

No.K-11020/303/2018-E&MDA
Government of India
Ministry of Commerce & Industry
Department of Commerce
E&MDA Division

Udyog Bhawan, New Delhi
Dated the 7th January, 2019

To

1. The DG/SG/ED/Secretary of Export Promotion Councils/ FIEO/ITPO/ Trade Bodies
2. The Chairman, APEDA

Sub: Revision of the provisions contained in the 'Market Access Initiative Scheme' and the 'Guidelines for funding under the MAI Scheme' related to reimbursement of expenditure incurred by Indian exporters on statutory compliances in the buyer country.

Sir/ Madam,

I am directed to convey the approval of the Competent Authority to the following amendments in the 'Market Access Initiative (MAI) Scheme, 2018' and the 'Guidelines for funding under the MAI Scheme', issued vide this Department vide OM No.11/197/2016-E&MDA dated the 16th February, 2018:

- (a) Para 6.1 of Part-III of the 'Guidelines for funding under the MAI Scheme' is revised as under:

Existing	:	"Ceiling: Rs.50 lakh per annum per exporter Sharing: 50% : 50%"
To be replaced with	:	"Ceiling: Rs.2 crore per annum per exporter Sharing: 50% : 50%"

- (b) The following additional components are included in para 4.2 (8) of the Market Access Initiative Scheme, 2018, within the overall limit of assistance per exporter as at (a) above:

- (i) Plant Inspection Charges for the Pharmaceutical products;
- (ii) Charges incurred by small scale exporters [below the f.o.b value of exports of Rs.30 crore] on bar-coding of export consignments [this would

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be a one-time grant to defray actual expenditure limited to a maximum of Rs.25 lakh per exporter);

- (iii) Fees paid for Quality Certification required for Natural Products (Herbal, Ayush products, Dietary Supplement, Nutraceuticals);
- (iv) Reimbursement of registration charges in respect of cosmetics products;
- (v) Data generation/ letter of access cost, including study cost, data purchase cost, research on existing data, data evaluation cost, consultancy cost, study monitoring cost, etc. for chemicals/ agro-chemicals/ cosmetics products; and
- (vi) Testing charges in respect of testing done in India for export of engineering products.

2. All other provisions in the Scheme will remain same.

3. The above revision in the MAI Scheme/ Guidelines would be effective from the date of issuance of this letter.

Yours faithfully,


7/1/2019
(Prakash Nevatia)
Director
Tel. 011-2306 2527

Copy to:

- (i) PSO to CS
- (ii) PPS to SS&FA
- (iii) DG, DGFT
- (iv) All Additional Secretaries/Joint Secretaries, Department of Commerce
- (v) JS (ED), Ministry of External Affairs
- (vi) JS, MSME, M/o MSME
- (vii) Trade Advisor, Ministry of Textiles
- (viii) Director, IIFT
- (ix) All Territorial/ Commodity Divisions, Department of Commerce