

**GUIDELINES FOR AVAILING FINANCIAL ASSISTANCE UNDER
AGRICULTURE EXPORT PROMOTION PLAN SCHEME
(EXCLUDING TRANSPORT ASSISTANCE) FOR XII PLAN**

w.e.f. 01/04/2014

Compliance points common to all components:

1. It is mandatory for the exporters to file the application on-line on APEDA website at the link given below and followed by submission of physical application:

<http://itrack.apeda.gov.in>

2. The assistance under Financial Assistance Scheme of APEDA is available to registered exporters or other organizations as mentioned under each sub-component and for APEDA Scheduled Products only . Details are available at the link

http://www.apeda.gov.in/apedawebsite/trade_promotion/Financial_Assistance_Schemes.htm

3. The assistance under the scheme under various components is available only once per unit during XII Plan period except for the sub-components mentioned under Point No 4 where admissibility will be on per annum basis. However, for a unit, the competent authority reserves the right to sanction more than once under a sub-component in the plan period. However, the assistance would not exceed the maximum limit under the sub-component in plan period.
4. Assistance under following components of the scheme will be admissible on per annum basis:

(a) Market Development (Component III)

- (i) A. Packaging Development – sub component 2.
- (ii) C. Export Promotion Market Development – Sub Component 3 & 6.

(b) Quality Development (Component IV)

- (i) A. Promotion of Quality & Quality Control – sub component 5, 6 & 7.
- (ii) The assistance for installing quality management/quality assurance systems (sub-component A-2) will be applicable for a period of three years

5. Application should be filed in **on-line** on APEDA website in the prescribed format and only in respect of products handled by APEDA.
6. Each column in the application form should be filled in with complete information, as required
7. Application should be accompanied with self certified copies of
 - (a) APEDA RCMC along with amendments, if any
 - (b) Quotation/proforma invoice /invoices from suppliers of equipment / packaging boxes/ advertisement /consultants (feasibility study/ISO/HACCP) etc.
 - (c) Technical brochure/literature/Pamphlet depicting equipment details in case of infrastructure/laboratory equipment/any other assets etc
 - (d) The cost estimate from a Chartered Engineer or Civil Architect shall be submitted for civil work with regard to intermediate storage shed , effluent treatment plant , Integrated post harvest facilities, pre cooling facilities, CA/MA storages etc.
8. Export performance for last three years should be mentioned year-wise in quantity (MTs) and value terms (Rs lakh) in the format given in Annexure-1-application form. Consolidated single figure will be treated as a deficiency.
9. Projected exports for next five years should also be mentioned year wise in quantity (MTs) and value (Rs lakh) terms in the format given in Annexure-1-application form. Consolidated single figure only will be treated as a deficiency
10. The Monthly Party Returns for the period preceding one month from the date of application must be posted on APEDA website as a mandatory condition.
11. Confirmation of posting of monthly export returns on APEDA website should be sent as the declaration in the Application Form (**Annexure -I**). Export Returns shall be filled even in the case of NIL exports. APEDA will consider the application only after verification of export returns on the website. Non-compliance on part of the applicant will result in rejection of the application
12. Financial assistance will be considered in cases where the unit is newly commissioned and/or the registered exporter has approached APEDA for the first time seeking financial assistance under the schemes. However, for

subsequent applications for financial assistance, these would be considered if the exporter has executed some exports during the preceding 12 months.

13. The physical application form and declaration must be duly signed with stamp along with the name and designation of the authorized signatory.
14. The physical application must be accompanied by the electronic application covering sheet bearing application Track No. which must be quoted in all future correspondence.
15. physical applications completed in all respects only will be considered for grant of In Principle Approval
16. Under the column seeking information on assistance availed earlier, scheme-wise, year-wise and component-wise correct information should be furnished. This information should be furnished only for the XII Plan period (1.4.2012 to 31.03.2017)
17. In Principle Approval is mandatory for availing financial assistance under APEDA schemes except for testing charges (sub-component 5 of Quality development, Packaging material (sub-component 2) of the Component of Market Development. The invoice must spell out the advertisement schedule. The exporter must also clearly specify the number and schedule of intended advertisements.
18. In-Principal Approval (IPA) issued by APEDA will generally be valid up to 31st March of the financial year. However, in cases where IPA is issued during last quarter of the financial year (i.e. January to March), the validity of such IPA will be up to 31st March of the next financial year.
19. For consideration of issuance of In Principle Approval by APEDA, the date of receipt of physical documents will be treated as actual date of receipt. **Any expenditure incurred prior to the date of receipt of physical application in APEDA would disqualify for assistance.**
20. APEDA reserves the right to grant In Principle Approval based on eligible items only and any expenditure on ineligible items would be disqualified. The decision of APEDA relating to admissibility of claim will be final and filing of application will not provide any right to assistance.
21. Any change in ownership/management/style of the company or any change in supplier/equipment model/consultant/certification body etc should be got approved by sending a written request to APEDA.
22. It is incumbent upon the applicant to file final claim documents within the validity of the IPA letter or apprise APEDA on the progress of the activity

and seek written extension of validity of the In Principle Approval Letter, wherever required, well ahead of expiry of the original validity of such letter.

23. If the applicant/beneficiary has more than one manufacturing unit at different locations, APEDA will consider assistance for each such unit. However, such units must be first incorporated in the IEC and APEDA RCMC.
24. In cases where IPA is not required, assistance will be disbursed subject to availability of funds.

I. INFRASTRUCTURE DEVELOPMENT :

Under the component, assistance is provided to achieve higher quality in the final produce and to save post harvest wastages. The exporters are supported for creation of requisite infrastructure for post harvest handling, specialized cold storages like high humidity, controlled/modified atmosphere, mechanized grading, sorting and package forming/sealing machine etc. Establishment of common infrastructure facilities in identified clusters by Government or public sector agencies including PPP mode in setting up cold chain and value added processing facilities are encouraged. Assistance is also available to registered exporters as detailed in Parts II and III.

Common Infrastructure Development :

Assistance is available to Government or Public Sector agencies for establishment of common infrastructure facilities which is detailed under Part I (A & B).

PART I : Assistance to Government or Public Sector Agencies

A - For establishment of common infrastructure facilities in the Public Sector the following is required:

- (i) The beneficiaries under 2(I) A are Central /State Government PSUs/Government Departments etc. IPA is required and the terms and conditions of assistance and reimbursement pattern are specified in the Memorandum of Understanding (MOU) which is to be signed before release of assistance
- (ii) Pattern of Assistance: Maximum 90% Grant-in-Aid by APEDA and 10% from other Government or Public Sector agencies other than land.
- (iii) The common facilities are intended to be set up for common benefit of exporters of APEDA scheduled products.
- (iv) A proper Detailed Project Report (DPR) containing detailed concept of the project, details of production of intended crops to be handled , location advantages, availability of land in possession of the implementing agency and free from all encumbrances, sensitivity analysis, SWOT analysis , Cash flow Statement, Break Even Point (BEP), Internal Rate of Return (IRR), Economic Rate of Return (ERR), Debt Service Coverage Ratio (DSCR) , Net Present Value (NPV) etc. export orientation, Operation & Maintenance arrangement, details of equipment, plant and machinery, socio economic benefits , backward

and forward linkages, collection of produce and transportation to the facility arrangement etc.

- (v) In the Detailed Project Report (DPR) cost of land, margin money, working capital, contingencies, cost escalation, external electrification etc should be clearly and separately mentioned as these expenditures are not eligible for consideration of reimbursement from APEDA and have to be brought in by the Implementing agency.
- (vi) The DPR should clearly bring out the likely end users of the facility .
- (vii) The DPR should be based on National Horticulture Mission (NHM)/National Horticulture Board (NHB)/ National Council for Cold Chain Development (NCCD)/ or any other Government agency norms for cold chain systems viz refrigeration (ozone protecting refrigerants like R-104A/404A), pre-cooling, cold store, civil work.
- (viii) The project cost should also be supported by a cost estimate from Chartered Engineer/Civil Architect for civil work and proforma invoices/quotations from suppliers of plant and machinery, electrification, water supply arrangement etc.
- (ix) APEDA will consider providing assistance up to 90% of the project cost excluding land. However, the upper ceiling for reimbursement will be decided by APEDA depending upon the availability of funds and other considerations. The balance requirements will have to be mobilized by the project proponent from other sources and commitments in this regard should be communicated to APEDA before the sanction of funds.
- (x) The DPR should also be submitted with a confirmation letter from the State Government/Public Sector Agency about funding at least 10% project cost component.
- (xi) Confirmation from Implementing Agency that necessary support infrastructure like connecting roads, electricity, water supply etc would be arranged by them .
- (xii) For Common Infrastructure Facilities under the component for Infrastructure Development, advance may be released in consonance with the terms of payment to be stipulated under the Model Memorandum of Understanding (MoU) **(Annexure-2)**. Subsequent remittances will be against submission of running bills duly certified by a financial authority e.g. CA/DDO etc and in consonance with the terms of payment stipulated under the MoU. The MoU is an important instrument and compliance with all terms and conditions must be ensured by the parties. The facility should have a clear schedule for completion not exceeding 24 months (including tendering process)

