



कयर बोर्ड COIR BOARD

(सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार
Ministry of MSME, Govt. of India)

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TRADE CIRCULAR No. 2 DATED 09.09.2021

Sub: Market Development Assistance under International Cooperation (IC) Scheme

The Ministry of Micro, Small & Medium Enterprises has revised the guidelines for International Cooperation Scheme for continuation to the next Financial Cycle i.e. from 2021-22 to 2025-26. The revised Scheme is effective from 19.08.2021 and it has the following three sub-components:

- I. Market Development Assistance (MDA)
- II. Capacity Building of First Time Exporters (CBFTE)
- III. Framework for International Market Intelligence Dissemination (IMID)

A copy of the guidelines for Sub-Component-I, i.e. MDA, as mentioned above is hereby circulated for information and necessary action and the guidelines for the components II & III will be circulated in due course once they are finalised.

The Assistance Pattern of component I, i.e. MDA is as given below.

Eligible organisations

- a) Ministry of MSME and organisations under the Ministry
- b) State/ Central Govt. organisations/ institutions; and
- c) Registered Industry/ enterprise associations

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Assistance under the scheme

Sl. No.	Item	Physical	Virtual
Participation of MSMEs in delegation to International Exhibitions/ trade fairs and buyer seller meets in foreign countries (Para 3.2.1)			
1	Space Rent/ Stall Charges	Rs. 3 lakh	Rs.1.50 lakh
2	Advertisement and Publicity Charges	Maximum of Rs.2.50 lakh for delegation of 14 MSMEs and Rs.5 lakh for delegation of 15 and above for organisations	Maximum of Rs.2.50 lakh for delegation of 14 MSMEs and Rs.5 lakh for delegation of 15 and above for organisations
3	Air Fare	Rs.1.50 lakh	
4	Duty Allowance	Office bearer will get USD 150 per day for the duration of the approved period of the event towards duty allowance	
5	Freight Charges	Actuals subject to maximum of Rs.50,000/- per MSME unit and Rs.75,000/- per MSME for LAC region	
6	Registration Fee	Maximum of Rs.5,000/-	
The maximum ceiling of financial assistance for participation in one international event to be held abroad is Rs.2.00 crore and 1.00 crore for physical and virtual events respectively			
International Conferences/ summits/ workshops/ seminars on the themes relevant to MSME sector to be organised in India by the Industry Associations/ Govt. organisations (Para 3.2.2)			
	Charges including venue rent, catering, advertisement & publicity, security arrangement etc.	Maximum of Rs.10 lakh	
	Airfare	Maximum of Rs. 5 lakh	

International Conferences/ summits/ workshops/ seminars on the theme relevant to MSME sector to be organized in virtual mode by Industry Associations/ Govt. organisations (Para 3.2.7)		
Virtual Platform Fee/ Rent	Space/ License	Maximum of Rs. 2.00 lakh
Publicity Cost		Maximum of Rs. 5.00 lakh
Translation & Interpretation Charges		Maximum of Rs.1.00 lakh

Financial Assistance is available for other activities also like organising physical exhibitions/ BSMs, Workshops, Seminars, mounting delegations etc. abroad which are clearly spelt out in the guidelines.

The field Offices may bring the guidelines to the knowledge of Industry Associations/MSME Units including those belonging to NER/SC/ST/Women categories and encourage them to avail the benefits under the Scheme.


SECRETARY

To:
All Regional Offices, SROs of Coir Board
All Exporters Associations
All Exporters

Encl: Copy of Revised Guidelines of MDA component under the IC Scheme

(Issued from File No.I-12015(12)/1/2017-EM-I (Comp. No.4692)