

Government of India  
Ministry of Commerce & Industry  
Department of Commerce  
Directorate General of Foreign Trade  
Vanijya Bhawan, New Delhi

**Trade Notice No.19/2025-26**

Dated: 31 December 2025

**Subject: Launch of Market Access Support (MAS) under EXPORT PROMOTION MISSION – NIRYAT DISHA – regarding**

The Market Access Support (MAS) Intervention under the EXPORT PROMOTION MISSION (EPM) – NIRYAT DISHA is hereby launched with immediate effect, with a view to strengthening India's export market access through structured support for activities such as Buyer–Seller Meets (BSMs), Reverse Buyer–Seller Meets (RBSMs), trade fairs, exhibitions, and related market access initiatives. The detailed Guidelines for implementation of MAS are enclosed as Annexure.

**Call for Proposals**

The Market Access Support (MAS) component is being operationalised on a pilot basis to facilitate early implementation and active stakeholder participation. Implementation shall be undertaken through the Trade Connect ePlatform (<https://www.trade.gov.in/>). Eligible Organising Agencies may submit proposals for activities in accordance with the enclosed guidelines. Organising Agencies shall be required to submit applications for participation in approved events, in the manner and format as prescribed from time to time.

**Registration Process on the Trade Connect ePlatform**

To ensure transparency and an audit trail, Export Promotion Councils (EPCs) and other eligible Organising Agencies shall be required to undertake the following steps:

- o All organising agencies shall identify and authorise an administrator for all EPM related activities who shall register on <https://www.trade.gov.in/pages/register>. The administrator registration can be made by selecting function as "Export Promotion Mission (EPM)" and role as "Administrator".
- o If the identified EPM administrator is already registered on Trade Connect, they need not re-register. Email intimation may be sent to [tradeconnect-dgft@gov.in](mailto:tradeconnect-dgft@gov.in) with copy to [@gov.in](mailto:epm)

- [dgft@gov.in](mailto:dgft@gov.in) indicating name and email address of already onboarded user for due mapping.
- o Once approved/mapped, the EPM administrator from the agencies can approve/map additional users from their organisation for the EPM function on Trade Connect.
  - o Any event for which MAS support is being applied for must be mandatorily published on '**Trade Events Worldwide**' service of Trade Connect ePlatform. Applying organisations may check the event details and add or update the events as required
  - o Applications for MAS support may thereafter be filed by completing the online application form on Trade Connect.

The list of MAS-supported events shall be separately highlighted on '*Trade Events Worldwide*' section of [www.trade.gov.in](http://www.trade.gov.in) based on approved MAS applications made by eligible agencies.

The process for soliciting participation for approved events from member exporters of organising agencies through an online workflow shall be implemented subsequently. **Industry Associations** (other than EPCs and Commodity Boards) intending to seek Market Access Support for participation in events abroad must mandatorily submit the **list of their members mapped with IEC** along with start/end date of membership via email to [epm-dgft@gov.in](mailto:epm-dgft@gov.in) with copy to [tradeconnect-dgft@gov.in](mailto:tradeconnect-dgft@gov.in) for this purpose. Until such time, EPCs and Organising Agencies may continue to follow the existing processes for selection of exporters for participation in conformity to the annexed guidelines.

#### **Stakeholder consultation on draft guidelines**

Further, while the Market Access Support is being operationalised, the enclosed Guidelines are being placed for stakeholder consultation, on a pilot basis in accordance with Paragraph 1.07A of the Foreign Trade Policy (FTP) 2023. Accordingly, all concerned stakeholders are invited to submit their comments and suggestions on the draft Guidelines within 30 days from the date of issuance of this Trade Notice, through email at [epm-dgft@gov.in](mailto:epm-dgft@gov.in).

The consultation process shall run concurrently with the pilot implementation of the Market Access Support interventions. Feedback received from stakeholders, along with outcomes and learnings from the pilot phase, shall be examined in a structured manner, and the Guidelines shall thereafter be suitably refined and formalised.

This is issued with the approval of the Competent Authority.

