



दि प्लास्टिक एक्स्पोर्ट प्रमोशन कौन्सिल  
( भारत सरकार, वाणिज्य एवं उद्योग मंत्रालय, वाणिज्य विभाग द्वारा प्रायोजित )

**THE PLASTICS EXPORT PROMOTION COUNCIL**  
(Sponsored By The Ministry Of Commerce & Industry, Deptt. Of Commerce, Government Of India)

**Dear Members,**

Greetings for the day!

We would like to inform you that the **Department of Commerce** is currently evaluating the **MAI Scheme (availed for Participation at International Exhibitions & RBSM)** for which they would like to seek inputs for Members of The Trade regarding the benefits availed from MAI scheme during **last 5 years**.

Attached is the Feedback form for your kind perusal, request to kindly send us the same duly filled at the earliest.

Request all members to kindly share your input at the earliest and share the same on [k.goda@plexconcil.org](mailto:k.goda@plexconcil.org) by **EOD Today**.

Looking forward to your positive response.

**Regards,**

**Sribash Dasmohapatra**  
Executive Director  
The Plastics Export Promotion Council.

## QUESTIONNAIRE

### FOR EXPORTERS

Indian Institute of Foreign Trade (IIFT), New Delhi has been entrusted with the evaluation of the Market Access Initiative Scheme, 2018 (MAI). We are conducting this survey to assess the effectiveness of the current MAI Scheme as well as to better understand the needs of your business. Your cooperation in this survey is highly appreciated.

#### Q1. PLEASE PROVIDE A FEW DETAILS REGARDING YOUR COMPANY

Name of Company	IMPORTER EXPORTER CODE (IEC)	CIN NUMBER	Date of Incorporation

#### Q2. PLEASE MENTION THE NAMES OF THE EPC'S YOU ARE A MEMBER OF AND THE YEAR OF JOINING.

S.N.	EPC NAME	YEAR OF JOINING
1.		
2.		
3.		

#### Q3. PLEASE PROVIDE THE FOLLOWING INFORMATION REGARDING THE FIRM SIZE AND TURNOVER:

YEAR	2016-17	2017-18	2018-19	2019-20	2020-21
NUMBER OF EMPLOYEES					
TURNOVER (Approximate)					

YEAR	2016-17	2017-18	2018-19	2019-20	2020-21
Top 5 Export products					
Corresponding HS code at 4 digits (if known)					
Top 5 Export Markets					

Q4. PLEASE PROVIDE THE VALUE OF YOUR EXPORT FOR THE LAST FOUR YEARS (IN RS)

Value of Exports (Last four years)			
2016	2017	2018	2019

Q5. PLEASE PROVIDE A LIST OF PRODUCTS & MARKETS EXPORTED TO BY YOU.

**PLEASE ANSWER THE FOLLOWING QUESTIONS RELATING TO MARKET ACCESS INITIATIVE SCHEME (MAI)**

Q6. ARE YOU AWARE OF THE MAI SCHEME (MARKET ACCESS INITIATIVE SCHEME)?

- YES
- NO

Q7. IF YES, HAVE YOU AVAILED THE SCHEME IN PAST 4 YEARS AND HOW MANY TIMES?

- YES
- NO

NUMBER OF TIMES (*only approved proposals*): \_ \_ \_ \_ \_

Q8. HAVE YOU EVER AVAILED ASSISTANCE FROM ANY OTHER SCHEME ( *OTHER THAN MAI* )? (PLEASE TICK YOUR RESPONSE FROM BELOW)

- YES
- NO

Q9. IF ANSWERED “YES”, PLEASE PROVIDE THE FOLLOWING INFORMATION ON ASSISTANCE AVAILED:

YEAR	2016-17	2017-18	2018-19	2019-20
NAME OF THE SCHEME				
NAME OF THE ORGANISATION FROM WHERE SCHEME WAS AVAILED				
AMOUNT AVAILED (in Rs)				
REASON FOR ASSISTANCE				

Q.10. PLEASE TICK THE ACTIVITIES FOR WHICH MAI FUNDS WERE AVAILED:

1.	Organizing / Participating in Fairs / Exhibitions / BSMs abroad	
2.	Reverse Buyer Seller Meets (Made in India Shows)	
3.	Reimbursement of airfare for international events	
4.	Opening of Showrooms, Warehouses and Marketing Offices abroad	
5.	Display in International Departmental Store	
6.	Publicity Campaign and Brand Promotion	
7.	Publication of World Class Catalogues	
8.	Research and Product Development	
10.	Statutory compliances in the buyer country	
11.	Capacity Building for Upgradation of quality [Setting up of Quality Certification Common Centre, Design Centre] labs, Facility Common	
12.	Anti-dumping, Anti- Money Laundering and other investigations/ compliances	
13.	Developing on-line portals etc.	
14.	Market Studies	

Q11. IN CASE OF RBSM (REVERSE BUYER SELLER MEET) HELD IN INDIA, PLEASE INDICATE THE

REGION/REGIONS OF FOREIGN BUYER & THE PRODUCT -

S.N.	YEAR	NUMBER OF EVENTS	EVENT NAME	REGION OF FOREIGN BUYER	PRODUCT/PRODUCTS	HS code at 4 digits (if known)
1.	2016-17		a.	i.	i.	
				ii.	ii.	
				iii.	iii.	
			b.	i.	i.	
				ii.	ii.	
				iii.	iii.	
			c.	i.	i.	
				ii.	ii.	
				iii.	iii.	
2.	2017-18		a.	i.	i.	
				ii.	ii.	
				iii.	iii.	
			b.	i.	i.	
				ii.	ii.	
				iii.	iii.	
			c.	i.	i.	
				ii.	ii.	
				iii.	iii.	
3.	2018-19		a.	i.	i.	
				ii.	ii.	
				iii.	iii.	
			b.	i.	i.	
				ii.	ii.	
				iii.	iii.	
			c.	i.	i.	
				ii.	ii.	
				iii.	iii.	
4.	2019-20		a.	i.	i.	
				ii.	ii.	
				iii.	iii.	
			b.	i.	i.	
				ii.	ii.	
				iii.	iii.	
			c.	i.	i.	
				ii.	ii.	
				iii.	iii.	

Q12. IN CASE OF INTERNATIONAL EVENT, PLEASE INDICATE THE DESTINATION OF THE EVENT & THE PRODUCT.

S.N.	YEAR	EVENT NAME	DESTINATION	PRODUCT/PRODUCTS	HS code at 4 digits (if known)
1.	2016-17	a.		i.	
				ii.	
				iii.	
		b.		i.	
				ii.	
				iii.	
		c.		i.	
				ii.	
				iii.	
2.	2017-18	a.		i.	
				ii.	
				iii.	
		b.		i.	
				ii.	
				iii.	
		c.		i.	
				ii.	
				iii.	
3.	2018-19	a.		i.	
				ii.	
				iii.	
		b.		i.	
				ii.	
				iii.	
		c.		i.	
				ii.	
				iii.	
4.	2019-20	a.		i.	
				ii.	
				iii.	
		b.		i.	
				ii.	
				iii.	
		c.		i.	
				ii.	
				iii.	

**PLEASE INDICATE WHETHER THE ASSISTANCE AVAILED UNDER THE MAI HAS BENEFITTED YOUR BUSINESS IN THE FOLLOWING AREAS**

Q13. HAS THE FINANCIAL ASSISTANCE RECEIVED UNDER MAI AVAILED INCREASED EXPORT EARNINGS? (PLEASE TICK YOUR RESPONSE FROM BELOW)

NOT AT ALL (0%)	SMALL INCREASE (0-30%)	MODERATE INCREASE (30-50%)	HIGH INCREASE (50-70%)	VERY HIGH INCREASE (+90%)	WILL INCREASE IN FUTURE
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Q14. HAS THE FINANCIAL ASSISTANCE AVAILED UNDER MAI ENABLED YOU TO ENTER A NEW MARKET? *(PLEASE TICK YOUR RESPONSE FROM BELOW)*

- YES
- NO

Q14.1 IF YES, WHICH COUNTRY/COUNTRIES?

