



Suggestions/Inputs/

Feedbacks on the MAI Scheme:

1) Inclusion of CDA (Council Development Activities):

CDA (Council Development Activities) was in operation long back (1999-2005). Under this scheme a corpus was given to EPC for disbursement of travel expenses to the Exporters for their business tour to any countries /visiting any events on their own choice which are not organised by the EPCs subject to submitting of requisite documents/ complying guidelines laid down in this regard.

Since the CAPEXIL has diversified product groups comprising of 16 panels, it has become quite difficult for the Council to conduct panel specific events covering all the sectors in a given financial year. Considering the above bottleneck, we strongly believed that inclusion of CDA under MAI Scheme would definitely boost export from the products falling under CAPEXIL's basket. DoC may consider airfare as well as stall and hotel/lodging expenses under the said scheme on reimbursement basis similar to Reimbursement of Airfare to the Exporter firms with an upper cap and a part of corpus as first instalment for the same may be given to the Council based on the Budget submitted in starting of the financial year for timely disbursement to the member exporters.

2) Consideration of inland transports and factory visits under RBSM:

Expenditure incurred by the Council for factory visit and other inland transports viz. airport to Hotel and back, Hotel to BSM Venues and back, one city to another city, one cluster to another cluster, inland transport in case of more than one RBSM conducted in different places by the EPC may be allowed under organising expenses head.

3) First Instalment in case of MAI Exporter Subsidy for Airfare reimbursement:

In case of MAI Exporter subsidy, 1st instalment of 40% to 50% of approved MAI Exporter Subsidy by EC may be provided in advance to the Council so that grant-in-aid may be reimbursed atleast to the member exporters who fulfil the conditions laid down in the MAI Scheme well in time.

4) Enhancement of Export Turnover Criteria

Export Turnover criteria of Rs. 30 crores may be enhanced to Rs. 100 crore for larger participation with a chance to organised bigger event.

5) Inclusion of Senior officials participation in any overseas event:

Senior officials participation from exporters may also allowed along with Regular Director/ Partner/ Proprietor in any overseas event. In exiting MAI Scheme, contradiction seems to be exist between para 8.2 of PART-IV & point no. under para 6.1 of PART-III

QUOTED ~ para 8.2 of PART-IV

The exhibitors should be represented by senior person and should exhibit products in the events...

QUOTED ~ para 6.1 of PART-III

Permissible only to the regular Director / Partner/ Proprietor of the company**

6) Relaxation of 12 months membership criteria:

This is utmost necessary to boost new exporters and entrepreneur by taking them in events organised under MAI Scheme by waiving provision of minimum 12 months membership criteria. It may be revised by having an IEC in place of 12 months membership criteria.

7) Punitive cut :

In case of lesser participation than the projected or approved one, Punitive cut may be limited to prorata cut only in place of prorata plus penalty.

8) Reimbursement of expenses in connection with developing & sending of goods as sample:

Necessary provision may be incorporated under the new MAI Scheme for reimbursement of developing Sample product and its freight charges for sending to the prospective overseas buyers. Sample Format for submitting the proposal may be developed and incorporated as Annexure.

9) Reimbursement of Council's official expenses:

Reimbursement of Council's official expenses in connection with Pre visit to Country in abroad where event to be organised for road-show, discussion with Embassy/Trade Bodies/ Fair Authority/ Vendors etc and also any other Council's official expenses in connection with event such as Airfare, Visit, DA with a upper cap.

10) Inclusion of one time set-up charges for Opening of Showrooms, Warehouses and Marketing Offices abroad and display in International Departmental Stores:

One time set-up charges for Opening of Showrooms, Warehouses and Marketing Offices abroad and display in International Departmental Stores may be included in New MAI Scheme apart from existing leasing / rental charges.

11) Enhancement in reimbursement of Airfare to participants:

As per existing scheme there is upper ceiling of Rs. 70000 & Rs 100000 (for LAC countries) for reimbursement of airfare to Indian participants for partaking in International events and Rs. 75000 & Rs 100000 (for North & South America) to overseas importers in case of participating in RBSM. The same may be enhanced to tune of Rs. 100000 & 150000 respectively in both cases. Moreover, country listed under North & South America may be appended as Annexure to MAI Scheme.

12) Relaxation in provision of number of participations allowed in an event:

In existing scheme, members who have availed assistance **three times (including past cases) for a particular fair/exhibition**, thereafter have to participate in that fair on their own and MAI funding support is only provided to a member/participant company for a maximum of **two MAI events in a year**.