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Deputy Director General of Foreign Trade

(Issued from F.No. 01/02/32/AM-26/EPM)

## **ANNEXURE**

### **DRAFT PROVISIONS FOR FOREIGN TRADE POLICY (FTP)**

#### **Chapter X – MARKET ACCESS SUPPORT**

##### **X.1. Objective**

- a. The objective is to enhance the global reach, visibility and competitiveness of Indian firms by facilitating participation in international Business-to-Business(B2B) or Business-to-Consumer(B2C) buyer–seller meets (BSMs), reverse buyer–seller meets (RBSMs), trade delegations, or other similar initiatives, across both goods and services sectors.
- b. The initiative seeks to strengthen India's engagement in international markets through structured activities, enabling entities—particularly MSMEs (as per the MSME classification specified by Ministry of MSME)—to explore diversified markets, establish long-term trade linkages, and integrate into global value chains.
- c. The initiative also aims to position India as a preferred destination for international meetings, incentives, conferences, and exhibitions (MICE), thereby strengthening India's role as a hub for global trade related engagements.

##### **X.2. Scope and Coverage**

- a. The initiative shall provide financial and institutional support to eligible organisations and agencies for conducting market access and international outreach activities designed to develop, expand, and sustain commercial engagement in overseas markets for Indian goods and services.
- b. Assistance may be extended for activities including, but not limited to, participation in B2B or B2C BSMs, and RBSMs in India and abroad, which includes trade fairs and exhibitions, as well as related initiatives that contribute to market diversification and international visibility.
- c. The support shall focus on ensuring inclusivity and wider participation of MSMEs.
- d. The detailed operational framework, eligibility criteria, and procedures shall be specified in Chapter X of the Handbook of Procedures (HBP).

## **DRAFT PROVISIONS FOR HANDBOOK OF PROCEDURES (HBP)**

### **X.1. Eligibility**

- a. The following organisations and agencies can be considered under this initiative:
  - i. Departments of Central Government and State Governments,
  - ii. Organisations and Associations recommended by Central and State Governments,
  - iii. Indian Missions abroad,
  - iv. Export Promotion Councils and Commodity Boards recognised under Appendix 2T of the FTP,
  - v. Apex Trade Bodies recognised under the FTP
  - vi. Institutions of National Importance (INIs),
  - vii. Other Industry Associations recommended by the Sub-Committee on Market Access and approved by the Niryat Disha Empowered Committee.
- b. Eligible agencies shall submit project proposals in accordance with the procedures notified from time to time. Proposals must demonstrate the rationale, potential, and measurable outcomes aligned with the objectives stated in Para X.1 of the FTP.

### **X.2. List of Activities Supported**

- a. Assistance under this Initiative shall be extended for activities aimed at developing new markets, securing existing markets, and supporting MSMEs.
- b. The following activities are eligible for financial support:
  - i. Organisation or participation in Business-to-Business (B2B) or Business-to-Consumer (B2C) Buyer–Seller Meets (BSMs) including physical, virtual, or hybrid formats, trade fairs and exhibitions.
  - ii. Organisation of Reverse Buyer–Seller Meets (RBSMs) and events abroad.
  - iii. Organisation of Trade Delegations
  - iv. Any other activity consistent with the objectives of this initiative and as recommended by the Sub-Committee on Market Access.

### **X.3. Sub-Committee on Market Access**

The Sub-Committee on Market Access shall monitor implementation and evaluate outcomes

of the Market Access Support Initiative

**X.4. Submission of proposals:**

- a. Eligible agencies as per Para 3.X.1 must ensure that their concerned activities as per Para X.2 of the HBP are listed in the online system. The applicant shall either update the activity details directly or submit a request to have them updated.
- b. The Registration-cum-Membership Certificate (RCMC) details of Export Promotion Councils and Commodity Boards, or membership data of other eligible agencies, shall be duly integrated with the IEC of the participating firm within the online system.
- c. Eligible agencies are required to file an Intent-to-claim application online.
- d. For State specific events, State Governments may nominate a nodal department for seeking assistance under the initiative.
- e. Only members of eligible agencies shall be eligible for support under the intervention.
- f. The participating firm/entity shall express interest online for support against the activity. New IEC Holders should be registered with the concerned agency for at least 6 months to be eligible for the given support.

