

Marketing Promotion Schemes:

The scheme consist of five components namely (i) Domestic Trade Fairs/Exhibitions; (ii) International Trade Fairs/Exhibition; (iii) National/ International workshop/Seminar on Marketing/ Public Procurement/Packaging etc ; (iv) Vendor Development Programmes & (v) Bar Code.

Objectives:

- (i) To encourage manufacturing Micro and Small Enterprises (MSEs) in their efforts of tapping and developing domestic / overseas markets as well as adoption of the Bar Coding on products.
- (ii) To facilitate marketing linkages especially in the view of Public Procurement Policy for MSEs Order 2012.
- (iii) To create consciousness and to educate the MSMEs by organising International & National Workshop/ Seminar on marketing /packaging/topics relevant to MSME sector.

MAJOR ACTIVITIES UNDER THE SCHEME:

The objectives of the scheme will be achieved by performing the following major activities for MSMEs through Government of India financial assistance in the manner laid down in these guidelines : (i) Technology Upgradation in Packaging. (ii) Skill Upgradation/Development for modern marketing techniques. (iii) Competition Studies. (iv) Special component for North-Eastern Region. (v) New markets through State/District level local Exhibitions/Trade fairs. (vi) Corporate Governance Practices. (vii) Marketing Hubs. (viii) Reimbursement to ISO 18000/ISO 22000/ISO 27000 certification.

3.A. International Cooperation Scheme:

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| Name of Scheme | <u>International Cooperation Scheme</u> - Scheme for 'Providing financial assistance on International Cooperation'(SME DIVISION SCHEME) |
| Related Scheme | International Cooperation Scheme / Revised Guidelines of International Cooperation (IC) Scheme |

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| Description | <p>Revised Guidelines of International Cooperation (IC) Scheme</p> <p>The Scheme would cover the following activities:</p> <p>(i) Visit of MSME business delegations to other countries for exploring new areas of technology infusion/upgradation, facilitating joint ventures, improving market of MSMEs products, foreign collaborations, to visit international exhibitions/ trade fairs, etc.</p> <p>(ii) Visit & participation by Indian MSMEs in international exhibitions, trade fairs and buyer seller meets in foreign countries.</p> <p>(iii) Participation in International exhibitions/ trade fairs held in India in which there is international participation.</p> <p>(iv) Holding international conferences and seminars on topics and themes of interest to the Indian MSMEs.</p> <p>(v) Holding/organising International conferences/seminars/ workshops in India by Ministry of MSME or organizations under it.</p> <p>(vi) Sending a delegation of the Ministry of MSME to an International Exhibition/Fairs/Conference in foreign countries.</p> |
| Nature of assistance | <p>IC Scheme provides financial assistance on reimbursement basis for airfare, space rent, freight charges, advertisement & publicity charges and entry/registration fee on reimbursement basis in case of participation in international exhibitions/trade fairs. Assistance is provided on the basis of size and the type of the enterprise.</p> <p>Scale of Assistance and Eligible Items of Expenditure: Items of expenditure for which assistance may be considered under the scheme are specified below:</p> |

a. Visit of MSME delegations to other countries in international exhibitions/ trade fairs, conferences/ summits/workshops etc. for exploring new areas of technology, infusion/upgradation, joint ventures, improving market of MSMEs products, etc.

:The minimum number of the MSME units must not be less than 10 in a delegation. One Office Bearer of the participating Industry Association/organization/Society/Trust can be considered for travel along with the delegation, if necessary.

The eligible items for such participation of MSME units and the scale of assistance would be as under:

| Sr.No | Eligible Items of expenditure | Scale of Assistance |
|-------|--|---|
| A | Air Fare | For Micro, Small and Medium entrepreneurs: 100% of the economy class airfare subject to a maximum of Rs.1.00 lakhs or actual fare paid, whichever is lower (for one representative from each participating enterprise). For office bearer(s) of the applicant organisation: 100% of the economy class airfare subject to a maximum of Rs.1.00 lakhs or actual fare paid, whichever is lower. |
| B | Duty allowance | Office Bearer to get US Dollar 150 per day for a maximum of 3 days of the approved period of event towards duty allowance. |
| C | Air fare, hotel accommodation local transport, daily allowance, etc. for Government Official | For Government official: In case any Government official participates in the delegation, his/her expenses (air fare, hotel accommodation, local transport, daily allowance, etc.) as per his/her entitlement will be reimbursed from the Ministry. The amount excludes from the amount sanctioned to Industry Associations/organisations. |

b. Visit & Participation of MSME delegation in International Exhibitions/Trade Fairs/Buyer Seller Meets held in foreign countries:

The minimum number of the MSME units must not be less than 10 in a delegation. One Office Bearer of the participating Industry Association /organization/Society/Trust can be considered for travel along with the delegation, if necessary.

