construction Council of India Ltd., H-118, Himalaya House, 11th Floor, 23, K.G. Marg, New Delhi-110001.**
(Phone No. 3722425, 3350367 Fax No.011-3312936)
 16. **The Plastic EPC, Crystal Tower, Ground floor, Crystal Co-operative Housing Society Ltd., Gundowli Road No.3, Off Sir M.V. Road, Andheri East, Mumbai-400069.**
(Phone No. 8313951-52 Fax No.022-8327860)
 17. **Powerloom Development & EPC, 16, Ist Floor, Mittal Chambers, Nariman Point, Mumbai-400021**
(Phone No. 2846518-19 Fax No.022-2846517)
 18. **Sports Goods EPC, 1-E/6, Swami Ram Tirth Nagar, Jhandewalan Extn., New Delhi-110055.**
(Phone No. 3525695 Fax No.011-3632147)
 19. **Shellac Export Promotion Council, World Trade Centre, 14/1.B, Ezra Street, Calcutta-700001.**
(Phone No. 2354556 Fax No.033-2353134)
 20. **The Synthetic & Rayon Textiles EPC, Resham Bhavan, 78, Veer Nariman Road, Mumbai-400020**
(Phone No. 2048797, 2048690 Fax No.022-2048358)
 21. **Wool & Woolens EPC, 612/714, Ashoka Estate, 24, Barakhamba Road, New Delhi-110001.**
(Phone No. 3315512, 3315205 Fax No.011-3314626)
 22. **Wool Industry Export Promotion Organisation, Churchgate Chambers, 7th Floor, 5 New Marine Lines, Mumbai-400020.**
(Phone No.022-22624372 Fax No. 022-22624675)

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),
3rd 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,
PHD House, 3rd floor, Opp. Asian Games Village, Hauz Khas, New Delhi-110016.
(Phone No.6851310,12,14,15 Fax No.6863087, 6967859)**

LIST OF OTHER APPROVED TRADE BODIES

1. **Export Inspection Council,
14/1.B, Ezra Street, 3rd floor, Calcutta-700001,**
2. **Federation of Indian Chamber of Commerce & Industry,
Federation House, Tansen Marg, New Delhi-110001.**
3. **Associated Chambers of Commerce & Industry of India,
Royal Exchange, Calcutta-700001.**
4. **Confederation of Indian Industries,
23-26, Institutional Area, Lodhi Road, New Delhi.**
5. **India Woollen Mills Federation in India,
G-4, Advent Building, Ferozshah Road, Mumbai-400001.**
6. **Federation of Association of Small Industries of India,
Laghudhyog Kuttee, 23-B/2, Rohtak Road, New Delhi-110019.**
7. **Indian Machine Tool Manufactures Association,
12-Rampart Road, Mumbai.**
8. **Indian Electrical & Electronics Manufacturers' Association,
5501, Kakad Chambers, 132, Dr. Annie besant Road, Worli, Mumbai – 400018.**
9. **Jute Manufacturers Development Council,
25-Camac Street, 6th floor, Flat No.6(A), Calcutta-600016.**
10. **Textile Machinery Manufacturers' Association(India)
53-Mittal Chamber, Nariman Point, Mumbai.**
11. **The Solvent Extracters' Association of India,
Tanna House, Annexe-11(A), Nathalai D. Parikh Marg, Mumbai-400039.**
12. **The Groundnut Extractions Export Development Association,
Tanna House, 11(A), Nathalai D. Parikh Marg, Mumbai-400039.**
13. **Indian Oil & Produce Exporters' Association,
78-79-Bajaj Bhavan, Backbay Reclamation, Nariman Point ,Mumbai-400021.**

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.

Annexure-V

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

Ref.No. _____

Date: _____

01.	Name of the firm with full address.	IEC No. _____
02.	EH/TH Certificate	No. & Date _____ Valid upto _____
03.	FOB value of exports during the last Financial year	(Rs.in crores)
04.	Particulars of fair/exhibition/BSM/ Trade Delegation	Name of event: Place: Country: From.....To.....
05.	Particulars of visit	Date of departure from India Date of arrival in India
06.	Details of proposal(s) already Submitted in the same financial year.	
07.	Details of earlier participations in the same event with MDA assistance.	
08.	Whether national participation Organized by ITPO,EPC etc.	Yes/No
09.	Whether participating through ITPO, EPC etc.	Yes/No
10.	Whether waiver certificate taken From ITPO, EPC etc.	Yes/No/N.A.
11.	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

Contd...

- 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	EH/ TH Certificate	No. & date _____ Valid upto _____ (Attach a self certified copy of the certificate issued by DGFT)
04	Whether SSI ?	Yes/No. (if yes, attach a self-certified copy of SSI Registration Certificate)
05	F.O.B. value of exports during the last financial year.	Rs. in crores
06	Particulars of event	Name: City : Country Duration of fair from _____ To _____
07	Date of actual departure from India.	_____ (please attach self certified photocopy of passport duly highlighting date of departure).
08	Date of actual arrival from India.	_____ (please attach self certified photocopy of passport duly highlighting date of arrival).
09	Name & Designation of person who attended the event.	

Contd...

10	No. of proposals already submitted in the same financial year.	
11	Whether national participation in the fair/exhibition organised by ITPO/EPC etc.	Yes/No.
12	Whether participation through ITPO/EPC etc.	Yes/No
13	Whether waiver certificate taken from ITPO/EPC etc.	Yes/No/N.A.
14	Details of participations made with MDA assistance in the past in the same event.	
15	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)
16	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 alongwith self certified photocopies of receipt, bank advice etc. evidencing payment made)
17	Amount claimed	Rs _____

Declaration

I solemnly declare that the particulars given in the above statement are correct. I bound myself and the company accountable and responsible for any incorrect information given in the above statement and shall immediately refund amount received on the basis of wrong information provided in the above statement.

Signature _____

Name _____

Designation _____

Office Seal : _____

Place:

Date:

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

VERIFICATION NOTE

Ref. No. _____

Date _____

01	Name of the firm with full address	IEC No. _____
02	Whether EH/ TH	Yes/No Registration valid upto _____
03	Whether SSI ?	Yes/No.
04	Particulars of activity	Trade Delegation/Fair/Exhibition Participations
05	Date of receipt of application in the office of FIEO/EPC/Commodity Board/APEDA/MPEDA?	
06	Particulars of event	Date of Departure from India - Date of Arrival in India – Date of receipt of claim -
07	A. Whether condition of 14 days advance Clear notice met? B. Whether claim submission conditions met ?	Yes/No Yes/No
08	Name and designation of the person visiting abroad.	
09	No. of proposals already Submitted in the same financial year.	
10	Whether national Participation in the fair/ Exhibition organised by ITPO/ EPC etc.	Yes/No.
11	Whether participation through ITPO/EPC etc.	Yes/No
12	Whether waiver certificate taken from ITPO/EPC etc.	Yes/No/N.A.
13	Details of Fairs/exhibitions/BSM/ trade delegation participated made with MDA assistance in the Past in the same event/country.	
14	Whether report on the activity Undertaken submitted ?	Yes/No

15	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)
16	Expenditure incurred a) On actual return airfare by economy excursion class b) On stall, decoration, water & electricity charges.	Rs _____ Rs _____ (Please attach original air ticket/jacket and self certified photocopies of receipt etc. evidencing payment made)
17	Amount recommended on a) Air travel for Trade Delegation b) Air travel and/or stall charges for participation in fairs and exhibitions.	Rs _____ Rs _____

Place:

Signature

Date :

(with Office Seal)

Name & Designation