**A. Business-to-Business(B2B) or Business-to-Consumer(B2C) Buyer-Sellers Meets (BSMs), Trade Fairs and Exhibitions**

**X.5. Criteria for Participating Entities in BSMs**

- a. All participating entities must possess a valid IEC (not suspended or cancelled)
- b. Participating entity should have been member of the organising agency for a minimum period of six months prior to the event.
- c. Participating entity should not be in the Denied Entity List (DEL).
- d. Participating entity shall mandatorily create their profile under the 'Source from India' section online (on <https://trade.gov.in>) for availing this support.
- e. Assistance may be provided to an entity for up to 2 delegates for a single BSM.
- f. A minimum delegation size of 50 participants is recommended for each BSM.
- g. Proposals for smaller delegations may be recommended by the Sub-Committee on Market Access, subject to adequate justification.
- h. Smaller delegations may be recommended for new geographies and smaller countries, by the Sub-Committee on Market Access.
- i. At least 35% of the total participating entities in any BSM should comprise MSMEs.
- j. An entity may receive support for participation in up to 3 BSMs in a financial year. Micro and Small entities may receive support for up to 4 BSMs in a financial year.

- k. New IEC holders may receive support for up to 1 BSM in their first year and up to 2 BSMs in their second year.
- l. Support may be availed by an entity for participation in a specific BSM for a maximum of 3 occasions, including any past supported participation.
- m. An entity may receive support for a maximum of 9 participations over the entire duration of the Initiative i.e. FY 2025-31. MSME entities may receive support for a maximum of 15 BSM participations over the entire duration of the Initiative.
- n. Overall assistance may cover pavilion space, travel, freight charges for shipment of exhibits, related publicity and branding costs.
- o. Airfare support may be provided to delegates representing entities whose previous year's export turnover is up to ₹75 lakh only. Such support shall be provided to Indian nationals only.
- p. Post-event feedback must be submitted online by all participating entities as a mandatory requirement for future eligibility.
- q. Multiple eligible agencies under Para X.1 of the HBP may jointly organise a common delegation to a BSM. Such joint delegations are recommended to avoid duplication and to maximise participation.
- r. Separate pavilions shall not be created except where a clear justification exists—such as distinct product categories, sector-specific requirements, or other adequate justification duly examined and recommended by the Sub-Committee on Market Access.
- s. Where multiple agencies participate in the same BSM, a lead agency—identified based on maximum participant mobilisation or other adequate justification examined by the Sub-Committee on Market Access —shall be responsible for coordinating common pavilion arrangements, publicity and branding activities.

## **B. Reverse Buyer-Sellers Meets (RBSMs)**

### **X.6. Criteria for support for RBSM participation**

- a. RBSMs may be organised at national or state levels focusing on sectoral or regional themes.
- b. It is recommended that RBSMs shall integrate full product value chains, with dedicated sessions for product demonstrations and factory or cluster visits.
- c. A minimum of 100 overseas participants is required for RBSMs. Overseas delegates requesting support must not be related to Indian entities.
- d. List of overseas RBSM delegates requiring support shall be finalised at least 3 weeks prior to the RBSM.

- e. Up to 2 delegates from an overseas entity may be provided support under the initiative.
- f. Eligible support for overseas participants shall be limited to buyer hospitality.
- g. Financial Support may be shared across multiple agencies, with one designated lead agency—identified based on maximum participant mobilisation or other adequate justification to be examined by the Sub-Committee on Market Access.
- h. Post-event feedback shall be submitted online by all overseas participants as a mandatory requirement for future support.
- i. Following the conclusion of the event, the organiser(s) shall compile and curate a list of potential buyers.

### **C. Trade Delegations**

#### **X.7. Norms for Trade Delegations (TDs)**

- a. In markets without major BSMs, eligible agencies may propose focused preferably government-led trade delegations for buyer-seller interactions and related engagements, based on the recommendation of the Indian Mission abroad.
- b. Proposals shall specify expected business linkages, follow-up mechanisms, and expected export value.
- c. Event details shall be displayed on the online portal within 15 days of approval to invite interest.
- d. All participating entities must possess a valid IEC (not suspended or cancelled)
- e. Participating entity should have been member of the organising agency for a minimum period of six months prior to the event.
- f. Participating entity should not be in the Denied Entity List (DEL).
- g. Participating entity shall mandatorily create their profile under the 'Source from India' section online (on <https://trade.gov.in>) for availing this support.
- h. Selection shall be transparent and based on objective criteria such as product relevance, MSME status, and other criteria defined by the Sub-Committee.
- i. Minimum 35% MSME representation shall be ensured.
- j. Maximum of 2 delegates per participating Indian entity may be selected for any Trade Delegation.

