

Market Development Assistance (MDA) Scheme

Ministry: Ministry of Micro, Small and Medium Enterprises (MSME)

1. Eligibility Criteria

- Applicable to:
 - **Micro and Small Enterprises (MSEs)**
 - **Industry Associations**

a) Business Requirements:

- Preferably **manufacturing units registered with DIC/DI**
- MSMEs involved in:
 - International trade fairs and exhibitions
 - Export and global market expansion
 - Barcoding adoption (GS1 standards)

2. Benefits

a) International Exposure Support:

- Up to **75% reimbursement of airfare**
- For participation in overseas:
 - Trade fairs
 - Business delegations

b) Marketing & Promotion Support:

- **25% financial assistance** for:
 - Publicity materials
 - Branding activities

c) Research & Legal Support:

- Up to **₹2 lakh** for sector-specific studies
- **50% assistance** (maximum ₹1 lakh) for:
 - Anti-dumping case expenses

d) Barcoding Support:

- Financial assistance for **GS1 barcode adoption**

3. How to Apply

- Ensure eligibility:
 - Valid MSME registration
 - Relevant activity (export/marketing participation)

Process:

- Prepare application with required details
- Submit application through:
 - **MSME Development Institutes (MSME-DIs)**
 - Office of the Development Commissioner (MSME)
- Applications are processed via **institutional channels**
- Approval based on evaluation of activity and documentation

4. Documents Required

a) Basic Documents:

- **Udyam Registration Certificate**
- Export-related documents
- Event participation proof

b) Financial Documents:

- CA certificate confirming expenditure
- Invoices/receipts (airfare, stall rent, marketing expenses)
- Bank mandate form (verified by bank)

c) Travel Documents (for overseas participation):

- Passport copy (travel details)
- Air tickets / boarding passes

d) Declarations & Supporting Documents:

- Undertaking for non-avilment of benefits from other ministries
- Event participation report and outcomes



- Board resolution / power of attorney (if applicable)

Official Website

<https://dcmsme.gov.in>