**B - For establishment of common infrastructure facility in PPP mode:
Operating Guidelines under preparation.**

Processing of Common Infrastructure Proposals :

- (i) The project proposal will be evaluated by a Technical Committee (TC) constituted by APEDA.
- (ii) If the proposal is approved by the TC, the same will be placed before APEDA Authority for approval.
- (iii) After sanction of the proposal by the Authority, an MoU will be signed between APEDA and the Implementing Agency (Annexure-2).
- (iv) The responsibility of running, operation and maintenance of the project and all statutory liabilities (legal or financial) accruing from 'The project' rest with the Implementing Agency and in strict accordance with the terms and conditions of the MoU

**PART-II INFRASTRUCTURE DEVELOPMENT: Assistance to
Registered Exporters**

A. Assistance for specialized Transport vehicles:

- (i) The beneficiaries are registered Exporters.
- (ii) For availing assistance, in Principle Approval (IPA) is required.
- (iii) Pattern of assistance : 40% of the cost subject to a ceiling of Rs 7.50 lakhs per vehicle per beneficiary per annum (maximum 3 vehicles in the Plan Period)
- (iv) The application should be accompanied by clear proforma invoices/ quotations for the three components of the reefer van viz (a) chassis with make and model (b) container with make and model (c) refrigeration.
- (v) The quotation/Proforma Invoice (PI) should be on the letter head of the supplier duly signed by the authorized signatory and must provide component wise costs along with validity and other terms and conditions.
- (vi) In case the beneficiary intends to purchase specialized transport for other purposes, details of the intended purpose along with invoices/quotations shall be submitted.

PART II (B) : Assistance for all APEDA scheduled products : The maximum amount that can be availed under Part II(B) will not exceed Rs 75.00 lakhs per beneficiary per Plan period.

B.1. Intermediate storage shed :

- (i) The beneficiaries are registered Exporters.
- (ii) For availing assistance, in Principle Approval (IPA) is required.
- (iii) Pattern of assistance : 40% of the cost of equipment subject to a ceiling of Rs 10.00 lakhs per beneficiary per Plan period.
- (iv) The civil estimate duly certified by Chartered Engineer/Civil Architect should be submitted clearly specifying the overall size of the shed (LXWXH).
- (v) The application should clearly indicate the grading/cleaning /storage operations to be carried out for the produce to be handled
- (vi) The equipment would include puff panels/pre fabricated panels etc.

B.2 (a). Mechanized handling facilities :

- (i) The beneficiaries are registered Exporters.
- (ii) For availing assistance in Principle Approval (IPA) is required.
- (iii) Pattern of assistance : 40% of the cost of equipment subject to a ceiling of Rs 25.00 lakhs per beneficiary per Plan period.
- (iv) Proforma invoices/Quotations from suppliers of equipment along with make and model , validity and other terms and condition. The quotation/PI should be on the letter head of the supplier duly signed by the authorized signatory and must provide component wise costs .

N.B: Assistance for Packaging implies assistance for box sealing /formation machines only

B.2(b) Pre-cooling facilities with proper air handling system as well as cold storage for storing the perishable produce

- (i) The beneficiaries are registered Exporters.
- (ii) For availing assistance, in Principle Approval (IPA) is required.
- (iii) Pattern of assistance : 40% of the cost of equipment subject to a ceiling of Rs 25.00 lakhs per beneficiary per Plan period.
- (iv) Proforma invoices/Quotations from suppliers of equipment specifying make and model of the pre-cooling and refrigeration equipment and the refrigerant to be used; along with validity and other terms and condition. The quotation/PI should be on the letter head of the supplier duly signed by the authorized signatory and must provide component wise costs.
- (v) Civil estimate duly certified by Chartered Engineer/Civil Architect for cold store and refrigeration equipment and the refrigerant to be used

- (vi) Stand alone cold storages will not qualify for assistance. However, setting up of stand alone pre cooling facility as expansion project in an existing facility can be considered after ensuring that the existing cold storage capacity is sufficient to meet the requirement entailed with the new pre cooling facility within the overall ceiling provided under the sub-component.

B.2(c): Facilities for treatment such as fumigation, X-ray screening and other screening/detection equipment, hot water dip treatment, water softening plant :

- (i) The beneficiaries are registered Exporters.
- (ii) For availing assistance, in Principle Approval (IPA) is required.
- (iii) Pattern of assistance : 40% of the cost of equipment subject to a ceiling of Rs 25.00 lakhs per beneficiary per Plan period.
- (iv) Proforma invoices/Quotations from suppliers of equipment specifying make and model along with validity and other terms and conditions. The quotation/PI should be on the letter head of the supplier duly signed by the authorized signatory and must provide component wise costs.
- (v) Water softening plant here implies industrial type for production purposes and not a portable kitchen use type. Therefore, for Water softening plant technology and technical aspects must be clearly indicated .
- (vi) Detailed product literature/technical brochure should also be submitted

B.2(d): Setting up of integrated post harvest-handling system (pack house with any two or more of the above facilities):

- (i) The beneficiaries are registered Exporters.
- (ii) For availing assistance, in Principle Approval (IPA) is required.
- (iii) Pattern of assistance : 40% of the cost subject to a ceiling of Rs 75.00 lakhs per beneficiary per Plan period.
- (iv) The DPR should be based on NHM/ NHB/NCCD/ any other Government agencies' norms for cold chain systems viz refrigeration, pre-cooling, cold store, civil work available at the link http://www.nhb.gov.in/technical_standards.html
- (v) Proforma invoices/Quotations from suppliers of equipment specifying make and model along with validity and other terms and condition. The quotation/PI should be on the letter head of the supplier duly signed by the authorized signatory and must provide component wise costs.
- (vi) Detailed product literature/technical brochure should also be submitted

- (vii) Civil estimate duly certified by Chartered Engineer/Civil Architect for high humidity cold store and refrigeration equipment and the refrigerant to be used.
- (viii) Where the project is linked to Bank loan/term loan, project appraisal report from the bank should be sent with the application. In case of self-financed projects, appraisal of the project by a Financial Institution/Bank/Recognized Financial consultant should be submitted.

B.3. Setting up of cable cars (covering minimum of 50 ha of plantation) for banana and other crops (as decided by APEDA):

- (i) The beneficiaries are registered Exporters.
- (ii) For availing assistance, in Principle Approval (IPA) is required.
- (iii) Pattern of assistance : 40% of the cost subject to a ceiling of Rs 75.00 lakhs per beneficiary per Plan period.
- (iv) Quotations/proforma invoices from the supplier clearly indicating the number of cable hook system or any other technology that may be developed from time to time along with their suspension and propulsion mechanism, the component wise cost structure , after sale service, operation and maintenance system, transmission speed etc.
- (v) Detailed product literature/technical brochure should also be submitted:

B.4. Setting up of vapour heat treatment, electronic beam processing or irradiation facilities:

- i. The beneficiaries are registered Exporters.
- ii. For availing assistance, in Principle Approval (IPA) is required.
- iii. Pattern of assistance : 40% of the cost subject to a ceiling of Rs 50.00 lakhs per beneficiary per Plan period.
- iv. Detailed Quotation / Proforma invoice from supplier .
- v. For irradiation facilities statutory approvals from Ministry of Environment & Forests / Atomic Energy Regulatory Board (AERB)
- vi. For VHT, proper description of the technology and equipment details.
- vii. Detailed product literature/technical brochure should also be submitted

B.5 Assistance for setting up of environment control system e.g. pollution control, effluent treatment etc:

- (i) The beneficiaries are registered Exporters.
- (ii) For availing assistance, in Principle Approval (IPA) is required.
- (iii) Pattern of assistance : 40% of the cost subject to a ceiling of Rs 35.00 lakhs per beneficiary per Plan period.
- (iv) Performa invoices/Quotations from suppliers of equipment specifying make and model along with validity and other terms and conditions.

