



■ **Scheme Summary/key features:**

To assist MSMEs in marketing sector for development, promotion and for better prospects of the products being manufactured, specially by micro and small industries/enterprises, the Govt. has provided institutional support in form of establishment of UPTPA (Uttar Pradesh Trade Promotion Authority) under Directorate of Industries, U.P and Export Promotion Bureau. The UPTPA has been given the responsibility to arrange, participate and coordinate in seminars/trade fairs/exhibitions, nationally as well as internationally to provide small entrepreneur a platform for development and promotion of market prospects for their product. The UPTPA also provides marketing assistance under Marketing Development Assistance Scheme in which the entrepreneurs are assisted to attend/ participate in seminars /trade fairs all over the country by way of reimbursement of expenses incurred towards participation/stall charge, fair, etc.

• **Eligibility:**

Micro and Small enterprises in the state

State : Uttar Pradesh153

<http://udyogbandhu.com/>

■ **Amount or Percentage of Subsidy:**

A- Support for exporters at international level
B- Subsidy on freight charges up to gate way port.

1. Price Preference @10% to MSEs of the state in comparison to MSEs of other states.
2. Price Preference @15% to MSEs of the state in comparison to Medium and Heavy enterprises of other states.
3. Price Preference @5% to MSEs of the state in comparison to Medium and Heavy enterprises /industries of states.
4. Price Preference @5% to Medium and Heavy enterprises/ of the state in comparison to Medium and Heavy enterprises/ industries of other states.

Marketing Development Assistance Scheme

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Particulars	Eligibility	Prescribed fee	Details
i) Foreign Fairs/ Exhibition	MSME Exporter reg. with EPB & concern DIC	NIL	60% of Stall charges paid up-to max. of Rs. 100000/- for one fair /exhibition Air Fare 50% by economy class max. up to Rs. 50000/- per fair for one person.
b) Publicity advt. , printing of catalogue & development of website	MSME Exporter reg. with EPB & concern DIC		60% of total cost of Expenditure maximum upto Rs. 60000/- annually.
c Samples to foreign buyers	MSME Exporter reg. with EPB & concern DIC		75% of total expenses on air-freight courier for sending samples max. assistance up to Rs. 50000/- per year.
d) Facility for obtaining ISO 9001-2000/BIS 14000, Wool mark, Hall mark , HACCP & C-mark	MSME Exporter reg. with EPB & concern DIC		50% of total expenses max. up to Rs. 75000/- per year
a Export Cargo sent by ICD/CFS	SSI Exporter reg. with EPB and concern DIC		25% of freight charges maximum up to Rs. 5000/- per container (20ft) is admissible to exporting units to send their goods by State ICD/CFS to the gateway port. This amount is sanctioned by the district users committee chaired by D.M. of the concerned district
b) Export Cargo sent by Air Cargo Complex in U.P. (Amausi, Lucknow and Babatpur, Varanasi	SSI Exporter and Merchant Exporter with EPB and concern DIC		20% of air freight charges on sending export cargo or Rs 50 per kg. (lower of two).