

No. 4(8)/2021-IC  
Government of India  
Ministry of Micro, Small and Medium Enterprises  
(IC Section)

Udyog Bhawan, New Delhi-110011

Dated: 19<sup>th</sup> August, 2021

**Circular**

**Subject: Continuation of International Cooperation (IC) Scheme for next Financial Cycle i.e. from 2021-22 to 2025-26 and issuance of revised guidelines - reg.**

The undersigned is directed to state that the Competent Authority i.e. Secretary (MSME) has approved the SFC Memorandum for continuation of International Cooperation (IC) Scheme for the next financial cycle 2021-22 to 2025-26. In accordance with the approval accorded, the IC Scheme stands revised and will now have following three sub-components:

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

2. Accordingly, the guidelines for Sub-Component-I i.e. MDA, as mentioned above are hereby circulated for information and necessary action by all concerned. The new guidelines will also be available on the Ministry's website [www.msme.gov.in](http://www.msme.gov.in). It is also informed that guidelines for the remaining two Sub-Components will be circulated after completion of background work for their operationalization.

3. Office of DC-MSME; NSIC; KVIC and Coir Board are requested to circulate the revised guidelines of Sub-Component-I to their field offices for their information and also advise them to bring the guidelines to the knowledge of Industry Associations/MSME Units especially those belonging to NER/SC/ST/Women categories and encourage them to avail the benefits of the Scheme.

4. The revised guidelines will be effective from the date of issue of this O.M.

**Encl. Scheme Guidelines for Sub-Component-I -MDA**



**(Bhaskar Kalra)**

**Under Secretary to the Government of India**

Tel.23063293

To

1. AS&DC/AS&FA/JS (SME)/JS (ARI)/JS(FI)/EA/US (Fin.I/II)/Budget Division - Ministry of MSME, New Delhi.
2. Chairman-cum-Managing Director, NSIC, New Delhi.
3. Chief Executive Officer, KVIC, Mumbai.
4. Secretary, Coir Board, Cochin, Kerala.
5. Director General, NI-MSME, Hyderabad.