Export Promotion Mission (EPM) – NIRYAT DISHA

Market Access Support (MAS)

Up to 80%
government cost-share in priority sectors

What is MAS?

This sub-component aims to enhance global reach, visibility and competitiveness of Indian firms by facilitating participation in Buyer-Seller Meets, Reverse Buyer-Seller Meets, trade fairs, exhibitions and trade delegations, with government cost-share running up to 80% in priority sectors and a strong focus on MSMEs.

WHO CAN APPLY

i. Central and State Government Departments;
ii. Organisations and associations recommended by the Central or State Governments;
iii. Indian Missions abroad;
iv. Export Promotion Councils (EPCs) and Commodity Boards recognised under Appendix 2T of the FTP;
v. Apex Trade Bodies recognised under the FTP;
vi. Institutions of National Importance (INIs); and
vii. Other industry associations approved by the Niryat Disha Empowered Committee.

Only events on the pre-approved MAS calendar are supported.

WHAT SUPPORT DO YOU GET

Activities covered
Buyer-Seller Meets (BSMs), Reverse BSMs (RBSMs), trade fairs, exhibitions, trade delegations

Cost-sharing
80% Govt - 20% private (in priority sectors), 60% Govt - 40% private (regular);

Event ceilings
BSM & delegations: up to Rs. 5 crore/event; RBSM: up to Rs. 10 crore/event

Covers
Venue, travel, freight, publicity, branding & promotion

Airfare support (Economy class)
- For Africa & American continents - Up to Rs. 1.25 lakh or 80% of airfare
- Other overseas market – Up to 75000 or 80% of airfare

HOW TO APPLY — THREE SIMPLE STAGES

1. Proposal Submission
Submit the proposal through the Trade Connect e-Platform in accordance with the prescribed guidelines.

2. Proposal Evaluation and Participation
Proposal evaluated by the Sub-Committee on Market Access; upon approval, the Lead Agency coordinates event implementation, branding, IMA liaison, and compliance with MSME participation and other scheme guidelines.

3. Participate & Claim
Within 15 days of the event, submit all mandatory reports, financial documents, and event records; maintain audited accounts for three years to remain eligible for future assistance.

DOCUMENTS TO KEEP READY

- IEC certificate
- Event approval / registration confirmation
- Invoices & proof of payment (venue, travel, freight, branding)
- Proof of participation (badges, buyer records, photographs)
- Bank account linked to IEC

SCAN TO APPLY

Trade Connect ePlatform — Apply for EPM Support
https://trade.gov.in

DGFT — Trade Notices & Guidelines
https://www.dgft.gov.in

STATE SPOC – EXPORT PROMOTION MISSION, CHHATTISGARH

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