

Market Promotion & Development Scheme

Ministry of Micro, Small and Medium Enterprises, Govt, of India

■ Scheme Summary/key features:

The Market Promotion and Development Assistance Scheme (MPDA) has been launched as a unified scheme by merging different schemes implemented by the Khadi sector including publicity, marketing, market promotion and marketing development assistance. Further, grant/subsidy will also be available for construction of Khadi plazas. The overall objective of the scheme is to ensure increased earnings for artisans.

•Eligibility:

The Khadi institutions, having valid Khadi certificate and categorised as A+, A, B and C only are eligible to avail MMDA grant from KVIC.

■ Amount or Percentage of Subsidy:

- Modified MDA (MMDA) shall be allowed @ 30% on the Prime cost of Khadi (cotton, silk, woollen) and Polyvastra
- The Pattern of Assistance for strengthening of Infrastructure of Existing Weak Khadi Institutions

<https://msme.gov.in/2-development-khadi-village-and-coir-industries>

Total Cost (Rs.in lakh)	Component
0.25	Preliminary and Pre-operative expenditure
3.50	Capital expenditure
6.15	Working Fund
9.90	Total

The pattern of assistance for Marketing Infrastructure

Total	Inst. Contr.	Govt. Grant	Funding Pattern	Component
25.00	0.00	25.00	Govt. Grant--100%	Departmental Sales outlets of KVIC
25.00	3.75	21.25	Govt. Grant--85% Inst. cont.-15%	Departmental Sales outlets of KVIC
25.00	6.25	18.75	Govt. Grant--75% Inst. cont.-25%	Institutional sales outlets (Metro cities)
25.00	5.00	15.00	Govt. Grant--75% Inst. cont.-25%	Institutional sales outlets (Non-Metro cities)