- (v) The quotation/Performa Invoice should be on the letter head of the supplier duly signed by the authorized signatory and must provide component wise costs.
- (vi) Civil estimate duly certified by Chartered Engineer/Civil Architect
- (vii) Statutory approval from State Pollution Control Board (SPCB) indicating the capacity of the plant in case of Effluent Treatment Plant.

PART III : INFRASTRUCTURE DEVELOPMENT :

Assistance for fresh & processed horticultural produce for Setting up of specialized storage facilities such as high humidity (Relative humidity more than 95 per cent) cold storage, deep freezers, controlled atmosphere (CA) or modified atmosphere (MA) storage etc:

- (i) The beneficiaries are registered Exporters.
- (ii) For availing assistance, in Principle Approval (IPA) is required.
- (iii) Pattern of assistance : 40% of the cost subject to a ceiling of Rs 25.00 lakhs per beneficiary per Plan period.
- (iv) Performa invoices/Quotations from suppliers of equipment specifying make and model along with validity and other terms and conditions. The quotation/PI should be on the letter head of the supplier duly signed by the authorized signatory and must provide component wise costs.
- (v) Civil estimate duly certified by Chartered Engineer/Civil Architect
- (vi) The compliance Refrigeration /cold chain norms of NHB/NHM/NCCD/ any other agency must be ensured (Please refer to link http://www.nhb.gov.in/technical_standards.html)
- (vii) Detailed product literature/technical brochure should also be submitted

III. MARKET DEVELOPMENT

This component aims at facilitating market access, to conduct feasibility studies, export promotion events, improved packaging promotion to access developed markets and building a strong data base with market intelligence facilities. This involves networking with major data base world over, online dissemination of information to guide the exporters. Besides market intelligence, assistance is provided for brand building and publicity through advertisement, display and in-store promotion, participation in major international food fairs to provide a platform to its registered members for show casing their products. New packaging standards are developed for use by exporters .

A: Packaging Development:

Sub-Component 1 :

- (i) Activity for development of packaging standards and design and
- (ii) Upgradation of already developed packaging standards :
 - (a) Pattern of assistance: 100 per cent APEDA scheme
 - (b) Based on the need for development of standards of packaging , APEDA in consultation with stakeholders will get the standards and design of packaging material developed by the Indian Institute of Packaging or any other suitable organization with core competence in this area.

Sub-Component 2:

Assistance to exporters for use of packaging material as per standards and specifications developed or adopted by APEDA:

- (i) The beneficiaries are registered Exporters.
- (ii) For availing assistance, in Principle Approval (IPA) is not required.
- (iii) Pattern of assistance: Assistance to registered exporters for APEDA approved packaging standards hosted at APEDA website at the link http://www.apeda.gov.in/apedawebsite/trade_promotion/study_and_report.htm @ 25 per cent of the total cost of packaging material (including inner packaging materials viz. Punnets, sleeves, rubber band etc), subject to a ceiling of Rs. 5 lakh per beneficiary per annum.
- (iv) In principle approval is not required for this sub-component but reimbursement is subject to availability of funds.
- (v) The application must be supported by purchase invoices from corrugators clearly indicating the box size and dimensions, IIP/Other

agency test report indicating compliance or otherwise of the sample box clearly showing the standard and the test results against these standards.

(vi) Copy of the indent (letter) under which sample of packaging box was sent to the

IIP/Other agency by the beneficiary

(vii) Original or self certified copy of, IIP/Other agency certificate for each box size

(viii) A certificate in the prescribed proforma **(Annexure-3)** , from a Chartered Accountant certifying the number of cartons purchased and exported with closing balance shall be enclosed.

(ix) A statement of purchase invoices for packaging material in the following format should also be furnished :

Supplier	Inv No. /dt	No of boxes	Size	Amount-Rs
Supplier	Inv No. /dt	No of boxes	Size	Amount-Rs
Xxxxxx	xxxx dt. XXXXX (Page-xxx)	Xxx	5kg	
		Xxx	9 Kg	
		Xxx	4.5 Kg	
		Xxx	
Total		Xxx	5kg	
		Xxx	9 Kg	
		Xxx	4.5 Kg	
		Xxx	

(x) The purchase invoices should clearly mention the box size. In case in some invoices the box size is missing, the exporter must get a certificate from the supplier certifying the size of boxes .

(xi) A few invoices of purchase for sizes of boxes manufactured during previous year along with-previous year's test certificate from IIP/other agencies. CA Certificate should also be furnished in cases where previous year's balance boxes are used during subsequent year for exports.

(xii) The Certificate of conformity of packaging with the standards from IIP/Other agencies should be sought first; then only packaging material shall be fabricated/manufactured and exported. It is not mandatory to seek new IIP certificate with the change of financial year, but the earlier certificate should have linkage with purchases and export.

(xiii) A statement of export documents in the following format should be submitted:

Sl. No.	Shipping Bill B/L Dated	Inv No./Date	No. Cartons	Size	Amount-
1.	S/B No xxxxxxx dt. xxxxxx (Page-xxxx- xxxx) B/L No xxxxxx dt. Xxxxxx (page-xxx) Total	Xxxxxxx dt. Xxxxxx (Page-xxx)	Xxxxxx Xxxxxx Xxxxxx Xxxxxx	5.0 kg 4.5 Kg 9.0 Kg 5.0 kg 4.5 Kg 9.0 Kg	
	Grand Total		xxxxxxx		

B: Feasibility Studies, Surveys, Consultancy and Database Up-gradation

Sub-Component 1:

Development and dissemination of market information with base on products, infrastructure etc:

- Pattern of assistance: 100 per cent to be implemented by APEDA
- To be implemented by APEDA based on trade requirement.

Sub-Component 2:

Assistance for conducting feasibility studies etc.:

- The beneficiaries are registered Exporters.
- For availing assistance in Principle Approval (IPA) is required.
- Pattern of assistance: 50 per cent of the total cost subject to a ceiling of Rs. 10.00 lakh per beneficiary in accordance with MAI guidelines
- Quotation/proforma invoice on letterhead from consultant clearly indicating the cost ,validity of quotation, payment terms etc.
- Assistance is subject to and governed by MAI Guidelines available at the link http://www.commerce.nic.in/trade/mai_guide.pdf

Sub-Component 3:

Assistance for conducting surveys, feasibility studies etc. for the common benefit of a number of exporters who may be the members of the

Associations/Boards/ Apex Bodies etc/belonging to a group being assisted/serviced by Govt./Semi-Government Organization:

- (i) The beneficiaries are registered Exporters.
- (ii) For availing assistance, in Principle Approval (IPA) is required.
- (iii) Pattern of assistance: Assistance will be in line with the guidelines of MAI

Scheme. Guidelines of Department of Commerce are available at the link http://www.commerce.nic.in/trade/mai_guide.pdf;

C: Export Promotion and Market Development :

Sub-Component 1:

Supply of material, samples, product literature, development of website, advertisement etc. for publicity and market promotion for fairs/events organized /sponsored by APEDA:

- Pattern of assistance: 100 per cent to be implemented by APEDA
- To be implemented by APEDA for the common interest of trade and for trade fairs /APEDA sponsored events

Sub-Component 2:

Publicity and promotion through preparation of product literature, publicity material, advertisement, film , generic publicity of APEDA scheduled products by APEDA

- Pattern of assistance: 100 per cent to be implemented by APEDA
- To be implemented by APEDA for the common interest of trade and for trade fairs /APEDA sponsored events

Sub-Component 3:

Brand publicity (Product specific Indian Brands) through advertisement etc. Brand promotion for those brands which are of Indian origin, advertisement in international print/ electronic media etc.:

- (i) The beneficiaries are registered Exporters.
- (ii) For availing assistance, in Principle Approval (IPA) is required.
- (iii) Pattern of assistance: 25 per cent of the total cost subject to a ceiling of Rs. 50.00 lakh in a year on reimbursement basis subject to auditing of the accounts. Not to be extended to an exporter beyond 3 consecutive years.
- (iv) In principle approval for releasing advertisement in International magazines/journals/publications in print media is required.
- (v) The exporter must submit his application with quotation from the agency along with dummy material. For Brand publicity through advertisement

a manuscript of the proposed film or dummy of the proposed advertisement incorporating APEDA logo as token of assistance should be enclosed.

- (vi) The assistance for brand publicity through advertisement would be provided to the brands of Indian origin advertised in international print/electronic media.

Sub-Component 4:

Export promotion by APEDA for undertaking activities like buyer-seller meet, product promotion, exchange of delegations, participation in exhibitions/fairs/events etc.

