

Frequently Asked Questions on Marketing Assistance Scheme (MAS)

Q. No1. What are the activities being implemented by NSIC under the Marketing Assistance Scheme.

Ans. a. Organizing International Technology Exhibitions in Foreign Countries
b. Participation in International Exhibitions/Trade Fairs
c. Organizing Domestic Exhibitions
d. Participation in Exhibitions/ Trade Fairs in India
e. Support for Co-sponsoring of Exhibitions organized by other organisations/ industry associations/agencies
f. Buyer-Seller Meets:
g. Intensive Campaigns and Marketing Promotion Events
h. Other Support Activities (Listed in MAS)

Q.No. 2. Who is eligible for availing benefits under the Marketing Assistance Scheme?

Ans.. Micro, Small & Medium Enterprises having Udyog Aadhar Memorandum (UAM) and entry on MSME databank are eligible for availing benefits under the Marketing Assistance Scheme

Q. No. 3. What are the eligible services for availing subsidies under Marketing Assistance Scheme.

Ans. For participation in foreign exhibitions, subsidy is provided towards Space Rent (Built up stall), Air Fare and Freight Charges. For participation in Domestic Exhibitions, Build up space is provided to MSMEs at subsidised rates.

Q. No. 4 How many times an MSME unit is eligible for participation in Domestic and Foreign exhibition.

Ans. An MSME unit is eligible for participation for either One Domestic or One Foreign exhibition in a financial year. In other words if the unit has availed assistance from NSIC for participation in domestic exhibition, it cannot participate in foreign exhibition or any other domestic exhibition through NSIC during that financial year or vice-versa. Besides, unit cannot participate in the same foreign exhibition next year. Units belonging to SC/ST entrepreneurs will be governed by special Marketing Assistance Scheme.

Q. No. 5 What is maximum budgetary limit for participation in a domestic exhibition.

Ans. The budgetary limit for participation in a domestic exhibition is Rs.15 lakhs (based on screening committee approval). The support is provided on 'First come First serve' basis.

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Q. No.6. When an MSME unit should apply to NSIC for participation in domestic exhibition

Ans. The unit must apply to nearest NSIC branch office 15 days prior to the commencement of the exhibition.

Q. No. 7 What is maximum budgetary limit for participation in foreign exhibition.

Ans. The budgetary limit for participation in a foreign exhibition is Rs.30 lakhs and for Latin American Countries, it is Rs. 40 lakhs.

Q. No.8 How many minimum no. of MSMEs are required for participating in a foreign exhibition.

Ans. At least 5 eligible MSMEs should be there for participation in a foreign exhibition.

Q. No. 9. Whether change in representation of the MSME unit in participation in foreign exhibition is permissible.

Ans. Once representation of the MSME unit is approved by Head Office NSIC, change in representation shall not be permissible unless written approval obtained/conveyed by NSIC. Any change in the approved representation by the MSME without obtaining prior approval/consent of NSIC will render MSME ineligible for their claims of reimbursement towards air fare/freight charges

Q. No. 10. Whether representation for the participating MSME in foreign exhibitions can be of different category.

Ans. In case the MSME unit belongs to special category (i.e. woman, SC/ST, NER), the unit will be represented either by the owner or by the representative of the same category on its behalf. If the unit is not able to send representative from the same category, its application will not be accepted.

Q. No.11. Who arranges VISA, Air Tickets and Hotel accommodation for participating MSMEs in foreign exhibition.

Ans. NSIC provides necessary assistance to the representative of the participating MSMEs by way of issuance of recommendation letter to the concerned embassy for obtaining VISA. However, NSIC shall not be liable in case the concerned embassy of the host/transit country denies VISA to a representative of the participating MSME for any reason. The participating MSME units has to arrange VISA, book air tickets and hotel accommodation on their own.

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Q. No. 12. What are the pre requisites for claiming reimbursement of airfare/freight subsidy after participating in foreign exhibition.

Ans. The participants will have to submit their complete claims with the concerned Branch Office within 30 days of the completion of the event, failing which no claim request will be considered. Any deficiencies in the claim as intimated by NSIC must be completed within 15 days of the date of intimation given in this regard failing which the claim shall stand rejected without any further intimation or reminder. Any claim submitted beyond 45 days shall not be entertained under any circumstances. Further, individual claims will not be entertained and the claims will be processed collectively when complete documents from all other units have reached NSIC (within stipulated 45 days).

Q. No. 13. What is the basis of reimbursement of the air fare to MSMEs participated in a foreign exhibition.

Ans. The reimbursement of the air-fare will be made on the basis of the minimum fare of economy class claimed by any one of the participants in the exhibition leaving India from the same station. The basis of calculation of minimum fare of economy class will be shortest route from any airport in India from where direct flight is available to the airport nearest to the venue of the exhibition. No reimbursement will be made for the air/ train/ road journey within India on domestic route. The claim for airfare subsidy will be admissible only for the authorized representative of MSME unit who has participated in the event (In whose name the undertaking has been submitted at the time of application). Claims from any third party (Associations etc.) on behalf of the participant(s) will not be entertained.

Q. No. 14. What is the mode of payment to the MSMEs towards reimbursement of airfare / freight subsidy participated in a foreign exhibition.

Ans. Payment to the MSMEs towards reimbursement of airfare/freight subsidy under MAS will be made through NEFT/RTGS. MSMEs are required to submit a cancelled cheque (Proprietor/Partnership/Company as the case may be) at the time of submitting the application for participation in an exhibition.

Q. No. 15 How do you define MSEs owned by SC / ST enterprises.

Ans. Definition of MSEs owned by SC/ ST, as per clarification dated 25.6.2013 by Ministry of MSME under the provision of para 16 of Public Procurement Policy for Micro and Small Enterprises (MSEs) Order, 2012, is as given under:

(a) In case of proprietary MSE, proprietor(s) shall be SC /ST.

(b) In case of partnership MSE, the SC/ ST partners shall be holding at least 51% shares in the unit.

(c) In case of Private Limited Companies, at least 51% share shall be held by SC / ST promoters.
