

**SCHEME FOR PROMOTION OF INDIAN VALUE ADDED MARINE PRODUCTS**  
**HAVING MPEDA QUALITY LOGO**

**A. Scheme**

This scheme is aimed at promotion of value added fish and fishery products, processed/ produced in a MPEDA registered processing plant possessing a certificate of approval under the Marine Products (Quality Marking) Scheme and thereby carrying the MPEDA quality Logo. The assistance will be given at the time of entry of the product in any of the markets listed subject to fulfilling the conditions specified in this scheme.

1. A manufacturer exporter will be eligible for assistance for a product only once in a market.
2. A manufacturer exporter will be eligible for getting assistance on three products in a market (first come first served) and he will be eligible to introduce the logo products in three markets with assistance of this scheme.
3. No product with the logo shall be introduced with the assistance under this scheme in the same market more than once.
4. The initial list of markets as well as the products wherein the scheme is applicable is appended to the scheme.
5. MPEDA registered and EIA approved manufacturer exporters who are producing the designated value added products in their own processing unit and exporting in their own name will only be eligible for assistance under the scheme.

## **B. Quantum of assistance**

I) The assistance under this scheme will be limited to 50% of the promotional expenses subject to a maximum of Rs.25/- lakh in a market for one product.

II) 1/5<sup>th</sup> of the sanctioned assistance will be spent by MPEDA directly on logo promotion in the market. 4/5<sup>th</sup> of the sanctioned assistance will be spent by the manufacturer exporter. The Scheme is intended to meet the expenditure for promoting the products having MPEDA logo abroad, through super markets/retail outlets/own marketing etc.

1. An advance of not more than 50% of the manufacturer exporter's share of the total promotional assistance sanctioned for undertaking promotional activities for a product in a market shall be given upon submission of an application detailing the activities and time frame proposed to promote the product along with the anticipated expenditure and an agreement.
2. Balance share will be released on submitting the accounts for the advance drawn, which shall be submitted within a period not later than 180 days. The second instalment shall be effected within a month of receipt of application along with invoices/bills and proof of action taken with the advance assistance by the Manufacturer Exporter.

3. Final settlement of advance shall be done within a period 180 days from the date of the release of second instalment.
4. In case of non-submission of bills, etc. required under clause B(2) and B(3), action shall be taken to deregister the exporter apart from any action approved by the Chairman, MPEDA.
5. MPEDA's share of the sanctioned assistance for the promotional activities envisaged for the product in the market shall be simultaneously spent within this period in a manner as MPEDA deems fit.

### **C. Scheme Implementation**

1. Manufacturer exporter shall get advance approval of MPEDA for the promotional activities proposed along with an indicative time frame.
2. The application shall be submitted in the prescribed format indicating the promotional measures and time frame (indicative) proposed, to the Deputy Director (MS), MPEDA Head Office. A committee comprising the following members will scrutinize the application and recommend the release of first instalment of the assistance amount.
  - a. Director (M), MPEDA
  - b. Joint Director (M), MPEDA
  - c. Deputy Director (MS), MPEDA –Convenor
  - d. Deputy Director (P&MP)

e. Deputy Director (Stat)

A minimum of 3 members shall form the quorum, subject to either Director (M) or Joint Director (M) being present.

3. On approval, the manufacturer exporter shall execute an agreement and submit to MPEDA details of the effective utilisation of the advance assistance within the stipulated time of 180 days from the date of release of the first instalment of assistance.
4. Similarly the manufacturer exporter shall submit to MPEDA details of the effective utilisation of the total assistance within the stipulated time of 180 days from the date of release of the second instalment of assistance, failing which necessary suitable action including deregistration of the unit and / or exporter shall be initiated.
5. Every manufacturer exporter shall undertake an export target of Rs. 2.50 Crore for every logo product assisted under this scheme within a period of 18 months from the date of release of first instalment of assistance for the product.
6. The Exporter shall also produce a valid purchase contract along with the application for the second instalment of assistance to become eligible for the second instalment of assistance.
7. The promotional activities include:-
  - Advertisement in magazines/newspapers/journals in the country where the brand is promoted.