- (i) Pattern of assistance: 100% of the cost for APEDA
- (ii) For exporters, assistance would be provided on the pattern of MDA guidelines.
- (iii) To be implemented by APEDA on the pattern of MDA Guidelines of Department of Commerce available at the link http://www.apeda.gov.in/apedawebsite/trade_promotion/Revised_MDA_guidelines.pdf

For assistance under MDA for participation in international trade fairs participated by APEDA, application in prescribed format (**Annexure-4**) should reach APEDA 14 days in advance (date of receipt of application and date of actual departure from India excluded). The date of filing of application on line will be considered as the date of receipt .

Sub-Component 6:

Market facilitation centre in major trading hubs of world: Showrooms/warehouses /facilitation office would be set up in leased or rental accommodation for identified products and centres identified on the basis of marketing studies / surveys. Such showrooms/warehouses may be set up by one or more eligible agencies and for one or more product categories.

- (i) Pattern of assistance: Under the component 75%, 50% and 33% leasing/rental charges in the first, second and the third year respectively would be provided as assistance. There would be a ceiling of Rs. 100.00 lakhs for each market/product per annum. However, in cases of multi product showroom/warehouse(s)/ facilitation office the ceiling would be Rs. 500 lakhs for each market per annum. APEDA, after the review of the performance and impact made by such interventions, may allow financial/hiring charges support of 25% of leasing /rental charges per year for a further period not exceeding three years.
- (ii) To be implemented by APEDA in partnership with Trade bodies . This component is derived from Market Access Initiative scheme (MAI) . The

decision for setting up such warehouses/facilitation offices would precede a broad based study conducted by a reputed agency.

- (iii) The expenditure on this sub-component would include the rental charges of the centre as also the emoluments of the person in-charge of the facility

Sub-Component 6:

Assistance for development and establishment of brand image of selected high value added processed food products in the overseas markets for generic products only and be done in partnership with India Brand Equity Fund (IBEF), where ever possible.

- Pattern of assistance: 100% by APEDA
- APEDA will conduct a broad based study through a reputed agency to decide on the product –market matrix for this component.

IV. QUALITY DEVELOPMENT

The component aims at creating awareness about quality amongst the exporters and to encourage the food processing industry in adopting systems such as ISO, HACCP, GAP, etc. Monitoring plans for residues and contaminants in various products helps in creating higher market acceptance in developed countries. A system of recognizing and strengthening of laboratories is critical to support pre-shipment testing of export produce. Capacity building through training, seminars/workshops etc. for upgrading skills of the manpower in the supply chain is also carried out under this component. Applied Research & Development is also supported on the specific need of particular export segment. The component also aims at encouraging adoption of global standards for traceability and capacity building.

A. PROMOTION OF QUALITY AND QUALITY CONTROL :

Sub-Component 1:

Assistance for installing quality testing equipments:

- (i) The beneficiaries are registered Exporters.
- (ii) For availing assistance, in Principle Approval (IPA) is required.
- (iii) Pattern of assistance: 50 per cent of the cost subject to a ceiling of Rs 25 lakh per beneficiary per Plan period. Quality standards should be adhered to for availing the subsidy.
- (iv) Quotation / proforma invoice from supplier along with cost break up of each equipment ; technical brochure /product literature. The quotation should be on letter head ,duly signed with validity and other terms and conditions. Indicative list of such testing equipments is placed at Annexure-5
- (v) Assistance is applicable only for lab scale testing equipment and not for consumables , glassware, computers, refrigerators, Air Conditioners etc.

Sub-Component 2:

Assistance for Quality Management, Quality Assurance & Quality Control Systems:

- (i) The beneficiaries are registered Exporters.
- (ii) For availing assistance, in Principle Approval (IPA) is required.
- (iii) Pattern of assistance: 50 per cent of the cost subject to a ceiling of Rs. 5 lakh per beneficiary for a period of three years.
- (iv) Assistance for installing quality management, quality assurance and quality control systems such as ISO series, HACCP, BRC, GAP, etc. including consultancy..
- (v) Assistance to the exporters would be admissible on availing services of APEDA recognized agencies for food safety management system. These

agencies are competent to implement and certify HACCP, ISO-22000, BRC, GAP, ISO-9001 and ISO-14001. The list of APEDA recognized agencies available on APEDA website www.apeda.gov.in at the link <http://www.apeda.gov.in/apedawebsite/menupages/RecognizedOrganizations.htm>

- (vi) Assistance would be admissible for certification of GAP (consultancy charges will not be reimbursed)
- (vii) For HACCP, ISO-22000, BRC, ISO-9001, ISO-14001, BRC etc . assistance would be admissible for both consultancy and certification.
- (viii) Assistance for periodic surveillance cost would also be eligible for HACCP, ISO-22000, BRC and ISO-9001 subject to overall ceiling.
- (ix) Assistance for implementation and certification of HACCP, ISO-22000, BRC and ISO-14001 would be admissible to manufacturer exporters.
- (x) Eligible assistance for HACCP, ISO-22000, BRC and ISO-9001 would be reimbursed to the exporters in two phases (50% on submission of claim and 50% on periodic surveillance).
- (xi) Quotation from consultants(whenever applicable) and certification agencies.
- (xii) The detailed component wise fee structure from Certification agency must be provided as per **Annexure-6**
- (xiii) Application shall be submitted for each of the above systems separately since assistance is applicable individually for each system

Sub-Component 3:

Activities related to standardization and quality control such as preparation of quality assurance manuals, guidelines, documents, standards, up gradation and recognition of labs for export testing, certifying exporters as premium quality exporters etc. pesticide management program, national and international standardization activities

- Pattern of assistance: 100 per cent by APEDA

Sub-Component 4:

Up gradation of APEDA recognized labs for export testing

- (i) Beneficiary : APEDA recognized laboratories
- (ii) Pattern of assistance:
 - (a) 50 per cent of the cost for private labs
 - (b) 75 per cent for State Govt./ University lab and
 - (c) 100 per cent for the Central Government labs

The above is subject to a ceiling of INR 75 lakh per Plan period

(iii) Laboratory recognition in accordance with the procedure laid down by APEDA available at the link
<http://www.apeda.gov.in/apedawebsite/HACCP/LabCriteria2010.pdf>

(iv) The assistance should exclude building, renovation and interiors etc.

(v) The laboratories assisted by APEDA shall provide 10% rebate to APEDA registered exporters

Sub-Component 5:

Testing of water, soil, residues of pesticide, veterinary drugs, hormones, toxins, heavy metal contaminants in agricultural produce/ products “including all fruits and vegetables, processed fruits and vegetables, other processed foods, floriculture, animal products, cereals etc.:

- (i) The beneficiaries are registered Exporters.
- (ii) No in principle approval (IPA) required for this component but reimbursement is subject to availability of funds .
- (iii) Pattern of assistance: 50 per cent of the total cost subject to a ceiling of INR 5000/- per sample in case where residue monitoring activity is proposed by APEDA.
- (iv) The assistance is applicable to products for which Residue Monitoring Plan (RMP) documents have been made by APEDA on per annum basis.
- (v) The application should be filed through Laboratory Testing software.
- (vi) The application should be accompanied by a linkage sheet as placed at **Annexure-7**, self certified copy of bank statement showing debit entries of payment released to the laboratory(ies)
- (vii) Screen shot of laboratory showing entry of payment in accordance with bank statement on the Laboratory Testing software etc.
- (viii) Financial assistance will be related with and computed on the basis of entries on the Laboratory Testing software etc.

Sub-Component 6:

Support for adoption of global standards for traceability

A. Registration for Global Company Prefix Number (GCP):

- (i) The beneficiaries are registered Exporters.
- (ii) For availing assistance, in Principle Approval (IPA) is required.
- (iii) Pattern of assistance: 25 per cent of the fee subject to a ceiling of INR 1 lakh per beneficiary per annum
- (iv) A copy of APEDA Registration Certificate (RCMC) and in case of organic a valid certificate from an accredited certification body (CB) along with proforma invoices
- (v) In case of organic products, registration with TraceNert is mandatory
- (vi) The GCP allotted by GS1 India must be regularly updated and validated in TraceNet (validation can be verified on the TraceNet).

B. Registration For Electronic Product Code (EPC/RFID):

- (i) The beneficiaries are registered Exporters.
- (ii) For availing assistance, in Principle Approval (IPA) is required.
- (iii) Pattern of assistance: 25 per cent of the fee subject to a ceiling of INR 1 lakh per beneficiary per annum
- (iv) A copy of APEDA Registration Certificate (RCMC) and in case of organic a valid certificate from an accredited certification body (CB) along with proforma invoices.
- (v) In case of organic products, registration with TraceNet is mandatory
- (vi) The EPC/RFID allocation certificate issued by GS1 India must be regularly updated and validated in TraceNet (validation can be verified on the TraceNet).

