

F. No. K-11020/431/2021-E&MDA  
Government of India  
Ministry of Commerce & Industry  
Department of Commerce  
E&MDA Division

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Udyog Bhawan, New Delhi  
Dated: 26<sup>th</sup> November, 2021

To

1. The DG/SG/ED/Secretary of EPCS/ FIEO/ ITPO
2. The Chairman, APEDA
3. The DG/SG/ED of CII, FICCI, ASSOCHAM, PHDCCI, ICC, TPCI, ACMA, IEEMA

**Subject: Annual Action Plan of the export promotion activities under the Market Access Initiative (MAI) Scheme for FY 2022-23 - reg.**


Sir/ Madam,

As you may be aware, assistance under the Market Access Initiative (MAI) Scheme is being provided to the Export Promotion Councils (EPCs), Commodity Bodies, Apex Trade Bodies, etc for undertaking activities as delineated in the Scheme. The MAI Scheme has been recently revised. A copy of the MAI Scheme, 2021 has already been circulated to the EPCs and Trade Bodies and can also be accessed at the website of the Department of Commerce.

2. In the revised MAI Scheme, the focus has been brought on capacity building of exporters on standards and regulations, export packaging, export-oriented skill development and also development of districts as export hub; promotion of traditional Indian products and services like AYUSH, Yoga, GI products, crafts and artisanal products including toys, tribal products, etc; promotion of e-Business tools, communication technology, etc. Further, to deal with pandemic situations like COVID-19, digital / hybrid export promotion activities have been included as eligible modes for conducting activities in addition to the activities/events in physical settings. The revised scheme also provides for preparation of long-term and short-term strategies for commodities and territories - apart from exploring new and emerging markets, such plans would also focus on capacity building, product development, standards and regulatory requirements, etc., for different markets.

3. Accordingly, EPCs/ Trade Bodies are requested to submit proposals on the online MAI portal (<https://mai.commerce.gov.in>) for assistance for undertaking export promotion activities during the financial year 2022-23. **The last date for submission of proposals is 15<sup>th</sup> December, 2021.** It is imperative to adhere to the timeline to facilitate early finalisation of MAI calendar for FY 2022-23. **In this regard, it may also be noted that such proposals need not be limited to the participation in fairs/ exhibitions/ BSMS/ RBSMs only and proposals for other eligible activities/ components of the MAI Scheme may also be submitted.**

Yours faithfully,

  
(Rajeev Kumar)

Under Secretary to Govt. Of India  
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Copy for information to:

1. PPS to CS
2. PPS to AS&FA
3. All Additional Secretaries/ Joint Secretaries/ Economic Advisors in Department of Commerce
4. Trade Advisor, Ministry of Textiles