HIGHLIGHTS OF THE REVISED MARKET DEVELOPMENT ASSISTANCE (MDA) GUIDELINES W.E.F. 1ST JUNE 2013

Market development Assistance (MDA) is granted to individual exporters for participating in Trade fairs, Exhibitions and Buyer Seller Meets by the Ministry of Commerce & Industry, Govt. of India through the Council.

Highlights of the revised MDA guidelines are as under:

(A) ELIGIBILITY CRITERIA:

- Complete 12 months membership with TEXPROCIL & filing of Export Returns with Council regularly.
- F.O.B. value of export of last financial year should be up to Rs. 30 crore. (No such ceiling is applicable in Focus LAC region). However Member with zero export in the last financial year will not be eligible.
- 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.

(B) IMPORTANT TERMS AND CONDITIONS:

- Minimum 10 companies (Council members) should participate in the event.
- Assistance to one regular employee/ Director/ Partner/ Proprietor of Company.
- Maximum of three times participation in a particular trade fair/exhibition would be eligible for MDA assistance.
- Maximum MDA assistance shall be inclusive of MDA assistance received from all Govt. bodies/FIEO/EPCs/Commodity Boards/Export Development Authorities/ITPO etc.,
- Wherever exporters are eligible to claim air fare, grant will be restricted to economy class air fare by shortest route.
- Intimation application must be received in Form V, minimum 14 days in advance before departure from the country.
- Claim i.e. Form VII & Form VIII along with all required supporting documents as per MDA Guidelines should reach the Council within 45 days of return to India.
(C) MAXIMUM ELIGIBLE MDA GRANT FOR TRADE FAIRS & EXHIBITIONS:

- FOCUS Latin American Countries = Rs. 2,50,000/- (Max.)
- FOCUS AFRICA & WANA = Rs. 2,00,000/- (Max.)
- FOCUS CIS = Rs. 2,00,000/- (Max.)
- FOCUS ASEAN +2 = Rs. 2,00,000/- (Max.)
- GENERAL AREA = Rs. 1,50,000/- (Max.)

(Total No. of participation eligible for MDA grant are five i.e. 1 each to above Mentioned Areas for one F.Y.)

(D) MAXIMUM ELIGIBLE MDA GRANT FOR BUYER SELLER MEETS:

- For EPC 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.