C. Registration for GLN for Farmer Clusters/ (Internal Control System) ICS:

- (i) The beneficiaries are registered Exporters.
- (ii) For availing assistance, in Principle Approval (IPA) is required.
- (iii) Pattern of assistance: 25 per cent of the total cost incurred by exporter subject to a ceiling of INR 1.5 lakh per ICS per annum . (The ICS is a cluster of farmers consisting up to 500 formers for certification of organic cultivation).
- (iv) Registration Certificate by an accredited certification body or a registered society along with proforma invoices

D. Procurement of Equipment (specialized hand held Devices) for capturing farm level peripheral coordinates

- (i) The beneficiaries are registered exporters, Certification bodies accredited under National Program for Organic Production (NPOP) and APEDA recognized laboratories.
- (ii) For availing assistance, In Principle Approval (IPA) is required
- (iii) Pattern of assistance: 25 per cent of the cost of equipment incurred by exporter/certification body/laboratory subject to a ceiling of iNR 2.50 lakhs per beneficiary per annum
- (iv) Proforma Invoice from supplier
- (v) Technical literature/brochure of the equipment

Sub-Component 7:

Setting up/up gradation/expansion of laboratories by APEDA or any other Government or Public Sector agency

- (i) The beneficiaries are National Referral Laboratories recognized by APEDA.
- (ii) For availing assistance, In Principle Approval (IPA) is required

(iii) Pattern of assistance: 100 per cent by APEDA

B: CAPACITY BUILDING AND ORGANISATION MANAGEMENT

Sub-Component 1:

(A) Assistance for up-gradation of technical and managerial skills through on spot training in India/abroad

- (i) The beneficiaries are exporters, APEDA recognized laboratories, Certification bodies accredited under National Program for Organic Production (NPOP), State Agencies, farmers etc.
- (ii) Pattern of assistance:
 - (a) 100 per cent of cost of the program organized by APEDA subject to a ceiling of Rs 1.50 lakhs per representative from various organizations such as exporters, APEDA recognized laboratories, certification bodies and state agencies (not more than three representatives from single organization)
 - (b) 100% for farmers from identified clusters for export oriented production

(B) Assistance for technical skill up-gradation of personnel of exporters in India for export development:

- (i) The beneficiaries are registered Exporters.
- (ii) For availing assistance, in Principle Approval (IPA) is required.
- (iii) Pattern of assistance:
 - (a) Rs 20,000/- per personnel per residential training (not more than 5 personnel from single organization per year) in a recognized training institutes. Assistance will be limited to an average cost of Rs 5,000/- per day per personnel
 - (b) 100% for APEDA representative
- (iv) Exporter must submit application for in principle approval along with complete course details from the concerned institution

Sub-Component 2:

Assistance for organizing seminar/group activities including study tour within the country and for bringing out information literature:

- (i) Pattern of Assistance : 50% of the cost subject to a ceiling of Rs 1.00 lakh for national seminar and Rs 2.00 lakhs for international seminar.
- (ii) Assistance will be restricted to maximum of one national and one international seminar per annum.
- (iii) The beneficiaries are recognized trade bodies like FICCI, FIEO, CII, Chambers of Commerce, Government agencies
- (iv) For availing assistance, in Principle Approval (IPA) is required.

Sub-Component 3:**(A) Seminars organized (B) Seminars sponsored by APEDA**

- (i) The beneficiaries are implementing organizations, Trade Bodies.
- (ii) For availing assistance, in Principle Approval (IPA) is required.
- (iii) Pattern of assistance
 - a) 100% if organized by APEDA
 - b) 50% of total cost subject to a ceiling of Rs 5 lakhs for seminars sponsored by APEDA

Sub-Component 4:

Assistance program for international study tour sponsored or organized by APEDA and association of exporters

- (i) The beneficiaries are registered Exporters.
- (ii) For availing assistance, in Principle Approval (IPA) is required.
- (iii) Pattern of assistance: 100% in case of APEDA sponsored activities only

Sub-Component 5:

Assistance to carry out relevant applied Research & Development activities for export enhancement:

- (i) The beneficiaries are R&D Institutions, ICAR, State Agriculture Universities and registered Exporters.
- (ii) For availing assistance, in Principle Approval (IPA) is required.
- (iii) Pattern of assistance:
 - (a) 100% by APEDA for R&D projects implemented through ICAR institutions/SAUs
 - (b) 50% of cost subject to a ceiling of Rs 50 lakhs per project if conducted by registered exporters.
- (iv) The assistance will be admissible to support relevant R&D for export enhancement for specific need of particular export segment.
- (v) The application must include a declaration that the same project has not been conducted/carried out under any other program of ICAR/SAU
- (vi) The program must not be for a long duration but for a maximum of three years and must be completed within the stipulated time period.
- (vii) Clear deliverables should be submitted by the concerned institution which could be implemented to achieve the objective of the project.

5. REQUIREMENT OF DOCUMENTS FOR DISBURSEMENT

- i) Commercial invoices, LC (wherever applicable)
- ii) Bank statement reflecting debit entries of payment released to vendors/suppliers/foreign suppliers and such entries must be highlighted
- iii) For cash payments, if any, proper receipts from vendors/suppliers/agencies must be submitted
- iv) For common infrastructure facilities running bills duly authenticated and certified by the CA or DDO of the concerned organization.
- v) For seminars/group activities, a statement of income and expenditure related to the specific activity for which sanction is granted. Reimbursement will be based on actual net expenditure incurred.
- vi) For seminars/group activities a detailed report must also be submitted along with photographs
- vii) CA Certificate in prescribed format (**Anneuxre-8**)
- viii) Indemnity bond on Rs 10/- Non Judicial Stamp Papers as per proforma given in **Annexure-9 for capital assets/ equipment etc.**
- ix) For capital equipment including civil construction for items like shed/ETP/pack house etc photographs showing acknowledgement of APEDA's assistance (APEDA logo in actual colour and design along with words "Assisted by APEDA". It may be noted that stickers are not permitted.
- x) For laboratory equipment cases, bio data of the technician
- xi) Installation certificate from Excise /Chartered Engineer for capital equipment
- xii) For imported equipment copies of bill of entry , custom duty paid challan
- xiii) For equipment photographs should be submitted showing APEDA logo with words "Assisted by APEDA". It may be noted that stickers are not permitted.
- xiv) A copy of the feasibility study report wherever applicable
- xv) For MDA, original ticket with boarding passes, travel agent's bill along with a certificate that the journey was undertaken in Economy Excursion class. In case the applicant has a composite ticket for any prefixed or suffixed journey schedule, the Travel Agent's certificate must

clearly indicate the amount of Economy Excursion class fare for the sector involving the MDA related journey.

- xvi) For MDA a copy of passport (self certified) showing visa and journey dates (highlighted in colour)
- xvii) A detailed report on the MDA tour and outcome along with a CA Certificate for expenditure on the visit **(Annexure-10)**
- xviii) The claim for MDA must be submitted within 3 months from the date of return to India.
- xix) Running bills for Common infrastructure projects along with self certified copies of commercial invoices.
- xx) Audit surveillance format for quality management systems **(Annexure-11)**

Upon receipt of claim , APEDA would conduct physical verification of the facility before reimbursement.

As per Government of India's directive, 5% processing fees is deducted from all financial assistance extended under various components and sub components of the Scheme

For cash payments exporters/implementing agencies must follow the Government of India's provisions for such payment in accordance with General Finance Rules (GFR)

ANNEXURE I

**APPLICATION FORM FOR FINANCIAL ASSISTANCE UNDER APEDA
SCHEMES**

SN	Particulars	Details																
1.	Name of the exporter/ Central or State Government PSU/ Organization/Department/A agency																	
2.	Full address with contact details	<p>1. As per APEDA RCMC :</p> <p>Tel (with STD Code) : Fax (with STD Code) Email ID :</p> <p>2. Manufacturing Unit Address, if different from corporate address:</p> <p>Tel (with STD Code) : Fax (with STD Code) Email ID :</p>																
2.	APEDA Registration-cum- Membership-Certificate (RCMC) No & Date Copy attached	<p>RCMC No : APEDA/REGN/ Date of Issue Valid Upto :</p> <p style="text-align: center;"> <input type="checkbox"/> Yes <input type="checkbox"/> No </p>																
3.	Type of Organization	<p>1. Manufacturer/Merchant Exporter, 2. Existing/New Venture 3. Public Sector Undertaking/Co- Operative Society /Public Limited Co/Private Limited co/Partnership Firm/Others (specify):</p>																
4.	Export performance during the last three years (product wise)	<p style="text-align: right;">Qty: MTs ; Val: Rs</p> <p>lakhs</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 25%;">Product</th> <th style="width: 25%;">200....</th> <th style="width: 25%;">200....</th> <th style="width: 25%;">200....</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>	Product	200....	200....	200....												
Product	200....	200....	200....															