- Production of promotional films/video for mass media coverage.
  - Road Shows and other similar activities.
  - Preparation of brochures/leaflets/catalogues / other promotional literature etc. detailing the product advantage, including translation charges.
  - Hiring of display booths / space in super markets
  - Advertisement on hoardings, billboards, traffic medians or any other appropriate places etc.
  - Cooking demos / exhibitions / festivals in major events or hotels / other venues
  - Any other product promotion measures
8. The scheme is proposed to be implemented under the sub-head “Brand Equity Promotion” under the major head “Marketing”.
9. MPEDA will have the power to regulate the scheme that include restrict the list of products / processing plants / markets / financial eligibility. MPEDA will also have the power to expand the list of products / markets as deemed fit based on the recommendation by the expert committee as per clause C(2) above.
10. The scheme shall be operated during the current five year plan or up to 31<sup>st</sup> March 2012.
11. The markets that are covered under the scheme are:

USA	Singapore
Canada	Japan
Italy	UAE

Spain	Kuwait
Germany	Hong Kong
UK	China
France	Oman
Russia	Australia
South Africa	Belgium

12. The value added fishery products covered under the scheme are:

No.	Item
1	Breaded & battered fishery products (including fried) with net weight of primary pack less than 2 kg
2	Seafood pickle, seafood curry, seafood meal kit, seafood skewers, seafood mix (with seafood content not less than 10%) with net weight of primary pack less than 2 kg
3	Surimi based products (including fish sausage & fish ham) with net weight of primary pack less than 1 kg
4	IQF shrimp products with net weight of primary pack less than 1 kg
5	IQF squid products (Blanched/cooked, tubes, rings, Sashimi grade whole cleaned) in tray or pouch packs with net weight of primary pack less than 2 kg
6	IQF cuttlefish products (Blanched/cooked, shreds, strips, Sashimi grade whole cleaned / fillets) in tray or pouch packs with net weight of primary pack limited to 500 gm or max. weight of 1 piece whichever is higher
7	IQF Octopus products (Blanched/cooked, Sashimi grade raw / whole cleaned) with net weight of primary pack less than 2 kg
8	Frozen Fish fillets/loins/steaks, chunks, portions etc. in tray/vacuum pack or in tray/pouch (except tuna) with net weight of primary pack less than 1 kg or weight of 1 piece whichever is higher

9	IQF Lobster whole cooked/ half cut with net weight of primary pack less than 1 kg or weight of 1 piece whichever is higher
10	Frozen stuffed crab / raw crab meat / soft shell crab with net weight of primary pack less than 2 kg
11	<ul style="list-style-type: none"> <li>a) Chilled / frozen Sashmi grade tuna &amp; tuna products</li> <li>b) Frozen raw/ precooked tuna products limited to the weight of 2 pieces in primary pack</li> </ul>
12	Canned / retort pouch seafood products with net weight of primary pack less than 3 kg

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(Application for Advance approval)\*

1	Name and address of the manufacturer exporter	
2	MPEDA registration number & validity a. Exporter b. Processing unit (Enclose copies)	
3	Products (s) proposed to be promoted	1. 2. 3.
4	Market (s) proposed to promote the product(s) above	
5	Whether the product(s) is / are registered under MPEDA Quality Marking (Logo) scheme	Yes / No
6	Proposed promotional activities with time frame of implementation (give details)	
7	Total cost of the proposal (Give details product / market –wise)	
8	<b>Enclosures:</b> a. Copy of MPEDA registration certificate as a manufacturer exporter b. Copy of MPEDA registration certificate of the processing unit c. Copy of registration of the product under MPEDA Quality Marking (Logo) scheme d. Details of proposed promotional activities with time schedule e. Cost details of promotional activities	Yes / No Yes / No Yes / No Yes / No Yes / No

**DECLARATION:**

I hereby declare that the information given above is true to the best of my knowledge and belief. I also undertake that I have read the scheme details and will abide by them.

Signature:

Name & designation:

Place:

Date:

\* To be filled and submitted by the CEO/ Managing Partner/ Managing Director / Proprietor of the establishment.