

## Market Development Assistance Scheme for Micro/ Small manufacturing enterprises/ Small & Micro exporters (SSI-MDA)

### Scheme Summary/key features:

Government of India, Ministry of Micro, Small & Medium Enterprises (MSME)

The scheme was launched to encourage Small & Micro exporters in their efforts at tapping and developing overseas markets.

To increase participation of representatives of small/ micro manufacturing enterprises under MSME India stall at International Trade Fairs/ Exhibitions.

To enhance export from the small/ micro manufacturing enterprises (iv) To popularise the adoption of Bar Coding on a large scale.

#### •Eligibility:

Unit having valid permanent registration with Directorate of Industries/ District Industries Centre,

<https://msmedildh.gov.in/MDA.pdf>

#### § Amount or Percentage of Subsidy:

- Participation by manufacturing Small & Micro Enterprises in International Trade Fairs/ Exhibitions under MSME India stall- up to 75% in respect of to and fro air fare for participation by MSME Entrepreneurs in overseas fairs/trade delegations
- Sector specific market studies by Industry Associations/ Export Promotion Councils/ Federation of Indian Export Organization- funding for producing publicity material (up to 25% of costs) Sector specific studies (up to Rs. 2 lakhs)
- Initiating/ contesting anti-dumping cases by SSI Associations- 50% up to INR 1 lakh
- Reimbursement of 75% of one-time registration fee (w.e.f. 1st. Januar2002) (Under MDA Scheme) and 75% of annual fees (recurring) (w.e.f. 1st June 2007) (Under NMCP Scheme) paid to GSI (Formerly EAN India) by Small & Micro units for the first three years for bar code