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## Appendix- I

### Operational Guidelines of Market Access Support

*{To be circulated to all Export Promotion Councils, Commodity Boards and other eligible agencies}*

#### **1. Definitions**

##### **1.1. Sub-Committee on Market Access**

- a. Sub-Committee on Market Access (hereafter referred to as the 'Sub-Committee') shall be constituted for recommendation of activities and monitoring of implementation under Market Access Support. The composition of the Sub-Committee shall be as follows:

<b>Sl. No.</b>	<b>Officer Concerned</b>	<b>Position</b>
1.	Joint Secretary or Equivalent, EPM Section, DGFT	Co-Chair
2.	Joint Secretary or Equivalent, E&MDA Division, DoC	Co-Chair
3.	Joint DGFT, EPM Section, DGFT	Convenor
4.	Representative of IFD, Department of Commerce	Member
5.	Representative of Ministry of MSME (not below the rank of Deputy Secretary)	Member
6.	Representative of Economic Diplomacy Division, Ministry of External Affairs (not below the rank of Deputy Secretary)	Member
7.	Representatives of Commodity Divisions & Territorial Divisions, Department of Commerce (not below the rank of Deputy Secretary)	Member
8.	Representative of Trade Promotion-A Division, Department of Commerce (not below the rank of Deputy Secretary)	Member
8.	Representatives of stakeholder line Ministries/Departments (not below the rank of Deputy Secretary)	Invitees

- b. The Sub-Committee may co-opt members or invite any other participants as and when required.
- c. The Export Promotion Mission (EPM) section (hereafter referred to as the 'Sub-

*Committee Secretariat*) shall be the secretariat for Market Access Support including convening regular meetings of the Sub-Committee, implementation of required online systems, disbursement of grants and other related work.

### **1.2. Organising Agency**

The eligible agencies seeking assistance under the Sub-Committee shall function as the Organising Agency for the purposes of proposal formulation and implementation.

### **1.3. Lead Organising Agency**

- a. Where multiple agencies participate, a lead agency—identified based on maximum participant mobilisation or other adequate justification examined by the Sub-Committee—shall be responsible for coordinating common pavilion arrangements, publicity and branding activities.
- b. The Lead Organising Agency is the agency designated to coordinate shared activities for a joint event, including booking space, coordinating common design/branding, and acting as primary liaison with the Indian Mission Abroad.

### **1.4. Joint Events**

- a. Efforts shall be made to maximise participation by clubbing the participation of multiple agencies in a single event/activity to improve effectiveness and outcomes.
- b. Participating agencies shall ensure that hiring of space and event branding, including Brand India and unified pavilion structure, is common for the event. Separate pavilions shall not be created except where participation relates to distinct product verticals. Where two or more agencies are jointly funded, the agency mobilising the larger number of participants shall be designated the Lead Organising Agency, for the purpose of booking space.

## **2. General Guidelines**

### **2.1. General Guidelines for Organising Agency**

- a. The Organising Agency shall maintain requisite standards of quality in the display, execution, presentation, and conduct of events, as well as in the products and services being exhibited under the initiative.
- b. Post-event, the Organising Agency's submissions on compliance with quality standards shall be subject to verification by the concerned Territorial or Commodity Division, in consultation with the relevant Indian Mission Abroad, wherever applicable.

- c. Each participating organisation/entity shall, at the time of application, submit a self-certification confirming that it is not under investigation, charged, prosecuted, debarred, or blacklisted under the FT (D&R) Act or any other applicable law relating to international trade. If any such action is initiated or comes to notice at any stage, the applicant shall immediately inform the Sub-Committee Secretariat or the Organising Agency. In such cases, the proposal may be rendered ineligible or subjected to additional scrutiny.
- d. The Organising Agency shall undertake appropriate due diligence to verify the credentials of prospective buyers. This shall include preparation of a preliminary buyer list, sharing the same with the concerned Indian Mission(s) Abroad for due diligence, and undertaking coordination with recognised business organisations or counterpart agencies in the destination market. The objective is to ensure that bona fide buyers and sellers receive advance information and that the event attracts credible business participants.
- e. Depending upon the requirements specific to each component, the Organising Agency may associate any organisation or institution, following a duly transparent process.
- f. Organising Agencies shall aim to conduct events with reduced dependence on assistance, enabling events to evolve toward larger formats supported substantially through exhibitor contributions and reduced expenditure on overseas buyers. The long-term objective is for events to attract visitors based on their inherent market appeal.

