



Ministry of Textiles

General Guidelines for  
**Promotion and Market Development Assistance**  
under **National Technical Textiles Mission** for  
Technical Textiles (**PRAMAN**)

**Domestic and International Events**

**Government of India**  
**Ministry of Textiles**  
**National Technical Textiles Mission**

# **General Guidelines for Promotion and Market Development Assistance under National Technical Textiles Mission for Technical Textiles (NTTM), Ministry of Textiles (PRAMAN)**

## **1. Introduction**

Technical Textiles is the sunrise sector of economy in India. This segment of Textile is used for various applications ranging from agriculture, roads, railway tracks, sportswear, health on one end to bullet proof jacket, fireproof jackets, high altitude combat gear and space applications on the other end of the spectrum.

With a view to position India as the Global Leader in Technical Textiles, Ministry of Textiles has launched the National Technical Textiles Mission (NTTM). Mission aims to drive four key components under Technical Textiles – Research, Innovation and Development; Investment Promotion and Market Development; Export Promotion; and Capacity Building & Skill Development. The goal is to improve exports and penetration level of Technical Textiles in the country.

Technical Textiles sector in India is estimated to be growing at the rate of 8% per annum. In order to achieve higher growth in this sector, there is a need for proactive approach towards expanding the existing market, promoting usage of Technical Textiles in various Government Schemes and Programmes and increasing awareness among the citizens & institutions in the country.

Technical Textiles industry in India is mostly in MSME sector and needs national and international exposure in technology adoption as well as introduction of new products in the domestic market. There is also a requirement for various advocacy and propagation programmes for making people aware of the benefits of Technical Textiles.

The National Technical Textiles Mission envisions to support eligible agencies undertaking necessary initiatives for promotion & market development of Technical Textiles in India and increase exports across the world. Such initiatives shall include advocacy programmes, market development programmes, knowledge tours, demonstration centres, buyer-seller meetings, and conferences & workshops.

## **2. Promotion and Market Development Components**

An outlay of INR 50 crore has been allocated for the component Promotion and Market Development under NTTM. The goal is to increase awareness, enhance the level of penetration, strengthen indigenous technology, identify opportunities and exchange best practices with domestic manufacturers while also promoting indigenous Technical Textiles through various promotional events, both at National and International level.

Financial assistance would be given to support investment promotion, outreach activities, develop new markets and promote Indian Technical Textile products, manufacturers and exporters. For this purpose, events under NTTM are structured amongst the following components but not limited to:

2.1 Conducting Exhibitions, Conferences, Workshops, Buyer-Seller Meets in India

2.2 Participating in Exhibitions, Conferences, Workshops, Buyer-Seller Meets in India

2.3 Participating in International Exhibitions, Conferences, Workshops, Buyer- Seller Meets (BSMs), etc.

2.4 Knowledge Tours Abroad

### **3. Eligible Agencies**

The eligible agencies may include following bodies:

3.1 Central Government and its agencies including Indian diplomatic missions abroad.

3.2 Any autonomous and statutory organization under Government of India.

3.3 All India level reputed apex industry associations such as CII, FICCI, ITTA, etc.

3.4 National investment promotion and facilitation agency such as Invest India, etc.

3.5 State Governments and its agencies formed to attract Domestic/Foreign direct investments in the sector

3.6 Export Promotion Bodies recognized under Government of India

3.7 Institutions of National Importance such as IITs, IIMs, NIDs, NIFT, IIFT, etc.

3.8 Textile Research Associations (TRAs)

3.9 Bilateral Chambers of Commerce such as Indo German Chamber of Commerce, the council of EU Chambers of Commerce in India, Indo-French Chamber of Commerce & Industry, US India Business Council, etc.

3.10 Any other including industries associations of States

Depending upon the requirements peculiar to the components, the implementing agencies may associate any organization or institutions, by following due transparent process, to implement the components/ work as approved by Ministry of Textiles.

### **4. Financial Assistance**

4.1. Eligible agencies envisioning to conduct Technical Textiles' events shall be given financial support under NTTM by Ministry of Textiles.

4.2. Financial assistance of upto INR 40 lakhs per event, shall be granted by Ministry of Textiles with the prior approval of Secretary, Ministry of Textiles on case-to-case basis.

4.3. Financial assistance of more than INR 40 lakhs per event, shall be granted by Ministry of Textiles with the prior approval of Empowered Programme Committee (EPC) on case-to-case basis.

4.4. Financial assistance, irrespective of value, by EPC on case-to-case basis for Eligible agencies under para 3.9 and 3.10

### **5. Release of Financial Assistance**

5.1. Financial assistance shall be released on 100% reimbursement basis, upon submission of Outcome Reports, Expense/Utilization Certificate (format enclosed in Annexure-I) and the certificate from fellow member of Chartered /Cost

Accountant (format enclosed in Annexure-II).

- 5.2. The following pro-rata and punitive cut would be imposed in cases where the number of participants is less than that approved by Ministry of Textiles. However, Ministry of Textiles may consider waiving punitive cut in the cases beyond the control of the selected agencies, like natural calamities, pandemic, etc.

| <b>S. No.</b> | <b>Level of variation between projected number of participants and actual participation in the event</b> | <b>Punitive cut</b>                               |
|---------------|--|---|
| 1.            | Variation between 0 – 25%  | Nil   |
| 2.            | Variation between 25 - 60%   | Pro-rata cut                                      |
| 3.            | Variation of more than 60%   | Pro-rata cut + no future sanctioning of proposals |

**Note: a.** Where the lesser number of participants was on account of actions/situation beyond the control of the selected agencies, Ministry of Textiles would examine them based on the supporting documents furnished by the agencies and in consultation with the Indian Mission abroad, wherever, necessary

**b. For ineffective participation:** Where the participation has been ineffective such as inferior quality of improper display materials/publicity materials, unbecoming activities of the participants causing adversity, Ministry of Textiles would examine them and recommend appropriate punitive measures such as deduction in grant as per the decision of approving/sanctioning authority, debarring, etc.

