



International Cooperation (IC) Scheme



Objective:

- The scheme aims to Capacity build MSMEs for entering export market by facilitating their participation in international exhibitions/fairs/conferences/seminar/ buyer-seller meets abroad as well as providing them with actionable market-intelligence and reimbursement of various costs involved in export of goods and services. The Scheme provides opportunities to MSMEs to continuously update themselves to meet the challenges emerging out of changes in technology, changes in demand, emergence of new markets, etc.

The Scheme would cover the following sub-components:

- Sub-Component I: Market Development Assistance of MSMEs (MDA).
- Sub-Component II: Capacity Building of First Time MSE Exporters (CBFTE).
- Sub-Component III: Framework for International Market Intelligence Dissemination (IMID).

As on date only Sub-Component-I is operational from 19th August, 2021 and other two Sub-Components to be launched very soon.



Under Sub-Component-I eligible Organisations are:

- Ministry of MSME and organizations under the Ministry;
- State/Central Government Organisations/Institutions; and Registered Industry/Enterprise Associations etc.



Activities covered under Sub-Component-I

- **Participation of MSME delegations in international exhibitions, trade fairs and buyer- seller meets in foreign countries (PHYSICAL MODE).**
 - Space Rent (Stall Charges): Upto Rs. 3.00 lakhs per MSME.
 - Air Fare: Upto Rs. 1.50 lakh per MSME
 - Duty allowance: USD 150 per day for Office Bearer
 - Freight charges: Upto Rs. 50,000/- per MSME unit and Rs. 75,000/- per MSME for Latin American Countries.
 - Advertisement and publicity charges: Upto Rs. 5.00 lakhs
 - Registration fee: Upto Rs. 5,000/-
- **Participation of MSME delegations in international exhibitions, trade fairs and buyer-seller meet by Foreign Organisers(VIRTUAL MODE).**
 - Space/Stall Charges including catalogue/digital material charges for Participating in the Virtual International Events organized by foreign countries: Up to Rs. 1.5 lakhs.
 - Advertisement and Publicity Charges: Upto Rs. 5.00 lakhs.
- **Organizing International conferences/summits/ workshops/seminars on the themes relevant to MSME sector (PHYSICAL MODE) to be organized in India by the Industry Associations/ Government Organizations.**
 - Charges for holding/organizing the International conferences/summits/workshops/seminars in India by Industry Associations including charges for venue rent, catering, advertisement & publicity, security arrangement, etc. : Upto Rs. 10.00 lakhs.
 - Economy class Airfare for foreign speakers/experts/ resource persons: Upto Rs. 5.00 lakhs.
- **Organising International conferences/ summits/ workshops/ seminars on the themes relevant to MSME sector (VIRTUAL MODE) to be organized by Industry Associations/ Government Organizations.**

- Virtual Space/Platform/License Fee/Rent for Organising Conferences/summits/workshops/seminars : Upto Rs. 2.00 lakhs.
 - Publicity Cost incurred on promotion / marketing/ publicity of the event: Upto Rs. 5.00 lakhs.
 - Translation and Interpretation charges involved in the virtual event: Upto Rs. 1.00 lakhs.
- **Organising Mega international conferences/summits/ workshops/seminars, bilateral/multilateral Government to Government Events in India (PHYSICAL/Virtual MODE) by Ministry of MSME, its organizations solely or in partnership with industry associations for promotion of MSME sector.**

For more detailed information refer to Scheme guidelines, on the following link:
<https://msme.gov.in/sites/default/files/RevisedICScheme2021.PDF>



How to apply:

- Apply on:
<http://ic.msme.gov.in>