## **2.2. General Guidelines for Commodity and Territorial Divisions, Department of Commerce**

- a. Commodity and Territorial Divisions shall prepare Annual Action Plans, based on long-term and short-term export promotion strategies, covering respective commodities and territories. These plans shall guide Organising Agencies in submitting proposals and shall also emphasise product development and proof-of-concept activities for different markets.
- b. Territorial Divisions, in consultation with Commodity Divisions, shall prepare a 3-5 year calendar for participation in events within the region, with an emphasis on identifying new and emerging markets adopting a sector-specific approach.
- c. Territorial Divisions shall ensure convergence and harmonisation of all proposals concerning their respective territories with the relevant Commodity Divisions, to the extent feasible.
- d. Annual lists of target markets for trade delegations shall be prepared by the Commodity Divisions in consultation with Territorial Divisions, line ministries, and Indian Missions

Abroad.

- e. Post-event participant feedback reports shall be analysed by the Territorial/Commodity Divisions, and analysis shall be examined by the Sub-Committee aided by EPM Section to evaluate trade outcomes and inform funding decisions for subsequent market access events.

### **2.3. General Guidelines for Indian Missions Abroad (IMA)**

- a. IMAs may avail support for organising Business-to-Business (B2B) or Business-to-Consumer (B2C) Buyer–Seller Meets (BSMs) (physical, virtual, or hybrid formats), trade fairs and exhibitions in their respective geographies
- b. IMA shall provide inputs during the examination of proposals, including verification of buyer credentials, assessment of market potential, and identification of local partners or stakeholders, as required by the Territorial Divisions or the Sub-Committee.
- c. IMAs shall support Organising Agencies in undertaking due diligence of prospective buyers and in validating buyer lists submitted by Organising Agencies.
- d. IMA shall extend facilitation for the organisation of BSMs, RBSMs, trade delegations, and related branding activities, including coordination with overseas chambers of commerce, trade and industry associations, and relevant governmental or regulatory authorities.
- e. IMA shall assist in ensuring Brand India visibility, including providing guidance on local branding norms, venue suitability, and opportunities for strategic promotion in the destination market.
- f. IMA shall provide post-event assessments through the online system, including feedback on the quality of participation, market response, and recommendations for improvement.

### **2.4. Responsibilities of the Lead Organising Agency**

- a. Hiring of total space after ascertaining requirements from other agencies.
- b. Ensuring a common design for pavilion/booth/fascia and branding, including a unified “Brand India” theme, in consultation with participating agencies.
- c. Coordinating with Indian Missions Abroad as the single point of contact for soliciting support and cooperation, with consultations held both pre-event and post-event.

### **2.5. Combined Responsibility of All Participating Agencies**

- a. Ensure the event is marketed under a unified “Brand India” theme as a single unified participation.

- b. Submission of accounts, outcome reports, and documents individually, per jointly agreed terms, and as approved by the Department.
- c. Ensure uniform and prominent visibility of Brand India and refrain from projecting separate organisational identity during the event.
- d. Events shall ensure unified 'Brand India' visibility through a single integrated India Pavilion, with exceptions only for justified sectoral verticals.

## **2.6. Individual Responsibility of Participating Agencies**

- a. Provide written commitment regarding required space to the Lead Organising Agency.
- b. Follow a uniform and transparent pattern for mobilisation of participant contributions.
- c. Resolve coordination issues amicably; if required, consult the Sub-Committee.
- d. Ensure accounts are finalised within 15 days of the event. Each agency may separately notify the Sub-Committee.
- e. Bear responsibility for space/participants committed (penal cuts, if any, apply individually).
- f. Maintain its own accounts (EPC/Board etc.) for inclusion in submissions to the Department as per scheme provisions.
- g. The Sub-Committee secretariat shall issue one formal approval, and sanctioned amounts shall be released to individual agencies or the Lead Organising Agency, as mutually agreed, with copies to all participating agencies.

## **2.7. Conflict of Interest**

- a. Organising Agencies shall ensure full transparency and adherence to applicable Government of India or organisational procurement rules, as applicable, in selecting service providers, consultants, vendors, or contractors. All contracts must be awarded through a fair, competitive, and duly documented process.
- b. At the time of final submission of accounts, the Organising Agency shall furnish a duly signed Certificate of Disclosure of Interest, confirming that no conflict of interest existed in awarding or executing any contract funded under this initiative and that all engagements complied with GFR provisions or organisational procurement rules.

