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संयुक्त सचिव  
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भारत सरकार  
सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय  
उद्योग भवन, नई दिल्ली-110 011  
GOVERNMENT OF INDIA  
MINISTRY OF  
MICRO, SMALL AND MEDIUM ENTERPRISES  
UDYOG BHAWAN, NEW DELHI-110 011

D.O. No. 4(2)/2021-IC



Dear Sir / Madam,

13<sup>th</sup> September, 2021

Ministry of MSME is implementing International Cooperation Scheme with the objective of provide them International marketing opportunities to MSMEs as well as to integrate them to global value chains. Financial assistance is provided to eligible/State/Central Government Organization, registered industries association and Societies/Trusts involved in promotion and development of MSME sectors. The IC Scheme has been recently revised and it now has three sub components namely (i) Market Development Assistance of MSMEs (MDA), (ii) Capacity Building of First time MSE Exporters (FTE) and (iii) Framework for International Market Intelligence Dissemination (IMID).

2. Under the Market Development Assistance (MDA) Sub-Component, financial assistance is provided for participation in International Exhibitions/Trade Fairs abroad and also for organizing International Conferences/Seminars/Workshops/Summits in India and abroad. The Revised Scheme guidelines dated 19.08.2021 as well as the list of 704 events approved for participation in International Exhibition/Trade Fairs abroad for the year 2021-22 is available on the website of the Ministry that is [www.msme.gov.in](http://www.msme.gov.in).

3. The application process under the MDA Sub-Component has been fully digitized and all eligible organizations can now submit their proposals under the Scheme online at <https://ic.msme.gov.in>.

4. Accordingly, proposals are invited from all eligible organizations under the MDA Sub-Component of the IC Scheme in accordance with the revised guidelines dated 19.08.2021. The proposals can be uploaded on the IC Scheme web portal <https://ic.msme.gov.in>, which will remain open for submission of proposals from 14.09.2021 to 30.09.2021. It is also informed that all proposals under the IC Scheme will be accepted via online mode only.

  
(Mercy Epao)

All industry associations/organizations under the Ministry of MSME/EPCs.