

**GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA**

UNSTARRED QUESTION NO:5075
ANSWERED ON:25.08.2000
MARKET DEVELOPMENT FUND FOR EXPORTERS
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Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

- (a) whether the Government have instituted a market Development Assistance Fund for exporters to find new markets:
- (b) if so, the details thereof; and
- (c) the conditions laid down for entrepreneurs and companies to avail of this fund?

Answer

MINISTER OF COMMERCE & INDUSTRY (SHRI MURASOLI MARAN)

(a) & (b) The Marketing Development Assistance (MDA) Scheme seeks to promote India's exports by providing assistance for a range of market development activities. These include assistance to exporters for sales-cum-study tours abroad, participation in fairs/exhibitions and buyer-seller meets abroad, market studies, contesting CVD/anti-dumping cases abroad, export publicity etc.

(c) Exporters can avail MDA assistance through the respective Export Promotion Councils/Commodity Boards. Recognised export and trading houses can avail the assistance through the Federation of Indian Export Organisations (FIEO). General conditions have been laid down for availing MDA assistance. The major conditions are as follows:

- (i) Applications for assistance have to be furnished giving at least 14 days clear advance notice.
- (ii) Assistance is provided for undertaking a maximum of three combined activities in a financial year and one additional activity in the Latin American Countries.
- (iii) Assistance for air travel in economy class is provided to one employee of the exporting company.
- (iv) For participation in fairs/exhibitions etc., hiring of built up stalls is also assisted under the scheme.
- (v) Production of publicity material like brochures, product catalogues etc. is also partly financed by the MDA scheme for use abroad during study tours, participation in fairs etc.
- (vi) For sales and study tours and trade delegations, the exporters are normally required to visit at least three countries with a minimum 6 days stay. However, single country visits are also permitted with a minimum 4 days stay under some circumstances.
- (vii) The company should not have come to adverse notice of the Government due to any violation of the Export and Import Policy or any other law related to exports and imports.
- (viii) The exporting companies are required to submit detailed claims supported by documentary proof within three months of their return to India after completion of the activity.