## **2.8. Applicability of General Financial Rules (GFR), 2017**

All financial assistance under this initiative shall be governed by the GFR, 2017, including subsequent amendments. All releases and utilisation of funds shall be subject to instructions issued by the Ministry of Finance and DGFT from time to time.

## **2.9. Monitoring and Outcome Reporting**

- a. All agencies shall submit an outcome report 15 days post event/project on the online portal in addition to the final submission of documents for settling the accounts. The eligible agencies should submit photographs and video clippings of the events, including stalls and its surroundings and ensure documentation of complete utilisation of the Government grants.
- b. Agencies shall maintain audited accounts for a period 3 years from the date of final payments of financial assistance. Payment made under the initiative to the concerned agency shall be open to inspection and audit by the sanctioning authority as deemed fit, as specified by government from time-to-time.
- c. Post-event reports shall include metrics such as trade leads generated, MSME participation, buyer turnout, and export outcomes.
- d. Repeat proposals shall be considered only upon submission of satisfactory outcome reports.
- e. Sub-Committee Secretariat shall maintain a digital performance dashboard for transparency and public accountability.

## **3. Changes in Guidelines**

Changes to Foreign Trade Policy (FTP) or Handbook of Procedures (HBP) provisions shall follow paras 1.02 and 1.03 of the FTP. Any changes to implementation guidelines, shall be within the overall contours of EPM, shall require the recommendation of the Sub-Committee and approval of the EPM Steering Committee. Changes may include modifications in participation criteria, ceilings, inflation adjustments, or alignment with announcements of the Government.

## **4. Deputation of Officers**

- a. Officers may be deputed to key events to obtain firsthand feedback. Reports shall be submitted on return.
- b. Officers shall meet counterparts in the Embassy for interaction on event feedback, suggestions for improvements and market-specific issues requiring attention of the Sub-Committee.
- c. Officers shall coordinate with the IMA to arrange a B2B sessions with participating Buyers and Sellers.

## **5. List of Priority Sectors**

- a. The following sectors shall receive priority consideration:
  - i. Agriculture, food, and marine products
  - ii. Handicrafts, handlooms, carpets, AYUSH and GI-tagged goods
  - iii. Leather, sports goods, toys
  - iv. Stone, silk, wool, jute, and minor forest produce
  - v. Telecom, Defence and emerging technology sectors
  
- b. The following services sector may receive priority consideration:
  - i. Tourism and Hospitality Services
  - ii. Wellness and Medical Value (Healthcare) Services
  - iii. Transport and Logistics Services
  - iv. Accounting and Finance Services
  - v. Audio visual services
  - vi. Legal Services
  - vii. Communication Services,
  - viii. Construction and related Engineering Services,
  - ix. Environmental Services
  - x. Financial Services
  - xi. Education Services

## **6. Norms for Financial Support**

### **6.1. Terms and Conditions for Release, Utilisation and Adjustment of Financial Assistance**

- a. Partial financial assistance may be released to the Organising Agency in advance of the event, subject to the approval of the competent authority.
- b. Within 15 days of completion of the event, the Organising Agency shall submit the outcome report, utilisation certificate (UC), and Chartered Accountant-certified statement of accounts, along with all supporting documents, through the prescribed online system.
- c. The pattern of release of financial assistance will be 50% in advance of the event, and 50% after successful completion of the event and submission of all the mandatory documents, subject to the approval of the competent authority.
- d. Any advance grant released shall be refunded, along with applicable interest, in the event of default in meeting the objectives, conditions, or deliverables for which the assistance was sanctioned.
- e. Failure to submit post-event reports, UCs, or audited accounts within the stipulated

timelines shall render the Organising Agency ineligible for further assistance under the initiative and may also result in debarment from future participation.

- f. In cases where the shortfall in participation arises from circumstances beyond the control of the eligible agency, including force majeure events such as natural calamities, pandemics, geopolitical disturbances, the concerned Territorial Division or line department shall examine the justification with reference to supporting documents and inputs from the Indian Mission Abroad and recommend appropriate relief to the Sub-Committee.
- g. In cases of ineffective participation—such as poor-quality display materials or publicity, improper conduct of participants, or any action adversely affecting India's image—the concerned Commodity/Territorial Division or line department shall examine the matter and may recommend punitive measures including withdrawal of advance with interest, withholding of subsequent instalments, or debarment.
- h. The following pro-rata and punitive cuts shall apply where actual participation falls short of the number recommended by the Sub-Committee on Market Access:

<b>Sl. No.</b>	<b>Variation</b>	<b>Punitive cut</b>
1.	Variation between 0 – 10%	Nil
2.	Variation between 11-50%	Pro-rata cut
3.	Variation between 50-75%	Pro-rata cut + reduction by 20% of pro-rata amount
4.	Variation of more than 75%	Refund of entire MAI advance released.