5.	Main products exported																	
6.	Principle markets to which exported																	
7.	Anticipated exports during next five years (in value terms – Rs Lakhs)	<p style="text-align: right;">Val: Rs lakhs</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>201...</td> <td></td> </tr> <tr> <td>201...</td> <td></td> </tr> <tr> <td>201...</td> <td></td> </tr> <tr> <td>201...</td> <td></td> </tr> <tr> <td>201...</td> <td></td> </tr> </tbody> </table>	Year	Value	201...		201...		201...		201...		201...					
Year	Value																	
201...																		
201...																		
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201...																		
201...																		
8.	Assistance already availed from APEDA under all schemes during the current (XII) Five Year Plan period only (1.4.2012-31.3.2017)/ since registration with APEDA.	<table border="1"> <thead> <tr> <th>Schem e</th> <th>Compon ent</th> <th>Year</th> <th>Amoun t- ₹</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Schem e	Compon ent	Year	Amoun t- ₹												
Schem e	Compon ent	Year	Amoun t- ₹															
9.	Assistance now being applied for..... Under component.....sub-component..... ...	<table border="1"> <thead> <tr> <th>Compo nent</th> <th>Project cost</th> <th>Year</th> <th>Amoun t- ₹</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Compo nent	Project cost	Year	Amoun t- ₹												
Compo nent	Project cost	Year	Amoun t- ₹															
10.	How do you propose to finance the balance requirement of funds (give details including loans applied or availed from Banks/Financial Institutions etc)																	
11.	Indicate how this project/activity will support your export efforts?																	

12.	List of enclosures (as per check list- all enclosures to be self attested)	<ol style="list-style-type: none"> 1 Quotation from _____ for Rs _____ 2 Quotation from _____ for Rs _____ 3 APEDA RCMC No. _____ 4 Amendments to RCMC, if any _____ 5 PCB Recommendation letter No _____ dated _____, in case of ETP only 6 Copy of Techno Economic Feasibility Study in case of composite integrated projects like integrated pack house/Common Infrastructure etc. 7 Copy of dummy ad for brand publicity 8 Chartered Engineer's Certificate/Civil Architect's Estimate for Civil work in regard to integrated pack house /ETP etc. 9 Quotation from.....Consultancy agency for quality management system..... 10 Quotation/proforma invoice fromCertification Agency in respect of Quality system..... 11 Copies of IIP/other agency certificates of application year for packaging 12 Copies of IIP/other agency certificates of previous year for packaging 13 Copies of IIP/other agency certificates of current/previous year for packaging 14. CA Certificate 15 CA certificate for packaging for _____ application year and previous year 16. Statement of purchases of packaging 17. Statement of export for packaging
-----	---	--

1. Please strike out inapplicable points
2. Please Tick the applicable points

DECLARATION

I/We accept all the existing terms and conditions of the financial assistance scheme of APEDA and any new terms and conditions introduced subsequent to this application will also be binding on me/us.

It is also certified that all the information provided in the application form are correct and that assistance for the same activity has not been applied for or availed from APEDA or any other Central Government agency during the XII Plan period

I/We also declare and confirm that the Monthly Party Returns have been posted on APEDA website till the month of.....201....

I/We have read and fully understood the Scheme Component/Sub-component under which assistance is sought and agree to abide by the conditions of the scheme

Signature of the Authorised Signatory

Place:

Name (in block letters):

Date :

Designation

Seal of organization/exporter

DRAFT MOU

MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding is executed on this ____ day of the month of _____ 2013 between The Agricultural and Processed Food Products Export Development Authority (APEDA), constituted under Agricultural and Processed Food Products Export Development Authority Act 1985 (No.2 of 1986), mandated with the responsibility of export promotion and development of agricultural and processed food products, having its Head Quarter at Third Floor, NCUI Building, 3 Siri Institutional Area, Opp. Asiad Village, August Kranti Marg, New Delhi- 110 016 (hereinafter referred to as APEDA)

AND

.....(hereinafter referred to as “The Agency”) having its Head Office at

And whereas, “The Agency” has submitted a proposal for setting up ofat a total project cost of

And whereas APEDA has agreed to provide a grant-in-aid of Rs..... (Rupees only) (hereinafter be called as “Grant Amount”) to “The Agency” for the project.

The Source of Funding for the Entire Project will be as under:

1	Contribution by the Agency	Rs. lakhs
2	Financial Assistance from APEDA	Rs. lakhs

The component wise cost of the sanctioned project is as per the IPA letter dated _____ issued by APEDA in this regard.

Now, therefore, both the parties to the MoU have agreed to set up and strengthen this project and abide by the following.

1. Grant would be released by APEDA to the Agency as per the following terms:

a) First installment equivalent to **50%** of the total amount of grant sanctioned, provided as advance against a Bank guarantee (from a Scheduled Bank in India), of equivalent value, having a validity linked to projected completion date. In case the project execution is delayed, APEDA may grant extension on a case to case basis. However, APEDA reserves the right to invoke the bank guarantee in the event of project not being executed within the time limit provided in the MOU including extensions, if any. All grants received from APEDA would be maintained in a separate bank account by the Agency.

a. Next installment equivalent to 40% of the total amount of grant sanctioned shall be released by APEDA to the Agency after submission of **self certified bills and invoices** along with the Utilization Certificate (UC) in the format GFR 19A (annexed with this MoU) from competent authority or chartered Accountant confirming full utilization of first installment of **50%** advance amount and after physical verification conducted by APEDA.

b. Last installment of Balance **10%** of total amount of grant sanctioned shall be released by APEDA to The Agency after submission of self certified **bills and invoices**, Utilization Certificate confirming full utilization of second tranche of 40% amount and satisfactory physical verification conducted by APEDA.

- c. That after successful execution of the project on the release of the final installment APEDA's role is completed and it is responsibility of the agency to monitor the project to ensure that it runs successfully.
2. In accordance with Government of India's directive APEDA will deduct 5% of the amount of assistance released in each installment
 3. The responsibility of running, operation and maintenance of the project and all statutory liabilities (legal or financial) accruing from 'The project' rest with The Agency. The Agency will have to comply with the following terms and conditions:
 - a) The funds or facility shall not be diverted or utilized for purposes other than, for which it is sanctioned.
 - b) The Agency shall maintain the assets in good working condition at all times
 - c) The Agency shall furnish to APEDA such statement of accounts and of performance, or any other information called for by APEDA from time to time.
 - d) The Agency shall comply with any term or condition that may be imposed from time to time by APEDA by written notice to ensure proper utilization of the facility in meeting the stated objective of the Scheme and the same shall be binding on the agency.
 - e) The Agency shall not sell or transfer or alienate or other part with the possession in whole or part of the assets without prior approval by APEDA.
 - f) The Agency shall allow the representative of APEDA to inspect the assets and the place of operation of the agency from time to time; and the agency shall allow such inspection without any hindrance whatsoever.

4. The charges for utilization of the facility would be decided in consultation with APEDA and will be notified by 'The Agency' These charges will be fixed on a scientific basis after examining the relevant factors including cost of services, maintenance/repairs, cost of hiring labour etc.,
5. A monitoring committee will be constituted by the agency, which will provide quarterly progress reports of the projects and records will be maintained by the Agency about the utilization of the export facility which will be verified by The Committee from time to time. The detailed functions of the Monitoring Committee are annexed. The Committee will comprise of members from The Agency, APEDA(2 members) , End users & other stakeholders (2 members)
6. The project shall be commissioned by The Agency within a period of 24 months from the date of signing of MoU.
7. In case of any delay in completion of the project a penalty of 1% will be imposed for each month delay subject to a maximum of 5% of the project cost.
8. However, upon written request by The Agency well ahead of expiry of the IPA and the MoU , the Competent Authority in APEDA reserves the right to extend the completion period of the project if proper justification is provided by The Agency.
9. APEDA's will monitor the project till 36 months after satisfactory completion of the project.
10. APEDA has the right to invoke the Bank Guarantee if the project implementation is delayed beyond the stipulated time and extension thereof.