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Q14.2 DID THE COMPANY EXPORT THE NEW PRODUCT IN A NEW MARKET OR EXISTING PRODUCT IN THE NEW MARKET?

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Q14.3 PLEASE MENTION THE PRODUCT/PRODUCTS

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Q15. HAS THE FINANCIAL ASSISTANCE AVAILED UNDER MAI ENABLED YOU TO EXPORT A NEW PRODUCT? *(PLEASE TICK YOUR RESPONSE FROM BELOW)?*

- YES
- NO

Q15.1. IF YES, PLEASE NAME THE PRODUCT/PRODUCTS?

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Q15.2. DID THE COMPANY EXPORT THE NEW PRODUCT IN A NEW MARKET?

- YES
- NO

Q15.3. WHICH COUNTRY/COUNTRIES WAS THE NEW PRODUCT EXPORTED TO?

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Q16. PLEASE INDICATE WHETHER FINANCIAL ASSISTANCE AVAILED UNDER MAI SCHEME BENEFITED YOUR BUSINESS IN ANY OTHER WAY?

- A. IMPROVED ACCESS TO POTENTIAL BUYERS
- B. EXPANSION OF BUSINESS NETWORKS
- C. NEW INFORMATION ABOUT THE MARKET (Ex- REGARDING INCUMBENT FIRM, QUALITY STANDARDS, UNTAPPED CONSUMER BASE etc) PLEASE SPECIFY
- D. INFORMATION REGARDING COMPETITOR / COMPETITION
- E. MARKET INTELLIGENCE
- F. INFORMATION REGARDING EFFECTIVE MARKETING TECHNIQUES
- G. OTHERs (PLEASE SPECIFY)

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Q17. PLEASE MENTION THE YEAR IN WHICH ASSISTANCE UNDER MAI SCHEME WAS GRANTED FOR THE FIRST TIME (*IRRESPECTIVE OF THE ACTIVITY*):

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Q19. PLEASE ANSWER THE FOLLOWING QUESTION FOR THREE YEARS SUCCEEDING THE YEAR IN WHICH ASSISTANCE UNDER MAI SCHEME WAS GRANTED FOR THE FIRST TIME



<b><i>IN UNITS OR RS. LAKH</i></b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
NUMBER OF PRODUCTS EXPORTED			
NUMBER OF COUNTRIES EXPORTED TO			
AVERAGE EXPORTS PER PRODUCT( <i>PLEASE LIST FOR ALL PRODUCTS</i> )			
AVERAGE EXPORTS PER COUNTRY( <i>PLEASE LIST FOR ALL COUNTRIES</i> )			

Q20. PLEASE MENTION THE TOTAL NUMBER OF TIMES MAI FUNDS WERE AVAILED FOR ACTIVITIES COVERED UNDER THE SCHEME (*IN TOTAL & IRRESPECTIVE OF ACTIVITY*)

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Q.21 DO YOU THINK THE PROCESS OF SELECTION FOR PARTICIPATION IN EVENTS ABROAD OR RBSM IN INDIA FAIRLY TRANSPARENT? (*Please tick one range*)

1	2	3	4	5
NOT AT ALL TRANSPARENT	VAGUELY TRANSPARENT	SOMEWHAT TRANSPARENT	TRANSPARENT	HIGHLY TRANSPARENT

***IN CASE OF NOT AT ALL TRANSPARENT (1), PLEASE MENTION THE REASON:***

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Q22. OVERALL, ARE YOU SATISFIED WITH THE TERMS & CONDITIONS OF THE SCHEME? (*Please tick one range*)

1	2	3	4	5
STRONGLY DISSATISFIED	DISSATISFIED	NEUTRAL	SATISFIED	STRONGLY SATISFIED

***IN CASE OF STRONGLY DISSATISFIED (1), PLEASE MENTION THE REASON:***

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Q23. PLEASE GIVE YOUR SUGGESTIONS ON HOW THE MARKET ACCESS INITIATIVE SCHEME COULD BE IMPROVED?

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Signature:

Date: