

APPLICATION PROCESS

FOR GLOBAL OUTREACH for BRANDING, LABELLING & EXPORT

PACKAGING

1. Submission of Proposals

- a. Proposals should clearly specify objectives, target markets, beneficiaries, implementation arrangements, estimated costs and measurable outcomes.
- b. Proposals shall be submitted in the prescribed format as specified below.

2. Proposal Format for Application:

Proposal Format		
1.	Name & Complete Address of the Entity	Details required (if the applicant is EPC/IA or any other organisation) • Legal status/type of entity • PAN and GSTIN (if applicable) • Darpan ID • Year of incorporation • Authorised signatory - name, designation, email, mobile • Website (if any) Details Required (if the applicant is a State/ Central Government entity) • Administrative status (Central Government, State Government, PSU, or autonomous body) • Name of the department/ministry/agency • Nodal implementing department or agency

		• Authorised signatory - name, designation, email, mobile, and official website
1A.	Submit the following documents.	Certificate of Incorporation / Registration Certificate Memorandum & Articles of Association (MoA/AoA) CA Audited Financial Statements for the last 3 financial years
2.	Name of the Project Proposal	A short, descriptive title for the proposed branding project (preferably under 20 words).
2A.	Sector and Product Category	• Priority sector (from the notified list) • Product category/categories with HS codes • GI tag / existing quality mark, if any
3.	List of the Activities to be carried out as part of the Project	Itemise the principal activities: e.g., development of sector sub-brand and brand assets, multimedia/digital campaigns, packaging and labelling design, trade-fair pavilions, buyer-seller meets, microsites, exporter toolkits. Each activity should map to a deliverable and a cost head in Item 8.
4.	Brief write-up on the entity's area of operation / extent of experience/relevance to objectives/justification for availing support	Describe the applicant's area of operation and export footprint; (years, key markets, indicative sectoral export turnover); and explain the relevance to intervention objectives and the justification for availing support. Limit to ~300 words.
5.	Intervention under which support is sought	• Support for Unified Brand India Global Campaigns • Support for Sector Specific Branding
6.	Location where the Activities will be carried out	Specify both the domestic base of operations and the overseas/destination locations where campaign activities will be executed (cities, trade-fair venues,

		retail/airport locations, digital geographies).
7.	Name & Complete Address of Partner/Implementing Agency (if any)	Provide details of any partner, vendor or implementing/creative agency engaged, including legal name, address, scope of engagement and relevant credentials.
8.	Total Cost of the Project	- Detailed Cost Break-up - Duration of Campaign - Operational Costs - Cost of utilising spaces for outdoor branding: Provide the total project cost with a detailed, line-item break-up. Express amounts in ₹ (lakh/crore). Costs should be reasonable, benchmarked and substantiated by quotations where available.
9.	Financing Pattern	- Funding Raised -Own Sources - Funding Requested under the component: Show how the project is financed. State the applicant's own/raised contribution and the amount of grant requested under the component.
10.	Status of clearances required for the project	
11.	Details of Project Phasing and Date of Completion (Scope of Work and Project Milestones)	- Scope of Work - Milestone 1 – Key Deliverables and Timeline for execution - Milestone 2 – Key Deliverables and Timeline for execution - Milestone 3 – Key Deliverables and Timeline for execution
12.	Strategy for Implementation	Tools/Platforms/Media to be used

		Geographies/Locations where execution will take place
12A.	Campaign Architecture & Brand Positioning	- Brand proposition for the category - Visual & messaging system (Unified Brand India aligned) - Channel mix and phasing - Confirmation of alignment with Unified Brand India guidelines,
13.	Rationale of the Project	- Rationale for choosing the target geography/market - Rationale for choosing the identified tools/platforms/media - Expected outcomes of the Project
14.	Financial Structuring of the Project - Grants Required under the Component - Other debt/Terms loan availed	
15.	Expected outcome of the project and key metrics for monitoring and evaluation.	
16.	Previous experience in conducting marketing activities	- Y/N - A brief profile of marketing, branding, or promotional activities undertaken over the past two years, supported by: - Details of major activity or campaign, objective, target market (domestic/international), sector

		covered, and period of execution, budget, geographies covered, and channels used (exhibitions, trade fairs, digital campaigns, buyer-seller meets, etc.). • Outcomes achieved - quantifiable results such as export orders generated, enquiries received, market access secured, or brand visibility metrics, with supporting evidence where available. • Documentary proof - sanction letters, completion certificates, client/ partner references, work orders, or any government/industry body endorsements.
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Declaration

I/We hereby declare and certify that, as on the date of submission of this application:

1. The applicant entity is not under investigation, charged, prosecuted, debarred, or blacklisted under the Foreign Trade (Development and Regulation) Act, 1992, or under any other applicable law relating to international trade, including the Customs Act, 1962; the Central Excise Act, 1944; the Foreign Exchange Management Act, 1999; and the Conservation of Foreign Exchange and Prevention of Smuggling Activities Act, 1974, as amended from time to time. The applicant entity has no outstanding penalties or dues under the aforesaid Acts. Any material change in such status shall be promptly disclosed, failing which the application may be rendered ineligible and appropriate action may be initiated.
2. Neither the registered office nor the head office, nor any branch, unit, or division of the applicant entity, has been declared a defaulter or otherwise rendered ineligible to undertake import or export activities under the Foreign Trade Policy or any provision thereof.
3. I/We undertake to abide by the provisions of the Foreign Trade (Development and Regulation) Act, 1992, the Rules and Orders framed thereunder, the Foreign Trade Policy, and the Handbook of Procedures, as amended from time to time.

4. I/We understand that if any information furnished in this application is found to be incorrect, false, or misleading, the applicant shall be liable to penal action or such other consequences as may be prescribed under law.
5. I/We declare that the particulars and statements furnished in this application are true and correct to the best of my/our knowledge and belief and that no material information has been concealed or withheld at the time of final submission of accounts, I shall furnish a duly signed Certificate of Disclosure of Interest certifying that no conflict of interest existed in relation to any contracts or engagements funded under this initiative and that all procurements were undertaken in compliance with applicable Government financial and procurement norms. The assistance sought under this intervention has not been availed of or applied for under any other scheme of the Government of India or State Government for the same activity.
6. I hereby certify that I am duly authorised to verify and sign this declaration in accordance with paragraph 11.06 of the Foreign Trade Policy.

Proposal Document Checklist

- Detailed project plan (location, size, cost, operational/implementation model)
- Partnership MoU, if applicable
- Details of the Product Category/Categories to be impacted by the Project
- List of exporters IEC-wise, including the number of MSMEs, if available
- Branding strategy (target countries and product categories, with rationale)
- Need for Branding/Labelling/Packaging support and anticipated uptick of the product group under consideration
- Cost estimation and cost break-up
 - Designing of Branding / Labelling / Packaging assets
 - Dissemination over various media platforms
 - Duration of campaign; Cost associated with hiring of consultants/agency
 - Cost associated with any licenses required for executing the project activities, etc.

- Details of the Agreement with the concerned parties and details of the partners, including:
 - Social media influencers,
 - Websites, Blogs, Vlogs, etc.
 - Newspapers/Magazines, any other print media platforms
 - Location for product demonstrations/PR activities, etc.
- Details of additional sources of funding, including other Government sources
- Status of local licences and other compliances required (host country regulatory approvals/permits)
- Quarterly monitoring plan and key metrics for assessment of outcome/impact, such as:
 - Number of views/engagements associated with social/digital media content
 - Number copies of magazines/newspapers/fliers, etc. distributed/sold
 - Number of inbound queries/leads generated
 - Number of minutes/seconds for which the content was on air; etc.
- Other documents as per requirement

Format for Utilisation Certificate

Name of the Intervention: Export Promotion Mission (EPM) – NIRYAT DISHA - GLOBAL OUTREACH for BRANDING, LABELLING & EXPORT PACKAGING

Name of Implementing Agency: _____

Sanction Order No. & Date: _____

Certified that out of ₹_____ (Rupees _____ only) sanctioned during the financial year _____ in favour of the above-mentioned implementing agency under the Export Promotion Mission (EPM), a sum of ₹_____ (Rupees _____ only) has been utilised for the purpose for which it was sanctioned, in accordance with the terms and conditions of the sanction order.

Unspent Balance Details

Particulars	Amount (₹)
Total amount sanctioned	
Total amount released	
Total amount utilised	
Unspent balance	

The unspent balance of ₹_____ has:

- ☐ been adjusted against future releases with approval; or
- ☐ been surrendered/refunded to the Government vide challan No. _____ dated _____;
or
- ☐ is nil.

Further Certified that:

1. The expenditure incurred has been verified from the books of accounts, which are maintained properly and are subject to audit.

2. The funds have been utilised only for approved and admissible activities under the initiative.
3. No part of the grant has been diverted for any purpose other than that for which it was sanctioned.
4. The same expenditure has not been claimed or reimbursed under any other scheme of the Government of India or the State Government.
5. The assets (if any) created out of the grant shall be governed by the terms and conditions of the sanction and relevant Government rules.

Certified by:

Signature: _____

Name: _____

Designation: _____

Name of Implementing Agency: _____

Date: _____

Place: _____

Countersigned by

(Chartered Accountant / Auditor / Head of Entity, as applicable)

Signature: _____

Name: _____

Registration No. (if applicable): _____

UIN No: _____