11. Any deviation in the sanctioned Project cost and cost components will be done after prior approval of APEDA.
12. In the event of The Agency failing to comply with terms and conditions of the MoU, it shall be liable to refund the whole or part of the Grant ~~for~~ ~~Creation~~ with interest @ 10% per annum thereon.
13. In case of any dispute arising on any of the matter, both the parties agree to settle the dispute amicably. In case the issue is not settled within a period of 3 months of issue of matter then all disputes arising between the parties as to the interpretation, operation, or effect of any clause in this deed or any other difference arising between the parties, which cannot be mutually resolved shall be referred to Competent Authority of APEDA. The decision of such an arbitrator shall be binding on the parties.

IN WITNESS WHEREOF, the parties hereto have executed this Memorandum on the day, month and year first above written and concluded it at _____.

For and on behalf of APEDA

For and on behalf of

.....

.....

Agricultural & Processed Food
Products Export Development
Authority (APEDA)
3rd Floor, NCUI Building
3, Siri Institutional Area,
August Kranti Marg, New
Delhi-110 016

.....,

Witness 1.....

(Name, Designation and Address)

2.....

(Name, Designation and Address)

Functions of the Monitoring Committee

- The Committee will meet once every quarter with 50% quorum.
- The Monitoring Committee shall oversee the efficient functioning of the facility and would play an advisory role.
- The Committee will submit its report to APEDA about the status of the project.
- The committee will review the functioning and the user charges levied and utilization of the facility in consultation of all the stakeholders and suggest corrective measures as and when required
- The Committee will also utilize its existence for sensitizing the stakeholders

**PROFORMA OF CHARTERED ACCOUNTANT'S CERTIFICATE FOR THE
SCHEME FOR
PACKAGING MATERIAL**

This is to certify that M/s.....having their registered office at.....
.....have incurred an expenditure of Rs.....(Rupees.....)
towards purchase of(no) of boxes of which(no) boxes have been utilized for export during the financial yearas detailed. It is further certified that as at financial year end on 31st March.....a total of (no).....boxes stood as closing balance.

	Box Size*							
Kg	Kg	Kg	Kg	
	Qty	Val	Qty	Val	Qty	Val	Qty	Val
Opening balance as on 1 st April,.....								
Boxes purchased during 1 st April.....to 31 st March.....								
Total boxes								
No of boxes exported during 1 st April.....to 31 st March.....								
Closing balance as on 31 st March.....								

- Please mention only required box sizes

Note : Details of all sizes of boxes should be provided even if it means expanding the table accordingly.

Details of supplies and Payment particulars are given below :

Purchases :

Supplier	Bill NO & Date	Size of Boxes	No. of boxes	Amount (Rs)

--	--	--	--	--

Payments during the financial year :

Supplier	Payment towards Invoice NO & Date	Cheque/DD No and Date	Date of clearance of cheque	Amount (Rs)	TDS deducted & deposited (Rs)	Net Amount paid (Rs)

Payments during the subsequent financial year related to the purchases made during the financial year for which application pertains:

Supplier	Payment towards Invoice NO & Date	Cheque/DD No and Date	Date of clearance of cheque	Amount (Rs)	TDS deducted & deposited (Rs)	Net Amount paid (Rs)

Note : If required : details may be furnished in a separate annexure.

Date: Signature of Chartered Accountant

Membership No.....

Seal of Chartered Accountant

**Application Form for Marketing Development Assistance
For Participation in Trade Fair/Exhibitions/BSM/Trade delegation Abroad**

Ref. No. _____

Date: _____

01	Name of the firm with full address	IEC No. _____												
02	APEDA Registration No.													
03	Product Details													
04	F.O.B. Value exports during the last three financial years	<p align="center">Qty in MTs Value :in Rs]</p> <table border="1" data-bbox="807 919 1401 1077"> <thead> <tr> <th>Year</th> <th>Quantity</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table> <p align="center">Please attach CA Certificate</p>	Year	Quantity	Value									
Year	Quantity	Value												
045	Particulars of fair/exhibition/ BSM/ Trade delegation	<p>Name of event :</p> <p>Place :</p> <p>Country :</p> <p>From _____ To _____</p>												
06	Particulars of the current visit	<p>Date of departure from India</p> <p>Date of arrival in India</p>												

07	Details of proposals already submitted in the same financial year along with name of the exhibition / BSM/ Trade delegation	Year	Event with dates	Status
08	Details of earlier participation in the same event with MDA assistance.	Year	Dates	Status
09	Whether national organized by ITPO,EPC etc.	Yes/No		
10	Whether participating through ITPO/EPC etc.	Yes/No		
11	Whether waiver From ITPO, EPC etc.	Yes/No/N.A.		
12	Name and designation of the pers going abroad			

Place :

Date :

Signature of Participant member.....

Designation.....

Seal of the firm.....

TENTATIVE LIST OF TESTING EQUIPMENT

Sr. No.	Equipment	Uses
1	HPLC with UV, DAD, RI & FLD, Kobra cell Columns & vials	Analysis for basic drugs & antibiotics, aflatoxins, vitamins, minerals, etc.
2	GC with UV, DAD, RI & FLD, Kobra cell	Analysis of basic Pesticide
3	Atomic Absorption spectrometer	Analysis of heavy metals
4	Spectrophotometer UV and Visible region of wavelength double beam	Chemical analysis
5	Electronic analytical balance upto 4 th decimal	Chemical and microbiological lab
6	Conductivity meter	
7	High speed Centrifuge	
8	Laboratory grinder mixer and homogenizer	
9	pH meter	
10	Soxhlet extraction unit with heating mantles	
11	Kjeldahl Distillation and Digestion unit	
12	Polarimeter	
13	Binocular microscope	
14	Membrane filtration apparatus	
15	Thin Layer Chromatography Kit	
16	UV Cabinet with long and short range	
17	Water bath	
18	Melting point apparatus	
19	Quartz water Distillation	
20	Hot Air Oven	
21	Muffle furnace	
22	Auto clave horizontal/vertical	
23	Fume hoods	
24	Incubators	
25	Stomacher	
26	Centrifuge	
27	Remi	
28	pH Meter	
29	Magnetic Stirrers	
30	Solid Phase Extractor	
31	Refrigerator	
32	Deep freezer	
33	Microwave digestion unit	
34	Micro pipette	
35	Glass apparatus stand and glassware	

36	Computer & Printer	
37	Work stations, furniture and utilities	
38	Reference standards	
39	UPS	
40	Air conditioners in the laboratory	
41	Gas burners	
42	Moisture meter	
43	Visco meter	

Format of fee structure for HACCP/ISO and Food Safety Management System implementation to be obtained by exporters from APEDA recognized agencies

Cost in Rs.

Establishing and assembling in-house team	
Describing product	
Identifying intended uses	
Establishing flow diagram	
Confirming flow diagram	
Establishing GMPs, GHPs, and sanitations	
Listing potential hazards, conducting hazard analysis and any measures to control	
Determining Critical Control Points CCPs	
Establishing critical limits for each CCP	
Establishing monitoring system for CCPs	
Establishing corrective actions	
Establishing verification procedures	
Establishing documentation and record keeping	
Preparation of SOPs	
Awareness/Training	
Tentative travel & hospitality expenses (not more than 25% of implementation cost)	
Taxes as applicable	

TOTAL	

Format of fee structure for HACCP and Food Safety Management System certification to be obtained by exporters from APEDA recognised agencies

Registration	
Accredited Certification	
Tentative travel and hospitality expenses (not more than 25% of certification cost)	
Cost of five half yearly surveillance for a period of 3 years	
Taxes as applicable	
TOTAL	

LINKAGE SHEET**Consolidate Statement of Farm registration no/Invoice Contains details
of Payment/Phyto no./Container no. & Test Reports**

S. No.	Farm registration No.	Invoice No. & Date	Laboratory Payment Details							Phytosanitary certificate no. & Date	Container no.
			Name of Laboratory (Registered Laboratory of APEDA)	Bill Amount	TDS Amount	Net Amount	Cheque no. & Date	Laboratory Certificate /Test Report no.	Test Report Result		

**(To be non the letterhead of the Chartered Accountant)
PROFORMA OF CHARTERED ACCOUNTANTS CERTIFICATE FOR CLAIM**

Certified that an expenditure of Rs. _____ (in words _____) has been _____ incurred _____ by M/S _____ during the _____ period from _____ (Date of Sanction letter) _____ to _____ towards _____ (Project)

The following are the payment particulars:

Bill No. and date (claimed by the agency through which the project was executed

Amount
(Rupees)

Particulars of payment made by the exporter have been crosschecked with bank statement and are duly verified:

Cheque	Date	Name of the Party	Payment Towards Invoice No.	Date of Clearance of Cheque	TDS Deducted & Deposited (Rs.)	Net Amount Paid (Rs.)

