

GOVERNMENT OF INDIA  
MINISTRY OF TEXTILES  
RAJYA SABHA  
STARRED QUESTION NO-**\*230**  
ANSWERED ON- 21/03/2025

**SUPPORT TO EXPORTERS AT INTERNATIONAL EVENTS**

\*230. SHRI NARESH BANSAL:

Will the Minister of TEXTILES be pleased to state:

- (a) the manner in which the Ministry ensures that Indian exporters participating in international events such as Heimtextil get benefits from global exposure;
- (b) whether there are any existing collaborations or Memoranda of Understandings (MOUs) between Indian and German textile machinery companies that can serve as benchmark; and
- (c) if so, the details thereof?

**ANSWER**

THE MINISTER OF TEXTILES  
(SHRI GIRIRAJ SINGH)

**(a) to (c):** A statement is laid on the Table of the House.

**STATEMENT REFERRED TO IN REPLY TO THE RAJYA SABHA STARRED QUESTION NO.\*230 FOR 21.03.2025 REGARDING SUPPORT TO EXPORTERS AT INTERNATIONAL EVENTS ASKED BY SHRI NARESH BANSAL.**

**(a):** Government provides financial support to various Export Promotion Councils and Trade Bodies under Market Access Initiative Scheme implemented by Department of Commerce for organising and participating in trade fairs, exhibitions, buyer-seller meets etc. at national and international levels so that Indian exhibitors get benefits of global exposure.

The eligible items of expenditure for organising / participating in Fairs, Exhibitions and Buyer Seller Meets Abroad under MAI Scheme are as under:

- i. Venue Cost, including Participation charges/ fee and organising expenses;
- ii. Publicity Cost incurred on promotion/ marketing/publicity, including digital marketing for buyer participation;
- iii. Cost of catalogue/printed and digital material, including cost of e-catalogue/ e-brochure/ web-banners/ online advertisement and other materials including its design and development/ creation;
- iv. Translation and Interpreters charges;
- v. Expenditure towards freight charges of exhibits;
- vi. Any other specific component approved by the Empowered Committee.

**(b) & (c):** No Sir.

\*\*\*\*\*