



KAMARAJ IAS ACADEMY
Only IAS Academy by Grandson of "Perunthalsivam Kamarajar"

Market Access Support (MAS) Intervention

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Why in news: The Government of India has launched the **Market Access Support (MAS) Intervention** under the **Export Promotion Mission (EPM)** to **enhance international market access for Indian exporters**, with special focus on **MSMEs and first-time exporters**.

What is MAS Intervention?

- MAS is a **government-backed programme** providing **financial and institutional support** to Indian exporters.
- It enables exporters to participate in **global trade fairs, buyer-seller meets, mega reverse BSMS, exhibitions, and trade delegations**.
- It is designed to **promote export diversification**, strengthen global visibility, and facilitate sustainable engagement with international markets.

Implementation Framework

Initiative under: **NIRYAT DISHA** sub-scheme, part of the Export Promotion Mission.

Implementing Agencies:

- oDepartment of Commerce
- oMinistry of MSME
- oMinistry of Finance

Objectives

- 1Strengthen **global market access** for Indian exporters.
- 2Support **MSMEs, first-time exporters**, and priority sectors.
- 3Facilitate **export diversification** into emerging markets.
- 4Enable **predictable, outcome-driven export promotion**.

Key Features

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1Market Access Activities: Financial support for **BSMs, international trade fairs, exhibitions, and delegations**.

2Advance Planning: 3–5 year rolling calendar of approved market access events for continuity and predictability.

3MSME Focus: Mandatory **35% MSME participation**, prioritising small and first-time exporters.

4Financial Rationalisation: Event-wise cost ceilings, partial airfare support for exporters with turnover up to ₹75 lakh.

5Digital Governance: End-to-end online processes via **trade.gov.in** (approvals, fund release, monitoring, feedback).

6Outcome Tracking: Mandatory reporting on **buyer quality, leads, and market relevance** to improve future interventions.

7Technology Push: Upcoming support for **Proof-of-Concepts (PoC)** and **product demonstrations** in tech-intensive and sunrise sectors.

Significance

1Facilitates **MSMEs' integration into global supply chains**.

2Promotes **export diversification and resilience**, reducing dependence on traditional markets.

3Encourages **first-time exporters** to explore international opportunities with reduced risk.

4Strengthens India's **global trade competitiveness** and aligns with **Make in India / Atmanirbhar Bharat** objectives.