Dated: _____
number and Seal.

Signature of Chartered Accountant
alongwith CA

TO BE SUBMITTED IN CASE GENERATION OF ASSETS

BOND made this _____ day of _____, One Thousand Nine Hundred Ninety Eight/Nine in favour of AGRICULTURAL AND PROCESSED FOOD PRODUCTS EXPORT DEVELOPMENT AUTHORITY, an Authority established by an Act of Parliament, the Agricultural and Processed Food Products Export Development Authority Act, 1985 having its Office at 3rd Floor, NCUI Building, 3 Siri Institutional Area, August Kranti Marg, (Opp. Asiad Village), New Delhi – 16 (hereinafter referred to as “APEDA” which expression shall, unless repugnant to the context, include its successors and assigns) of the One Part.

INDIVIDUAL*	By Shri _____ son of Shri _____ Resident of _____ (hereinafter called ‘the Beneficiary’, which expression shall, unless repugnant to the context, include his heirs, legal representatives, executors, administrators, successors and assigns)
SOLE* PROPRIETOR	Shri _____ Sole Proprietor of M/S, _____ having place of business at _____, (hereinafter called the Beneficiary, which expression shall, unless repugnant to the context, include his/her, legal representatives, executors, administrators, successors and assigns.
PARTNERSHIP FIRM*	M/S _____, a partnership firm duly registered under the Indian Partnership Act, 1932 having its place of business at _____ through it s registered Partner Shri/Smt. _____ (hereinafter called the Beneficiary, which expression shall, unless repugnant to the context. Include all the Partners of the Firm and their heirs, legal representatives, executors, administrators, successors and assigns)
COMPANY*	M/s _____, a Company registered under the companies Act, 1956 having its registered Office at _____ (hereinafter called ‘The beneficiary which expression shall, unless repugnant to the context, include its successors and assigns of the Other Part.

*Strike whichever is not applicable

WHEREAS APEDA has evolved and announced a Scheme (hereinafter called ‘the scheme’) on such terms and limitations as contained in the Scheme.

AND WHEREAS the Beneficiary registered with APEDA for export of agricultural and processed food products as listed in the RCMC issued to him by APEDA.

AND WHEREAS the Beneficiary has implemented the project and in the process generated the assets, namely.....
 . (Specify the assets) (the assets so generated shall hereinafter be called the assets)

AND WHEREAS the Beneficiary has incurred expenditure on the project under the scheme towards procurement of the assets; and further submitted a report on the activities proposed to be undertaken, the aims and objects and the benefits expected to accrue therefrom, with the procurement/generation of the Assets; with proof of incurring of expenditure to the tune of Rs. (Rupees only).

AND WHEREAS in terms of the Scheme, APEDA has agreed to reimburse the expenditure as aforesaid incurred by the Beneficiary, subject to the Beneficiary executing necessary bond valid for a period of three years assuring and ensuring proper implementation of the Scheme and effective utilization of the assets.

NOW, THEREFORE, THIS BOND WITNESSETH as follows :

In consideration of reimbursement by APEDA of expenditure incurred under the Scheme and in generating the assets, of Rs. (Rupees

Only), the Beneficiary shall and both hereby agree and undertake to be bound by the terms of this bond hereinafter appearing.

It is the term of this bond that:

1. Effective Utilization	1.1	The Beneficiary shall make effective utilization of the assets only for the purpose as visualized, specified and understood under the Scheme.
Good working condition at given address	1.2	The Beneficiary shall maintain the assets in good working condition at all times at the given address of the Beneficiary;

Statement of account and performance.	1.3	The Beneficiary shall furnish to APEDA such Statement of Account and of performance, or any other information called for by APEDA from time to time;
Acknowledgement of assistance.	1.4	The Beneficiary shall ensure that every report or asset produced under the Scheme shall acknowledge that the same was produced with the financial assistance of APEDA;
Compliance of further terms	1.5	The Beneficiary shall comply with any term or condition that may be imposed from time to time, by APEDA to ensure to achieve the objectives of the Scheme; and on such condition, being imposed on the Beneficiary by notice in writing, the same shall be binding on the Beneficiary;
Not to put to commercial use.	1.6	The Beneficiary shall not put the assets to commercial use or to a purpose other than the one under and for the implementation and promotion of the Scheme.
Not to sell etc	1.7	The Beneficiary shall not sell or transfer or alienate or otherwise part with the possession in whole or part of the assets.
Not to violate terms of inspection Inspection	1.8	The Beneficiary shall not violate any of the terms of this bond on the Scheme during a period of three years from the date of execution of this bond ; and
	1.9	The Beneficiary shall allow the representative of APEDA to inspect the assets and the place of operation of the Beneficiary from time to time; and the Beneficiary shall allow such inspection without any hindrance whatsoever.
2.		In case of breach of any of the terms of this bond, or the terms that may be imposed by APEDA from time to time as aforesaid and/or the terms of the Scheme, the decision in this regard of the Chairman of APEDA shall be at liberty to recover the full amount of reimbursement together with interest thereon @ 12% per annum; and shall be at liberty to take any Civil and Penal action as may be advised including cancellation of the Registration-cum-Membership Certificate of the Beneficiary with APEDA, black-listing of the Beneficiary as an exporter by public notice or otherwise, and to informing the same to the Financial Institution, Banks and the Chief Controller of Exports and Imports.
3.		If any dispute or difference arises between APEDA and the Beneficiary in connection with, arising out of or touching the terms of this Bond, and/or the Scheme or

	in relation to the interpretation of the terms thereof, the same shall be referred to the Sole Arbitration of the Chairman of APEDA: or at his discretion, to an officer appointed by him: and the decision of the Sole Arbitrator shall be final and binding on APEDA and the Beneficiary. The provisions of Arbitration Act, 1940 shall be applicable to such Arbitration; and the venture shall be New Delhi.
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Subject to clause 3 above, the jurisdiction to deal with the disputes, claims and heights of the parties, has agreed to be confined to the Courts in Delhi only, and no other Court shall have jurisdiction to entertain the same.

IN WITNESS WHEREOF the Beneficiary has executed this bond in NEW DELHI on the day, month and year first above written.

SIGNED, SEALED AND EXECUTED.

By the above described

M/s.

Through

In the presence of

WITNESSES:

1. Name and address
2. Name and address

CHARTERED ACCOUNTANT CERTIFICATE- MDA CLAIM

I/We hereby confirm that I/We have examined the claim papers,, books of account and the prescribed documents in respect of the claim of M/s. and hereby certify that:

(i) The participant is regular employee/director/ partner/proprietor of the company

(ii) Participation is as per the maximum permissible participations under the MDA Scheme.

(iii) Minimum of 14 days clear advance notice had been given to the concerned EPC/Trade Body .

(iv) The participant company/firm/concern is not under investigation/charged/prosecuted/ debarred/black listed under Foreign Trade (Development & Regulation) Act, 1992 , FEMA, Customs Act 1962

(v) The total number of participations in this particular trade fair/exhibition is not exceeding three.

(vi) The date of return to India is within 45/90 days of the date of making this application.

(vii) The f.o.b. value export figures during the last financial year is less than Rs. 30 Crores.

(viii) It has been ensured that the information furnished is true and correct in all respects, no part is false or misleading and no relevant information has been concealed or withheld.

Neither I/We nor any of our partners is a partner/Director or an employee of the above named entity or its associated concerns.

I fully understand that any submission made in this certificate if proved incorrect or false, will render me/us liable to face any penal action or other consequences as may be prescribed in the law or otherwise warranted.

Signature & Stamp/seal of the Signatory_____

Name_____ Membership

No._____ Full

address_____

Name and address of the Institution where registered. Date: Place:

FORMAT OF UNDERTAKING FOR SURVEILLANCE

(to be submitted with reimbursement claim)

_____ (Name of the exporter) _____ (address of the unit) _____ (products for which certification has been granted) shall undertake half yearly surveillance conforming to certification procedures for the full period of validity of the certificate as mentioned in the certificate or for three years. The periodicity of the surveillance would be as per the scope of the certification program, but not less than half yearly. We also agree to furnish the surveillance reports, non-conformities and compliances thereof on completion of the surveillance to APEDA. In case the surveillance is not undertaken by us (the exporter) our registration with APEDA may be cancelled along with recovering financial assistance provided by APEDA.

Authorized Signatory

Place:

Date :

Name of the exporter

