

3. ASSISTANCE UNDER THE SCHEME

3.1 Procedure to avail benefits under Sub-Component I: Market Development Assistance

The applicant organisation will submit an online application for financial assistance, along with the relevant documents and the budget estimate of the expenditure on the proposed event in the proforma online giving full details of expenditure. The admissible financial assistance would be worked out on the basis of this budget estimate and in accordance with the criteria/scale mentioned in paragraph 3.2 and further at the discretion of the Screening Committee.

3.2 Scale of Assistance and Eligible Items of Expenditure

Items of expenditure for which assistance is considered under the scheme are specified below:

3.2.1 Participation of MSME delegations in international exhibitions, trade fairs and buyer- seller meets in foreign countries (PHYSICAL MODE).

The minimum number of the MSME units **must not be less than 10** in a delegation. One Office Bearer of the participating Industry Association/organization/Society/Trust **must** be considered for travel along with the delegation.

The eligible items for participation of MSME units and the scale of assistance would be as under:

Sl. No.	Eligible Items of expenditure	Scale of Assistance
(a)	Space Rent (Stall Charges)	For Micro, Small and Medium entrepreneurs: 100% of the space rent subject to a maximum of Rs.3.00 lakh or actual rent paid, whichever is lower (for one MSME unit). Office Bearer is not eligible for Space Rent.
(b)	Air Fare	For Micro, Small and Medium entrepreneurs: 100% of the economy class airfare subject to a maximum of Rs.1.50 lakh or actual fare paid, whichever is lower (for one MSME unit) subject to following condition: a) Journey/Stay should be within a span of 30 days including the period of event. For office bearer of the applicant organisation: 100% of the economy class airfare subject to a maximum of Rs.1.50 lakh or actual fare paid, whichever is lower.
(c)	Duty allowance	Office Bearer will get USD 150 per day for the duration of the approved period of the event towards duty allowance.

(d)	Freight charges	Actuals subject to maximum of Rs. 50,000/- per MSME unit and Rs. 75,000/- per MSME for Latin American Countries.
(e)	Advertisement and publicity charges	A maximum of Rs. 2.50 lakh or actual, whichever is less, for a delegation size up to 14 MSME units and Maximum of Rs. 5.00 Lakh or actual, whichever is lower subject to the condition that the minimum MSME Units must be 15 or more subject to production of all bills.
(f)	Registration fee	Maximum of Rs.5,000/- or actual whichever is less per MSME unit.
(g)	Participation of Government Officials in the delegation.	In case any Government official participates in the delegation, his/her expenses (air fare, hotel accommodation, local transport, daily allowance, etc.) as per his/her entitlement will be reimbursed from the Ministry. The amount excludes from the amount sanctioned to Industry Associations/organisations.

The maximum ceiling of financial assistance for participation in one international event to be held abroad is Rs. 2.00 crore. For relaxation of the ceiling Secretary (MSME) will be the competent authority.

3.2.2 Organizing International conferences/ summits/ workshops/ seminars on the themes relevant to MSME sector (PHYSICAL MODE) to be organized in India by the Industry Associations/ Government Organizations.

The quantum of assistance would be as under:

(i)	Charges for holding/organizing the International conferences/ summits/ workshops/ seminars in India by Industry Associations including charges for venue rent, catering, advertisement & publicity, security arrangement, etc.	A maximum of Rs.10.00 lakh or the actuals, whichever is lower. Note: The venue for international events should be a non-5-star hotel. In case of any deviance from this norm, special permission at the level of JS (SME) must be sought.
(ii)	Economy class Airfare for foreign speakers/ experts/ resource persons only.	A maximum of Rs. 5.00 lakh or actuals, whichever is lower. A minimum of 3 foreign speakers/ experts/ resource person shall attend the event for qualifying the event as an international event.

3.2.3 Organising Mega international exhibitions/fairs/buyer-seller meets, conferences/summits/workshops/seminars abroad (PHYSICAL MODE) by Ministry of MSME, its organizations solely or in partnership with industry associations for promotion of MSMEs.

There is no expenditure ceiling for these events to be organized by the Ministry of MSME, its organizations solely or in partnership with industry associations. The expenditure to be incurred will be decided by the competent authority i.e. Secretary (MSME) in consultation with the IFW.

3.2.4 Organising Mega international conferences/summits/workshops/seminars, bilateral/multilateral Government to Government Events in India (PHYSICAL MODE) by Ministry of MSME, its organizations solely or in partnership with industry associations for promotion of MSME sector.

There is no expenditure ceiling for these events to be organized by the Ministry of MSME, its organizations solely or in partnership with industry associations. The expenditure to be incurred will be decided by the competent authority i.e. Secretary (MSME) in consultation with the IFW.

3.2.5 Ministry of MSME led industrial delegations to physical International Exhibitions, Fairs, Conferences and Buyer-Seller Meets in foreign countries.

10% of the Budget allocated for the Scheme shall be spent under this head for sending the delegation of the Ministry to International Exhibitions/Trade fair/Conference consisting the executive members of the industry associations/owners of the MSME units and officials of the Ministry including Hon'ble Minister of MSME. The members of Industry Associations/owners of MSME units will be allowed reimbursement of air-fare and DA @ \$150 per day for the approved period of the event. The Selection of the delegates will be done by a committee headed by Secretary (MSME). JS (SME) and Director (IC) will be the other members of the Committee. The committee has the authority to co-opt any other member on case-to-case basis.

3.2.6 Participation of MSME delegations in international exhibitions, trade fairs and buyer-seller meet by Foreign Organisers (VIRTUAL MODE).

The minimum number of the MSME units must not be less than 10 in a delegation.

(i)	Space/Stall Charges including catalogue/digital material charges for Participating in the Virtual International Events organized by foreign countries	For Micro, Small and Medium entrepreneurs: A maximum of Rs.1.5 Lakh or actual whichever is lower of the participation package extended by the organizer.
(ii)	Advertisement and Publicity Charges	A maximum of Rs. 2.5 lakh or actual, whichever is less, for a delegation size upto 14 MSME units and Maximum of Rs. 5.00 Lakh or actual, whichever is lower subject to the condition that the minimum MSME Units must be 15 and on production of bills.

The maximum ceiling of financial assistance for one International event in Virtual Mode is **Rs. 1.00 crore**. For relaxation of the ceiling **Secretary (MSME)** will be the competent authority.

3.2.7 Organising International conferences/ summits/ workshops/ seminars on the themes relevant to MSME sector (VIRTUAL MODE) to be organized by Industry Associations/ Government Organizations.

The minimum number of International speakers should be **5** and number of participants joining should be **300** in an event.