This provision may be relaxed for conducting bigger events as well as core events of the Council in view of transforming knowledge from experienced/seasoned exporters to new entrepreneurs as a part of handholding and ultimately eyeing to augmenting individual exports to the overseas countries. Moreover, minimum participation criteria of **25 foreign exhibitors in RBSM** may be relaxed in case of physical events. Moreover, provision for ensuring one buyer is not repeatedly supported for more than 3 occasions may be relaxed atleast upto 5 times.

13) Detailed Explanation of other promotional activities with specific format in MAI Scheme as well as incorporation of tab in online MAI System:

Detailed explanation along with illustration and sample format may be included in respect to *Research and Product Development, Capacity Building for Upgradation of quality [Setting up of Quality Certification labs, Common Facility Center, Common Design Centre], Capacity building of exporters, Statutory compliances in the buyer country, Anti-dumping, Anti Money Laundering and other investigations/compliances Developing on-line portals etc and Market Studies* in the MAI Scheme as well as tab in connection with filing of applications for other export promotional activities in the Online MAI System may be incorporated similar to events so that EPCs can take up other export promotional projects apart from Organizing / Participating in Fairs / Exhibitions / BSMs abroad/ RBSM.

14) Sharing of expenditure in Virtual Event:

In case of Virtual Event, sharing may be kept as 90:10. Industry contribution at the initial stage for Virtual Event would be difficult being a very new concept for member exporters and they always want to have physical participation. Hence, we seek 90% contribution of the Govt. under MAI scheme and balance 10% may be managed through participation fee/ other sources. Once the virtual event concept is established and become successful in coming years we may raise the participation fee and so the members contribution by relying proportionately less on Govt. Grant.

15) Enhancement of Govt. support under Market Studies:

As per existing scheme there is sharing of 65%: 35% under the head Market studies. The same may be enhanced to tune of 90%: 10% considering the limited scope of getting contribution from the Exporter fraternity.

16) Assistance to Exporters belongs to Jammu & Kashmir & North East:

Additional Assistance may be given by reimbursing Airfare with hotel, lodging, etc. on actual basis to encourage participation from the Jammu & Kashmir & North-East region and thereby boosting export from aforesaid regions.

17) Buyers from developed markets in RBSM:

In existing MAI Scheme, it is stated that the funding provided by the Government may not be utilised for supporting the travel of foreign buyers from developed markets in North America, Europe, North East Asia etc. However, considering the huge loss incurred in business houses due to pandemic impact, it is suggested to consider buyers from developed markets too while utilising grant.

18) Inter Head Expenditure adjustment may be allowed in same event:

We request you to consider Inter Head Expenditure adjustment in the same event which are genuine in nature. However, it creates unnecessary losses to the Council due to non allowance of Inter Head Expenditure adjustment by the Department.

19) Requirement of amendments in PFMS System in line with MAI Scheme:

In case of registering Foreign vendor, Council has to select Departmental Officer as an option out of several drop down list and in that option there is no choice to add account details. Due to this issue, we have to add cheque no arbitrarily while booking expenditure entry in absence of availability of option of adding online payment details (Payment made to Foreign party using A2 form). Moreover, under MAI Scheme there is a concept of 1st instalment grant-in-aids & 65%, which is not properly dealt in PFMS. Suitable session may be conducted to learn the problem faced by the EPCs and action may be taken to resolve the issues by incorporating features in the system with proper guidelines.

20) Scope of Statutory Compliances may be enhanced:

Statutory Compliances may includes any activities which is necessary to comply while exporting to overseas as per requirement of the Buyer's countries irrespective of the action executed in buyer's countries or in Exporter's country (i.e. India). In addition, we would like to apprise that our exporters had to incur expenses under the above head for exporting Ceramic, rubbers, etc. and other related products and as such, we request you to consider all the products of CAPEXIL under this head so that we can avoid export of cost incurred on statutory compliances whether incurred in buyer's countries or in Exporter's country (i.e. India).

21) Extension of 10 days to 20 days for submission of participants details:

At present, EPC have to submit participants details within 10 days of commencement of the event. Timeline may be extended from 10 to 20 days.

22) Option of adding more images/video in place of single image under Outcome Report in Online MAI portal:

To ensure proper record and for better judgement, it is desirable to act on above point.
