



Policy for Sponsoring Events and Supporting Entrepreneurs for Travel for Business Development

Bureau for Facilitating MSMEs of Tamil Nadu

MSME Department, Government of Tamil Nadu

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Policy for Sponsoring Events and Supporting Entrepreneurs for Travel for Business Development

Enterprises face challenges in marketing their products and in carrying out business development activities. Given their issues with working capital, in many cases, they are unable to travel internationally and domestically to identify new opportunities and connect with new buyers. This also hampers their ability to gain awareness about possible collaborations and new developments taking place in their sector globally, which may benefit them financially.

To support such enterprises, the MSME Department, Government of Tamil Nadu has come up with this 'Policy for supporting Domestic and International Travel by Enterprises for Business Development', herein-after called 'Policy'.

1. DEFINITIONS

- 1.1. **Association:** Shall mean a business association, chamber of commerce, foreign trade body or equivalent registered in India.
- 1.2. **Enterprises:** Shall mean MSMEs and startups.
- 1.3. **General Category Enterprises:** All enterprises except special category enterprises.
- 1.4. **Micro, Small or Medium Enterprise:** As defined in the MSMED Act, 2006.
- 1.5. **Special Category Enterprises:** Enterprises where the owner is – (a) a woman owns greater than 50% of equity/ share or equivalent;(b) individual(s) belonging to the Schedule Caste or Schedule Tribe; (c) is an ex-Serviceman; or (d) person(s) with a Specified Disability (as defined in the Rights of Persons with Disabilities Act, 2016).
- 1.6. **Startup:** As defined in the Tamil Nadu Startup and Innovation Policy, 2018 – 2023.
- 1.7. **Year:** Calendar year, from January 1 to December 31.

2. APPLICABILITY

This policy shall apply to all:

- 2.1.1. MSMEs engaged in Manufacturing with a valid UDYAM Registration Certificate.
- 2.1.2. The MSMEs registered as "Traders and Services" are not eligible to apply.
- 2.2. Startups registered in Tamil Nadu, as approved for such assistance by TANSIM. To examine eligibility of startups, the turnover of startups shall be considered in line with the classification of Micro, Small and Medium enterprises.
- 2.3. Unless otherwise specified, only one representative from each enterprise shall be supported. Each enterprise shall be supported under this policy only once in a period of three financial years.

3. DOMESTIC EVENTS

3.1. Business Exploration/ Visiting Exhibitions or Buyer – Seller Meets

Who can apply?

- Delegations led/ organized by Associations with a minimum of five and a maximum of **fifteen** entrepreneurs per delegation per year with prior approval of FaMeTN.
- Delegations led/ organised by FaMeTN only.
- MSMEs participating in delegations led or events organized by FaMeTN shall be eligible for Sponsorship of “Entry Fee” irrespective of prior approval.

Support for Travel (Air/Train)

- (i) For Micro Enterprises and Small Enterprises (Special Category) –100% of fair in 2nd AC Train within the State and 100% Economy class for travel outside the State for onward and return journey.
- (ii) For Small Enterprises (General Category) –75% of Economy class Air for travel outside the State and upto 2ndAC Train fare within the State, for onward and return journey.

Support for Accommodation

- (iii) For Micro Enterprises and Small Enterprises (Special Category) – 100% of cost incurred on accommodation, subject to a maximum of INR 3,000 per day of stay.
- (iv) For Small Enterprises (General Category) – 75% of cost incurred on accommodation, subject to a maximum of INR 3,000 per day of stay.
- (v) Stay shall be reimbursed only for the period from one day before the commencement of the event to one day after the last day of the event. For example, if an event is scheduled from 15th to 17th, reimbursement for stay shall be payable only for 14th, 15th, 16th, 17th and 18th.

Support for Entry Fee

- (vi) For Micro Enterprises and Small Enterprises (Special Category) – 100% of the entry fee.
- (vii) For Small Enterprises (General Category) – 75% of the entry fee.
- (viii) For Medium Enterprises – 50% of the entry fee.

3.2 Participation in Exhibitions (as a participant)

Who can apply?

- Delegations led/ organized by Associations with a minimum of five and a maximum of fifteen entrepreneurs per delegation per year with **prior approval of FaMeTN.**
- Delegations led/ organised by FaMeTN only.
- Individual MSMEs engaged in Manufacturing activity alone are eligible for Sponsorship for “setting up Stall” in the Expo being organized by Association as defined in Clause 1.1. with prior approval of FaMeTN.

Support for Travel (Air/Train)

- (i) For Micro Enterprises and Small Enterprises (Special Category) – 100% of fair in 2nd AC Train within the State and 100% Economy class for travel outside the State for onward and return journey.
- (ii) For Small Enterprises (General Category) – 75% of Economy class Air for travel outside the State and upto 2ndAC Train fare within the State, for onward and return journey.

Support for Accommodation

- (iii) For Micro Enterprises and Small Enterprises (Special Category) – 100% of cost incurred on accommodation, subject to a maximum of INR 3,000 per day of stay.
- (iv) For Small Enterprises (General Category) – 75% of cost incurred on accommodation, subject to a maximum of INR 3,000 per day of stay.
- (v) Stay shall be reimbursed only for the period from one day before the commencement of the event to one day after the last day of the event. For example, if an event is scheduled from 15th to 17th, reimbursement for stay shall be payable only for 14th, 15th, 16th, 17th, 18th.

Support for setting up Stalls

- (vi) For Micro Enterprises and Small Enterprises (Special Category) – 100% of the stall charges, subject to a maximum of INR 2,00,000. (i.e. Event held after 19.04.2025).
- (vii) For Small Enterprises (General Category) – 75% of the stall charges subjected to a maximum of INR 2,00,000 (i.e. Event held after 19.04.2025).
- (viii) For Medium Enterprises – 50% of the stall charges, subject to a maximum of INR 1,00,000.

4. OVERSEAS EVENTS

4.1. Business Exploration/ Visiting Exhibitions or Buyer – Seller Meets or Seminars

Who can apply?

- Delegations led/ organised by Associations with a minimum of five and a maximum of ten entrepreneurs per delegation per year.
- Delegations led/ organised by FaMeTN/ TANSIM/ EDII.
- Individual enterprises.

Support for Air Fare

- (i) For Micro Enterprises and Small Enterprises (Special Category)–100% of Economy class air fare, subject to a maximum of INR 1,00,000 for Class A Countries and INR 55,000 for Class B Countries, for onward and return journey.
- (ii) For Small Enterprises (General Category) – 75% of Economy class air fare, subject to a maximum of INR 1,00,000 for Class A Countries and INR 55,000 for Class B Countries, for onward and return journey.

Support towards Accommodation

- (iii) For Micro Enterprises and Small Enterprises (Special Category) – 100% of cost incurred on accommodation, subject to a maximum of INR 6,000/day for Class A Countries and INR 3,000/ day for Class B Countries.
- (iv) For Small Enterprises (General Category)– 75% of cost incurred on accommodation, subject to a maximum of INR 6,000/day for Class A Countries and INR 3,000/ day for Class B Countries.
- (v) Stay shall be reimbursed only for the period from one day before the commencement of the event to one day after the last day of the event. For example, if an event is scheduled from 15th to 17th, reimbursement for stay shall be payable only for 14th, 15th, 16th, 17th and 18th.

Support for Entry Fee

- (vi) For Micro Enterprises and Small Enterprises (Special Category) – 100% of entry fee.
- (vii) For Small Enterprises (General Category) – 75% of entry fee.
- (viii) For Medium Enterprises – 50% of entry fee.

4.2. Participation in Exhibitions (as a participant)

Who can apply?

- Delegations led/ organised by Associations with a minimum of five and a maximum of ten entrepreneurs per delegation per year.
- Delegations led/ organised by FaMeTN/ TANSIM/ EDII.
- Individual enterprises.

Support towards Air Fare

- (i) For Micro Enterprises and Small Enterprises (Special Category) - 100% of economy class air fare subject to a maximum of INR 1,00,000 for Class A Countries and INR 55,000 for Class B Countries, for onward and return journey.
- (ii) For Small Enterprises (General Category)- 75% of economy class air fare subject to a maximum of INR 1,00,000 for Class A Countries and INR 55,000 for Class B Countries, for onward and return journey.

Support towards Accommodation

- (iii) For Micro Enterprises and Small Enterprises (Special Category) – 100% of the cost incurred on accommodation subject to a maximum of INR 6,000/day for Class A Countries and INR 3,000 for Class B Countries.
- (iv) For Small Enterprises (General Category) – 75% of the cost incurred on accommodation subject to a maximum of INR 6,000/day for Class A Countries and INR 3,000 for Class B Countries.
- (v) Stay shall be reimbursed only for the period from one day before the commencement of the event to one day after the last day of the event. For example, if an event is scheduled from 15th to 17th, reimbursement for stay shall be payable only for 14th, 15th, 16th, 17th and 18th.

Support towards Stall Charges

- (vi) For Micro Enterprises and Small Enterprises (Special Category) - 100% of the Stall Charges subjected to a maximum of INR 3,00,000 for Class A Countries and INR 1,50,000 for Class B Countries.
- (vii) For Small Enterprises (General Category) Enterprises – 75% of the Stall Charges subjected to a maximum of INR 3,00,000 for Class A Countries and INR 1,50,000 for Class B Countries.
- (viii) For Medium Enterprises–50% of the Stall Charges subjected to a maximum of INR 3,00,000 for Class A Countries and INR 1,50,000 for Class B Countries.

4.3 Delegations led by FaMeTN

4.3.1. FaMeTN can make payment for space cost of Tamil Nadu/ FaMeTN pavilion directly to the event organizer. In such cases, travel cost and accommodation cost must be borne by the MSMEs themselves.

4.3.2. There shall be a minimum of five and a maximum of ten entrepreneurs per delegation

5. SPONSORSHIP OF STUDENTS

As part of this policy, students in their final year, pursuing full time undergraduate or post graduate programmes in recognised universities shall be entitled to the following, to enable them to explore entrepreneurial opportunities:

5.1. To visit exhibitions for exploring trade opportunities

5.1.1 75% of the travel costs incurred for travel by air and/ or train shall be provided to a student, for return journey.

5.1.2 100% of the costs incurred on accommodation shall be provided to a student, subject to a maximum of INR 2,000 per day of stay.

5.1.3 Stay shall be reimbursed only for the period from one day before the commencement of the event to one day after the last day of the event. For example, if an event is scheduled from 15th to 17th, reimbursement for stay shall be payable only for 14th, 15th, 16th, 17th and 18th.

5.1.4 50% of the costs incurred shall be reimbursed on submission of bills/ booking confirmation receipts, provided there is proof of actual incurring of expenditure. The remaining 50% shall be reimbursed after completion of travel and submission of a brief report.

5.1.5 Each student shall be entitled to a maximum reimbursement of INR 15,000 per year.

5.2 To attend seminars/ webinars/ events/ undertake courses related to Entrepreneurship

5.2.1 100% of the cost of registration or course fee subject to a maximum of INR 1,000 per student per year.

6. EVENTS ORGANISED BY ACADEMIC ASSOCIATIONS

Reimbursement of expenses incurred towards organising the event, subject to a maximum of INR 2,00,000 per academic association per year.

7. SUPPORT FOR CO-SPONSORING EVENTS ORGANISED BY ASSOCIATIONS

Support may be provided for organising exhibitions/ fairs within the country for the benefit of MSME sector. The Association must fulfill the following criteria/conditions to be eligible to apply:

7.1. Eligibility Criteria

The registered MSME Associations in existence for a period of at least 3 years with minimum of 25 MSME units as its member shall be eligible for availing financial benefits. and should be able to demonstrate sufficient experience and capability for holding such events.

7.2. Criteria for availing Financial Assistance:

1. The Registered MSME associations would be allowed reimbursement under the scheme for a maximum of **1 (one) exhibition in a period of one financial year.**
2. The expenditure incurred towards conduct of exhibition alone will qualify for reimbursement and expenditure incurred for organising seminar / workshop will not be eligible.
3. The MSME units should have participated in the exhibition to promote their products.
4. The exhibition should have at least minimum of 25 (Twenty Five) Stalls.
5. An advertisement or press release informing about the exhibition should have been released at least in one popular local newspaper.
6. The General Manager / Regional Joint Director concerned should be invited to the exhibition for inspection.
7. The General Manager / Regional Joint Director concerned should ensure that the exhibition has been conducted exclusively for marketing of the units participated.

8. The association shall submit an event blueprint, and tentative agenda while applying.
9. The association would provide a stall of at least 100 sq. ft. to FaMeTN.
10. The event shall prominently display the name and logo of MSME Department (or associated entity) and will also state that the event is 'Supported by the MSME Department'. The name and logo of the department shall be prominently displayed in all publications, literature, banners, hoardings etc. of the event.
11. Taxes or Duties of any kind, levied within or outside the country will not be considered for reimbursement.

7.3.1. Quantum of Financial Assistance

As per G.O. (Ms) No.42, MSME (G) Department, dated 28.07.2025, the existing quantum of financial assistance and the Terms and Conditions for co-sponsoring to the Association for Domestic exhibition/trade fair has been revised as follows:

Sl. No (1)	District (2)	Scale of Assistance (3)
1.	Chennai	50% grant Subject to a ceiling of Rs.7.50 lakh per event
2.	Kancheepuram, Chengalpattu Thiruvallur, Coimbatore, Madurai, Trichy, Tiruppur, Hosur, Salem, Erode, Thoothukudi and Tirunelveli	50% grant subject to a ceiling of Rs.3.50 lakh per event.
3.	Rest of the places of Tamil Nadu	50% grant subject to a ceiling of Rs.2.00 lakh per event.
4	Other States	50% grant Subject to a ceiling of Rs.7.50 lakh per exhibition.

7.3.2. Components of the Scheme:

The assistance shall be provided to the applicant organisation on reimbursement basis after the event, on submission of event report and other relevant documents. The following components will be considered for computing the eligible expenditure incurred availing grant under the Marketing Assistance Scheme:-

- i. Venue Rent
- ii. Power Cost
- iii. H.V.A.C. (Heating, Ventilation and Air Conditioning)
- iv. Internal Partition and display arrangements
- v. Furniture
- vi. Audio – Visual Equipments including computers

7.3.3. Procedure for Availing Financial Assistance:

The registered Micro, Small and Medium Enterprises Associations should submit their application for availing marketing assistance to the **Managing Director, FaMeTN within a period of 1 month** from the completion date of fair / exhibition, failing which it may be presumed that they are not interested in the reimbursement.

8. LOGO SUPPORT

8.1 Associations/ Publications intending to use the Logo of FaMeTN/ TANSIM/ EDII/ other entities under the ambit of the MSME Department may be permitted to do so subject to the following:

- 8.1.1. The application for use of the Logo shall need to be made prior to the event.
- 8.1.2. The MSME Department will be given a speaking slot in the opening, and closing sessions.
- 8.1.3. The event shall prominently display the name and logo of MSME Department (or associated entity) and will also state that the event is 'Supported by the MSME Department'. The name and logo of the department shall be prominently displayed in all publications, literature, banners, hoardings etc. of the event.
- 8.1.4. The permission to use logo will be given at the discretion of FaMeTN/ TANSIM/ EDII.

9. TERMS AND CONDITIONS FOR THE MSMEs

9.1 Applications shall be made only through the online application form available on the website of the MSME department. Necessary data, to ensure de-duplication of applications, verification of authenticity of applicants, will be collected from applicants, and built into the online platform. Till the development of platform, applications can be received physically.

- 9.2 The MSMEs (including its joint ventures or subsidiaries) shall be entitled to benefits detailed in this policy only once in a period of three financial years. This is applicable mutatis mutandis to students. However, if a student avails of a benefit (under Section 5), and subsequently sets up an enterprise and applies, the applications will be treated as independent.
- 9.3 In case of sector or product specific events, only MSMEs engaged in the given sectors will be eligible.
- 9.4 Taxes or Duties of any kind, levied within or outside the country will not be considered for reimbursement.
- 9.5 Short listing and/ or selection of participants for the events will be done by the Executive Director of FaMeTN or by an Authority to who such powers are delegated by the Managing Director.
- 9.6 On completion of the event, participants will be required to furnish information on leads, orders booked, enquiries generated and other relevant data to FaMeTN directly and/ or through the organizers/ coordinating agency. This will have to be done online, eventually.
- 9.7 On completion of the event, the participating MSMEs must submit their tickets, boarding passes and accommodation bills to FaMeTN for availing the remaining reimbursements, if any. In case of doubt, FaMeTN reserves the right to seek additional details from the MSME to confirm their proof of participation.
- 9.8 Exhibits of participants whose representatives do not turn up at the fair/ show will not be displayed. FaMeTN shall recover the costs incurred by FaMeTN from such units.
- 9.9 FaMeTN will have no liability whatsoever for any kind of expenditure incurred by the MSME apart from the sponsorship amount provided as per this policy.
- 9.10 It is the responsibility of the MSMEs to arrange for display of their samples, prototypes, products, transfer of products (including Customs clearances) either through the organizing agency or directly by themselves at their own cost. FaMeTN will not be responsible for any shipment of exhibits and clearances of samples/ goods at Customs checkpoints.
- 9.11 Violation of any conditions by the MSME, set out by FaMeTN in this policy or otherwise, may lead to debarring participation in future events supported by FaMeTN and other trade promotion agencies.
- 9.12 In case of any misuse of the Logo/ Brand of the MSME department the department shall, at its sole discretion, reserve the right to blacklist the Association/ Publication and choose to not support its programmes in the future.
- 9.13 MSME department officials may be nominated to accompany the participants if required. Such officials will be entitled to allowances as per their respective TA/ DA

policies. The MD, FaMeTN however may accord approval for higher entitlements on a case-to-case basis, where the differential amounts will be borne by FaMeTN.

9.14 In all cases of dispute, the decision of the MD, FaMeTN shall be final and binding.

9.15 Events such as road shows conducted will not come under the purview of this policy and will be handled separately.

9.16 All applications requesting sponsorship should be submitted within 1 (one) month from the date of completion of event.

10. IMPLEMENTATION OF POLICY

10.1 This policy shall be jointly implemented by FaMeTN TANSIM and EDII through an integrated process to make it easy for the enterprises and to ensure widespread benefits to enterprises.

10.2 A Committee shall be constituted to oversee the implementation of the policy and to resolve all operational issues that arise during the implementation of the policy.

10.3 The Committee will also ensure synergies with similar policies of Government of India to maximise benefits to MSMEs.

10.4 The Committee shall meet as frequently as required (physically/ VC).

10.5 The constitution of the Committee shall include: (a) ED, FaMeTN; (b) CEO, TANSIM or his nominee and (c) Director, EDII or his/her nominee.

10.6 The Governing Council of FaMeTN is empowered to relax any of the conditions stated above, if a particular case so requires.

11. DELEGATION OF POWERS

11.1 The delegation of financial powers for approval shall be based on the estimated event cost as arrived at by FaMeTN. The delegations shall be as follows:

Domestic Events	International Events	Approving Authority
Up to INR 15 Lakhs	Up to INR 30 Lakhs	Executive Director
> INR 15 Lakhs to < INR50 Lakhs	> INR 30 Lakhs to < INR 100 Lakhs	MD, FaMeTN
> INR 50 Lakhs	> INR 100 Lakhs	Governing Body

Annexure 1: A and B Category Countries

Class A Countries	Developed countries as per OECD definition
Class B Countries	All countries other than Class A countries.

Annexure1: List of countries based on Cost of Living and Local Purchasing Power Index for 2021 Mid-Year

Source: Numbeo, crowd-sourced global data base.

ClassA		ClassB									
S. No	Country Name	S. No	Country Name	S. No	Country Name	S. No	Country Name	S. No	Country Name	S. No	Country Name
1	Switzerland	1	South Africa	26	Belize	51	Belarus	76	Mongolia	101	Tanzania
2	United States	2	Bermuda	27	Romania	52	Morocco	77	Armenia	102	Suriname
3	Australia	3	Austria	28	Zambia	53	Moldova	78	Paraguay	103	Cameroon
4	Germany	4	Iceland	29	Portugal	54	Chile	79	Maldives	104	Venezuela
5	Luxembourg	5	Israel	30	Croatia	55	Fiji	80	Azerbaijan	105	Yemen
6	Denmark	6	Macao	31	Bulgaria	56	Panama	81	Rwanda	106	Myanmar
7	Sweden	7	Puerto Rico	32	Kosovo	57	Thailand	82	Algeria	107	Uganda
8	United Arab Emirates	8	Spain	33	Bosnia And Herzegovina	58	Honduras	83	Guatemala	108	Cambodia
9	Qatar	9	Hong Kong	34	Malta	59	Jamaica	84	Senegal	109	Ethiopia
10	Finland	10	Estonia	35	Palestine	60	Jordan	85	Bangladesh	110	Nigeria
11	Saudi Arabia	11	Czech Republic	36	Greece	61	Libya	86	Afghanistan	111	Syria
12	Singapore	12	Italy	37	Iraq	62	Argentina	87	Nepal	112	Ivory Coast
13	Canada	13	China	38	Russia	63	Uruguay	88	Uzbekistan	113	Cuba
14	United Kingdom	14	Lithuania	39	Trinidad And Tobago	64	Ecuador	89	El Salvador		
15	Jersey	15	Bahrain	40	Costa Rica	65	Somalia	90	Indonesia		
16	Netherlands	16	Slovenia	41	Serbia	66	Peru	91	Dominican Republic		
17	France	17	Taiwan	42	Bolivia	67	Albania	92	Egypt		
18	Japan	18	Malaysia	43	Montenegro	68	Tunisia	93	Sri Lanka		
19	New Zealand	19	Cyprus	44	Lebanon	69	Kenya	94	Philippines		
20	Oman	20	Botswana	45	Kazakhstan	70	Colombia	95	Zimbabwe		
21	Norway	21	Hungary	46	Mexico	71	Vietnam	96	Seychelles		
22	Ireland	22	Bahamas	47	Turkey	72	Georgia	97	Ghana		
23	Kuwait	23	Slovakia	48	Barbados	73	Brazil	98	Iran		
24	Belgium	24	Poland	49	Ukraine	74	Mauritius	99	Guyana		
25	South Korea	25	Latvia	50	North Macedonia	75	Pakistan	100	Nicaragua		