



# Market Access Support (MAS) Intervention

Published On: 01-01-2026

**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:

- o Department of Commerce
- o Ministry of MSME
- o Ministry of Finance

### Objectives

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

### Key Features

#### Kamaraj IAS Academy

Plot A P.127, AF block, 6 th street, 11th Main Rd, Shanthi Colony, Anna Nagar, Chennai, Tamil Nadu 600040  
Phone: **044 4353 9988 / 98403 94477** / Whatsapp : **09710729833**

**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.