

COMMERCE AND INDUSTRY- Gives assistance and help to entrepreneurs of Commerce & Industry sector.

Export Credit Guarantee Corporation of India Limited Schemes

- Small Exporters Policy (SEP)

Ministry of Commerce & Industry The policy particularly provides SME sector easy administrative and operational convenience.	Description To provide ease and convenience to SMEs
Eligibility Exporters engaged in manufacturing activities having invested in plant and machinery or engaged in export of services having invested in equipment are eligible to avail the benefits under this scheme.	How To Apply A Udyami Helpline: Dial 1800-180-6763 [Toll Free Number] for queries relating to this Schemes.
Benefits: An insurance policy for small and medium exporters issued for a period of 12 months with 90% coverage and with a maximum loss limit of Rs.10 lakh is given to beneficiaries.	

- Small and Medium Exporters Policy

<p>Ministry of Commerce & Industry For exporters with anticipated export turnover below Rs.5 crore, for one year; standard policy with certain improvements</p> <p>It aims to provide financial assistance to exporters.</p> <p>Beneficiaries: Exporters</p>	<p>Description</p> <p>This is a basically Standard Policy, incorporating certain improvements in terms of cover, in order to encourage small exporters to obtain and operate the policy. It is issued to exporters whose anticipated export turnover for the period of one year does not exceed Rs.5 crore. The maximum liability shall not exceed Rs.2 crore. The nature of commercial risks and political risks cover is similar to that of the Shipment Comprehensive Risk (SCR) or standard policy.</p>
<p>Eligibility</p> <p>Exporters whose anticipated export turnover for the period of one year does not exceed Rs.5 crore are eligible.</p>	<p>How To Apply</p> <p>A Udyami Helpline: Dial 1800-180-6763 [Toll Free Number] for queries relating to this Schemes.</p> <p>Department of Commerce & Industry</p>
<p>Benefits:</p> <p>An insurance policy for small exporters issued for a period of 12 months</p>	

Department of Industrial Policy and Promotion Schemes

- Mega Leather Cluster

<p>Ministry of Commerce & Industry</p> <p>This scheme aims to provide world class infrastructure to integrate the production chain in a manner that caters to the business needs of leather industry.</p>	<p>Description</p> <p>To Provide infrastructure to meet the business needs of leather industry</p>
<p>Eligibility</p> <p>Production units of all segments namely footwear, footwear components, leather goods (including gloves), leather garments & saddlery & harness items are eligible under this scheme.</p>	<p>How To Apply</p> <p>A Udyami Helpline: Dial 1800-180-6763 [Toll Free Number] for queries relating to this Schemes.</p> <p>Department of Commerce & Industry</p>
<p>Benefits:</p> <p>The total project cost for the purpose of the Mega Leather Cluster sub-scheme comprises the cost of land development, infrastructure, capacity building and engagement of consultant by the SPV. GoI assistance can be up to 50% of project cost, subject to limitations as follows, depending on total land area of the MLC:</p> <ol style="list-style-type: none"> 1. MLC of 25-60 acres land (to be set up without tanneries) 2. Land (to be set up with tanneries) - GoI assistance limited to Rs.50 crore 3. MLC of 61-100 acres land - GoI assistance limited to Rs.70 crore 4. MLC of 101-150 acres land - GoI assistance limited to Rs.105 crore 5. MLC of more than 151 acres land - GoI assistance limited to Rs.125 crore. 	

- Market Access Initiatives (MAI)

<p>Ministry of Commerce & Industry</p> <p>To catalyze promotion of Indian export</p>	<p>Description</p> <p>This is an export promotion scheme envisaged to act as a catalyst to promote India's exports on a sustained basis. This scheme is framed on focus product-focus country approach to evolving specific market and specific product through market studies/survey.</p>
<p>Eligibility</p> <p>Export promotion organisations/trade promotion organisations/national level institutions/research institutions/universities/laboratories, exporters, etc. are eligible under this scheme.</p>	<p>How To Apply</p> <p>A Udyami Helpline: Dial 1800-180-6763 [Toll Free Number] for queries relating to this Schemes.</p>
<p>Benefits:</p> <p>MAI provides financial support for opening showrooms & warehouses, display in international departmental stores, publicity campaigns and branch promotion, etc. Financial assistance under this scheme - 75%, 50% and 33% of leasing/rental charges in first, second and third year, respectively. There would be a ceiling of Rs.100 lakh for each market/product per annum</p>	

TEA Board Schemes

- Participation in International Fairs and Exhibitions with Tea Board

<p>Ministry of Commerce & Industry</p> <p>To provide financial assistance for participation in trade fairs/exhibitions abroad along with Tea Board of India</p>	<p>Description</p> <p>Under this scheme, financial assistance for participation in trade fairs/exhibitions abroad along with Tea Board of India is provided.</p>
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Beneficiaries: All exporters holding valid exporters' licence	
Eligibility To provide financial assistance for participation in trade fairs/exhibitions abroad along with Tea Board of India	How To Apply A Udyami Helpline: Dial 1800-180-6763 [Toll Free Number] for queries relating to this Schemes. Tea Board
Benefits: financial assistance for participation in trade fairs/exhibitions abroad along with Tea Board of India For Tea Board led trade fairs/exhibition/BSMs, assistance to exporters would be permissible for airfare in economy class for one company representative travelling from India. This would, however, be subject to an upper ceiling per tour given below: <ol style="list-style-type: none"> 1. LatinAmerican countries (LAC) – Rs.1,00,000 2. USA, Canada – Rs.80,000 3. All other countries - Rs.70,000 	

- Promotion for packaged Tea of Indian origin

Ministry of Commerce & Industry	Description
<p>A brand support scheme for Indian tea exporters</p> <p>To promote Indian tea exporters</p>	<p>This scheme has been introduced to help Indian exporters in their overseas marketing of tea of Indian origin, on a sustained basis, Tea Board proposes a brand support scheme. Since This scheme is to promote tea, it is mandatory for companies wanting to avail of This scheme to be marketing 100% Indian tea in packets carrying Indian tea logo or any of speciality logos after complying with requirements for logo usage. This scheme</p>

	covers all Indian companies/exporters marketing Indian brand tea in packets of less than 1 kg. The brand should be owned by the exporter.
<p>Eligibility</p> <p>All Indian registered exporters exporting value added tea would be eligible if the brand for which support is requested is owned by them.</p> <p>All registered exporters holding permanent exporter's license and submitting regular monthly export returns to Tea Board may apply.</p>	<p>How To Apply</p> <p>A Udyami Helpline: Dial 1800-180-6763 [Toll Free Number] for queries relating to this Schemes.</p> <p>Tea Board</p>
<p>Benefits:</p> <p>For tea rooms/boutiques – reimbursement for year-1 - 75%; year-2 - 50%; year, 3 - 25% of lease/rental charges of floor area or display; maximum limit - Rs.12 lakh per annum.</p> <p>Promotional campaign - 25% of cost reimbursement subject to a ceiling of Rs.50 lakh per annum</p> <p>Displays in departmental stores + In-store demonstration/promotion - 50% of the display and shelf rental cost as well as in-store promotion or maximum limit - Rs.25 lakh per annum per country.</p> <p>Product literature – 25% of total cost subject to a ceiling of Rs.50 lakh per annum per market.</p>	

Spices Board Schemes

- Promotion of Indian Spice Brands Abroad

Ministry of Commerce & Industry Among sophisticated and affluent segments in foreign markets, targeted beyond the ethnic Indians. To promote Indian Spice Brands Abroad	Description This scheme aims to promote Indian spice brands in new, sophisticated and affluent segments in foreign markets targeted beyond the ethnic Indian population in these countries and in the Middle East. There are two activities assisted under This scheme viz., product and packaging development and bar coding; and brand promotion.
Eligibility All registered exporters of spices who have registered their brands with the Board, SHC/logo holders and holders of organic certification	How To Apply A Udyami Helpline: Dial 1800-180-6763 [Toll Free Number] for queries relating to this Schemes. The exporter who desires to avail of assistance has to submit an application in the prescribed format along with copies of detailed proposal covering market promotion to be undertaken with cost break-up in each segment separately.
Benefits: Interest-free loan up to 100% for slotting/listing fee and promotional measures and 50% of cost of product development, subject to a maximum of Rs.2.50 crore per brand and Rs.5 crore where brand buyout is involved in (a) Product and packaging development and bar coding and (b) Brand promotion	

- Spices Processing in the North Eastern Region

<p>Ministry of Commerce & Industry</p> <p>To establish primary processing facilities for organized marketing</p> <p>Beneficiaries: Farmers</p>	<p>Description</p> <p>This scheme was introduced to provide financial assistance to spice growers' cooperatives, farmers' associations, NGOs representing spices growers and individual entrepreneurs in the North-Eastern and hill states to establish primary processing facilities for spices for organized marketing of produce in domestic and international markets with possible value addition. Under this scheme, all types of primary processing facilities, which do not require very high investments, envisaged to ensure dispersed and relatively low to middle-level value addition, particularly to avoid distress sale and large-scale wastage of locally grown spices will be supported.</p>
<p>Eligibility</p>	<p>How To Apply</p> <p>A Udyami Helpline: Dial 1800-180-6763 [Toll Free Number] for queries relating to this Schemes. Eligible applicants may apply to the Board directly.</p>
<p>Benefits:</p> <p>Grant-in-aid is provided to the tune of 33% of cost of all types of primary processing facilities subject to a maximum of Rs.25 lakh during plan period per beneficiary. In respect of farmers' groups, the assistance will be up to 50% of cost of primary processing facilities subject to a maximum of Rs.35 lakh per beneficiary.</p>	

- International Trade Fairs/Meetings

<p>Ministry of Commerce & Industry</p> <p>This scheme aims for the participation in trade fairs, meetings, etc., by exporters and delegations</p>	<p>Description</p> <p>There are two components under the programme: participation in international fairs/exhibitions; and participation in international meetings/seminars. Both are assisted for market expansion.</p>
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<p>Eligibility</p> <p>All registered exporters are eligible to avail grant under component No.1 above on a reimbursement basis against a production of required documents.</p> <p>Representatives of exporters' associations/forum nominated to the international meetings/seminars to address common issues of the spice industry are eligible to avail assistance under component No.2 above.</p>	<p>How To Apply</p> <p>A Udyami Helpline: Dial 1800-180-6763 [Toll Free Number] for queries relating to this Schemes.</p>
<p>Benefits:</p> <p>The benefits covered under this scheme are summarized as below:</p> <ol style="list-style-type: none"> 1. For participation of exporters in international trade fairs/exhibitions, the Board provides assistance by reimbursing 50% of airfare (economy excursion class); for visits to trade fairs subject to a maximum of Rs.60,000 for logo/SHC holders and Rs.40,000 for holders of a registered brand and organic certificate, per exporter per year. In case of hiring an independent stall, the extent of assistance will be 50% of the cost per exporter per year subject to a ceiling of Rs.1 lakh. 2. For participation of exporters in international meetings/seminars and delegations - financial assistance up to 50% of their airfare (economy excursion class) subject to a ceiling of Rs.1.5 lakh per year per exporter is provided. 	

<p>Benefits:</p> <p>Operated through scheduled commercial banks Usance of bills - Normally 2-5 years</p>