## **6.2. Specific Norms for Support for Buyer-Seller Meets (BSMs), Trade Fairs and Exhibitions Participations**

- a. **Priority and Strategic Focus** - Priority shall be accorded to multi-sectoral BSMs in FTA/PTA partner countries and in new or emerging markets, consistent with India's market-diversification strategy.
- b. **Eligible Components for Financial Assistance** - Financial assistance may cover the following categories of expenditure, subject to scheme ceilings and other conditions:
  - Pavilion/venue rental and participation fees
  - Travel expenditure, wherever eligible
  - Freight costs for shipment of exhibits
  - Publicity, branding, and promotional expenses

c. **Lead Agency** - Where multiple agencies participate in a BSM/Trade Fairs/Exhibitions, a Lead Organising Agency shall be designated based on Maximum mobilisation of participants, or any other justification evaluated by the Sub-Committee on Market Access. The Lead Agency shall coordinate:

- Pavilion layout and branding.
- Publicity and outreach.
- Common services within the India Pavilion.

Funding may be shared between participating agencies. The Lead Agency shall compile and submit consolidated accounts and documentation, along with individual agency submissions, as per prescribed norms.

d. **Overall Ceiling** - Maximum ceiling for support per BSM/Trade Fairs/Exhibitions: ₹5 crore.

e. **Cost-Sharing Pattern** -

- **Regular Sectors:** 60% – Government share, 40% – Organising agency + exhibitors
- **Priority Sectors:** 80% – Government share, 20% – Organising agency + exhibitors

f. **Eligible Items of Expenditure** - The following items are eligible for support:

- i. Venue costs, including participation charges and organising expenses.
- ii. Publicity and marketing (print, digital, social media, buyer mobilisation campaigns).
- iii. Design and production of catalogues, brochures, digital promotional material (e-catalogues, online banners, etc.).
- iv. Translation and interpreter services.
- v. Freight charges for exhibits.
- vi. Any additional component specifically recommended by the Sub-Committee.
- vii. Large-scale BSMs abroad may be approved up to two years in advance.

g. **Airfare Support:** Airfare support shall be governed by the following conditions:

- i. Support is available only for the Director / Partner / Proprietor or a full-time senior managerial officer of the entity and shall be extended to Indian nationals only.
- ii. Airfare support is capped at up to 35% of total delegates in an event.
- iii. Support is available only for economy class travel.
- iv. Claim forms must be submitted within 15 days of return to India.

- v. No retroactive claims shall be admissible.
- vi. Eligibility shall be limited to entities with Zero Export Turnover in the preceding year for Reimbursement of 50% of economy-class airfare, subject to the following ceilings:
  - for Africa & American continents and Oceania - ₹80,000 or 50% of airfare, whichever is lower
  - for other overseas markets - ₹45,000 or 50% of airfare, whichever is lower
- vii. Eligibility shall also be extended to entities with Export Turnover up to ₹ 75 Lakhs in the preceding year for Reimbursement of 80% of economy-class airfare, subject to the following ceilings:
  - for Africa, Americas and Oceania continents - ₹1,25,000 or 75% of the airfare, whichever is lower.
  - for other overseas markets - ₹75,000 or 75% of the airfare, whichever is lower

### **6.3. Specific Norms for Support for Reverse Buyer–Seller Meets (RBSMs)**

- a. **Eligible Expenditure** – Financial assistance to the Organising Agency may include venue/space rental, freight, display construction, publicity, and branding expenses, subject to applicable ceilings and guidelines.
- b. **Pattern of Financial Assistance** – Assistance may be provided either on a lump-sum basis or on a per-participant basis, depending on the approved proposal.
- c. **Role of Indian Missions Abroad** – Indian Missions shall support identification and verification of foreign buyer delegations, undertake outreach, and facilitate visa-related coordination.
- d. **Scope of Assistance** – Eligible expenditure may include pavilion/venue costs, travel support where applicable, freight of exhibits, and branding/publicity activities.
- e. **Lead Organising Agency** – Where multiple agencies participate in an RBSM, a Lead Agency shall be designated based on maximum mobilisation of participants or any other justification evaluated by the Sub-Committee on Market Access. The Lead Agency shall coordinate pavilion arrangements, publicity, buyer engagement, and branding activities.
- f. **Cost Allocation among Participating Agencies** – Funding may be shared among the involved agencies. The Lead Agency shall undertake consolidated coordination and submit accounts and documentation, along with individual agency reports, in accordance with guidelines.
- g. **Overall Ceiling** – Maximum ceiling for support per RBSM shall be **₹10 crore**.
- h. **Cost-Sharing Pattern** –
  - Regular sectors: 60% Government – 40% private contribution

- Priority sectors: 80% Government – 20% private contribution
- i. **Buyer Finalisation Timeline** – Final overseas buyer lists shall be completed at least three weeks prior to the event. Preference may be given to events with above 200 overall overseas participants
  - j. **Non-Admissibility of Retroactive Claims** – No retroactive or post-facto financial claims shall be permitted.
  - k. **Eligible Items of Expenditure** –
    - i. Venue cost, including hiring/setting up of physical or virtual space/platforms and associated organising expenses.
    - ii. Publicity and marketing expenditure, including digital campaigns for buyer mobilisation.
    - iii. Design and production of catalogues, e-catalogues, brochures, digital material, and similar promotional content.
    - iv. Translation and interpreter services.
    - v. Visits to Centres of Excellence
    - vi. Hotel Stay for foreign buyers (ceiling to be notified)
    - vii. Any additional item specifically recommended by the Sub-Committee.
    - viii. Large-scale RBSMs may be approved up to 2-3 years in advance.

#### I. Buyer Hospitality – Eligibility and Conditions

Guidelines	Ceiling
No. of delegates eligible for support per foreign buyer	2
Reimbursement of airfare permissible as per scheme norms	₹75,000 per overseas buyer in general and ₹1,25,000 for Africa, Americas and Oceania continents.
Sharing pattern	75% of ceiling or actuals, whichever is lower

#### 6.4. Specific Norms for Support for Expenditure under Trade Delegations

- a. **Eligible Expenditure** – Financial assistance may include pavilion/venue costs, travel expenditure wherever eligible, freight charges for exhibits, and related publicity and branding expenses.

- b. **Regulatory Considerations** – Commodity Divisions shall evaluate proposals to ensure that Trade Delegations are recommended primarily for markets with significant regulatory barriers or higher compliance requirements.
  - c. **Financial Compliance** – Organising Agencies shall maintain audited accounts and submit utilisation certificates and required documentation within the prescribed timelines.
  - d. **Overall Ceiling** – Maximum ceiling for support per Trade Delegation shall be **₹5 crore**.
  - e. **Cost-Sharing Pattern** –
    - **Regular sectors:** 60% Government – 40% private contribution
    - **Priority sectors:** 80% Government – 20% private contribution
- f. **Eligible Items of Expenditure** –
- i. Venue/participation charges and organising expenses.
  - ii. Publicity, marketing, and promotional activities (including digital outreach).
  - iii. Design/production of catalogues, brochures, digital materials.
  - iv. Translation and interpreter services.
  - v. Freight charges for exhibits.
  - vi. Any additional component specifically recommended by the Sub-Committee.

- g. **Airfare Support:** Airfare support shall be governed by the following conditions:
- viii. Support is available only for the Director / Partner / Proprietor or a full-time senior managerial officer of the entity and shall be extended to Indian nationals only.
  - ix. Airfare support is capped at up to 40% of total delegates in an event.
  - x. Support is available only for economy class travel.
  - xi. Claim forms must be submitted within 15 days of return to India.
  - xii. No retroactive claims shall be admissible.
  - xiii. Eligibility shall be limited to entities with Zero Export Turnover in the preceding year for Reimbursement of 50% of economy-class airfare, subject to the following ceilings:
    - for Africa & American continents - ₹80,000 or 50% of airfare, whichever is lower
    - for other overseas markets - ₹45,000 or 50% of airfare, whichever is lower
  - xiv. Eligibility shall also be extended to entities with Export Turnover up to ₹ 75 Lakhs in the preceding year for Reimbursement of 80% of economy-class airfare, subject to the following ceilings:
    - for Africa & American continents - ₹1,25,000 or 80% of the airfare, whichever is lower.
    - for other overseas markets - ₹75,000 or 80% of the airfare, whichever is lower.

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