## 6. Application Procedure

- 6.1. Eligible agencies may submit proposals seeking financial support to:

**Mission Coordinator  
National Technical Textiles Mission  
Ministry of Textiles  
Udyog Bhawan, Rafi Ahmed Kidwai Marg  
New Delhi – 110011**

- 6.2. In addition, a scanned copy of the proposal must be sent at [jmd.nttm-textiles@gov.in](mailto:jmd.nttm-textiles@gov.in). The application will be processed based on the version sent on email, however the original signed hard copy to be submitted to the Ministry of Textiles/Mission Directorate within 15 days of the submitted email.
- 6.3. The proposals for the proposed event must be accompanied with the budget estimate, including estimate of the expenditure on the proposed event, giving details of all sources of funding and items of expenditure. The details may also contain the proposed programme and its benefit vis-a-vis promotion and market development.
- 6.4. The proposal may be submitted at least 2-month in advance to allow sufficient time to grant administrative approval of the financial grant.

## 7. Evaluation and Selection

- 7.1. Ministry of Textiles will evaluate the proposals on case-to-case basis and select the agency for the event. Secretary, Ministry of Textiles/Chairperson, Empowered Programme Committee (EPC) shall be the approving authority for considering the proposals. Ministry of Textiles may consider such proposals on case-to-case basis.
- 7.2. Components of this guideline are indicative in nature, Secretary, Ministry of

Textiles/Chairperson, Empowered Programme Committee (EPC) is empowered to modify any of the clause or items in the guidelines structure as deemed fit. Final selection of events and proposals shall be done on case-to- case basis at the discretion of the Secretary, Ministry of Textiles being the Chairperson of Empowered Programme Committee (EPC).

- 7.3. Ministry will only provide financial assistance, logo support, and (if required) outreach support for inviting line ministries, departments of central government, state governments or relevant industries to the event. However, participation must be ensured by the selected agency.
- 7.4. Ministry of Textiles logo should only be used on authorized documents, websites, places, videos or any other medium with the prior approval of Ministry of Textiles. The logo should not be misused.
- 7.5. The selected agency shall be completely responsible for conducting the entire event.
- 7.6. The selected agency shall also follow the instructions issued from Ministry of Textiles time to time as deemed fit, for the success of the event.
- 7.7. Ministry may depute officer(s) to get first-hand feedback on the quality of participation, branding, etc. of event participation supported under the scheme.
- 7.8. The quality of the participation in the approved activities should be of international/national standards and should be commensurate with event amount and its targeted objective.
- 7.9. Ministry of Textiles will provide financial assistance in accordance with the prevailing rules/instructions on the principle of First cum First Serve basis. 'In principle' approval of the competent authority will be communicated to the applicant indicating approximate quantum of financial assistance approved for organization of that event.
- 7.10. Outcome reports, Expense/Utilization Certificates and the certificate from fellow member of Chartered/Cost Accountant etc. to be submitted by the agency within 60 days from the date of completion of the event/activity.

\*\*\*\*\*

**Annexure-I**

**EXPENSE / UTILIZATION CERTIFICATE**  
(To be given on organization's letter head)

Place:

Date:

Mission Coordinator  
National Technical Textiles Mission  
Ministry of Textiles  
Udyog Bhawan, Rafi Ahmed Kidwai Marg  
New Delhi - 110011

**Ref: M/s....., reimbursement of INR ..... for the  
..... organized on (date)..... at  
(place)..... under National Technical Textiles Mission,  
Ministry of Textiles**

Dear Sir,

With reference to the aforesaid reimbursement, M/s....., (the organization) having our Registered Office at..... hereby certify that:

I/We have incurred an expense of INR..... for the  
..... organized on (date)..... at  
(place).....under National Technical Textiles Mission, Ministry of Textiles.

I/We hereby solemnly certify that the particulars stated above are true and correct to the best of my/our knowledge and belief.

A duly signed and stamped certificate from fellow member of Chartered/Cost Accountant in this reference has also been enclosed herewith.

Thanking you and with regards,

Encl. As stated above

Authorized Signature .....  
Full Name.....  
Designation of Authorized Person of the Selected Agency.....  
Organization Name.....  
Address.....  
Office seal.....

**Annexure II**

**CERTIFICATE FROM FELLOW MEMBER OF  
CHARTERED / COST ACCOUNTANT**

I/We hereby confirm that I/We have examined the claim papers, detailed bills, and all the documents in respect of the claim of M/s..... for value INR..... for the ..... organized under National Technical Textiles Mission, Ministry of Textiles.

It has been ensured that the information furnished is true and correct in all respects, no part is false, or misleading and no relevant information has been concealed or withheld.

Neither I/We nor any of our partners is a partner/Director or an employee of the above-named entity or its associated concerns.

I fully understand that any submission made in this certificate if provided incorrect or false, will render me/us liable to face any penal action or other consequences as may be prescribed in the law or otherwise warranted.

Signature & Stamp/Seal of the Signatory.....

Name.....

Membership No.....

Full address.....

Name and address of the Institution where registered.....

Place .....

Date .....