The eligible items for such participation of MSMEs and the scale of assistance would be as under:

| Sr.No | Eligibility Items of expenditure | Scale of Assistance |
|--------------|---|---|
| A | Space Rent (Stall Charges) | For Micro, Small and Medium entrepreneurs: 100% of the space rent subject to a maximum of Rs.1.25 lakh or actual rent paid, whichever is lower (for one MSME unit). Office Bearer is not eligible for Space Rent. |
| B | Air Fare | For Micro, Small and Medium entrepreneurs: 100% of the economy class airfare subject to a maximum of Rs.1.00 lakh or actual fare paid, whichever is lower (for one MSME unit). For office bearer of the applicant organisation: 100% of the economy class airfare subject to a maximum of Rs.1.00 lakh or actual fare paid, whichever is lower. |
| C | Duty allowance | Office Bearer will get USD 150 per day for a maximum of 3 days of the approved period of event towards duty allowance. |
| D | Freight charges | Actuals subject to maximum of 25,000/- per MSME unit (Rs.37,500/- per MSME unit for Latin American countries). |
| E | Advertisement and publicity charges | Maximum of Rs.5.00 lakh or actual, whichever is less subject to the condition that the minimum MSME Units must be 20. |
| F | Entry/ registration fee | Maximum of Rs.5,000/- per MSME unit or actual whichever is less |
| G | Air fare, hotel accommodation, local transport and daily allowance for Government Official. | For Government official: In case any Government official participates in the delegation, his/her expenses (air fare, hotel accommodation, local transport, daily allowance, etc.) as per his/her entitlement will be reimbursed from the Ministry. The amount excludes from the amount sanctioned to Industry Associations/organisations |

c. Holding/ organizing International conferences/ summits/ workshops/ seminars relating to MSME sector to be organized in India by the Industry Associations/ Government Organizations. The quantum of assistance would be as under:

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| (i) | Charges for holding/organizing the International conferences/ | A maximum of Rs.4.50 lakh or the actuals, whichever is lower subject to the condition |
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| | summits/ workshops/ seminars in India by Industry Associations including charges for venue rent, catering, advertisement & publicity, security arrangement, etc | that the international event should not be held in any five-star hotel. |
| (ii) | Airfare for foreign speakers/ experts/ resource persons only. | A maximum of Rs.2.50 lakh or actuals, whichever is lower for minimum of 3 foreign speakers/ experts/ resource persons |

d. Holding/organizing mega international exhibition or fair and international conferences/seminars/workshops, Joint Committee Meetings/Joint Working Group Meetings/Government to Government bilateral meetings with outer countries in India by Ministry of MSME or organizations under it.

There is no expenditure ceiling for these events to be organized by the Ministry of MSME or any of its organization. The expenditure to be incurred will be decided by the competent authority i.e. Secretary (MSME) in consultation with the IFW.

e. Sending a delegation of the Ministry of MSME to an International Exhibitions/Fairs/Conference:

10% of the Budget allocated for the Scheme will be spent under this head for sending the delegation of the Ministry to an International Exhibitions/Trade fair/Conference consisting the executive members of the industry associations/owners of the MSME units and officials of the Ministry including Hon'ble Minister of MSME. The size of the delegation should not be more than

15. The members of Industry Associations/owners of MSME units will be reimbursed up and down air fare and DA @ 150\$ per day to the maximum period of three days. The Selection of the delegates will be done by a committee headed by Secretary (MSME). DC (MSME), JS (ARI), JS(SME) and Director (IC) will be the other members of the Committee.

f. "Score Card" for selection of the MSME units participating in the International Fairs/ Exhibitions abroad.

There shall be a "Score Card" as indicated at Annexure-III for selection of the MSME units visiting/participating in the International Fairs/ Exhibitions abroad. The Industry Associations/Organizations etc. will furnish the Score Card, duly filled up, along with the application and

also give a self-undertaking to the effect
that information furnished in the Score Card is correct and nothing has
been

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| | <p>concealed. The minimum qualifying score/points should be 60% of the Score Card. Claim will be accepted only in respect of those MSME Units whose names have been submitted by the Industry Associations/Government Institutions in the list submitted along with the application form</p> |
| <p>Who is Eligible</p> | <p>ELIGIBLE ORGANISATIONS: Besides the Ministry of MSME and organizations under the Ministry, events under the Scheme can be organised by: (a) State/Central Government Organisations (b) Registered Industry/Enterprise Associations; and (c) Societies/Trusts and Organisations associated with promotion and development of MSME Sector</p> <p><u>ELIGIBILITY CONDITIONS:</u> The eligibility conditions for seeking financial assistance under the Scheme are: a) The applicant organization should be suitably registered under the relevant Act (i.e. companies under the Companies Act, Societies under the Societies Act, etc.) with the primary objective of promotion and development of MSME. b) The applicant organisation must be engaged in MSME development such activities for at least in last 3 years and have a good track record. c) The applicant organization should have regular audited accounts for the past 3 years. d) Events, for which financial support under the Scheme is sought, must have significant international importance.</p> <p><u>OTHER CONDITIONS</u> a) Financial assistance to one organisation would normally be restricted to two events in a financial year. The Screening Committee may, however, recommend relaxation of this condition for reasons to be recorded. b) The quantum of assistance shall only be supplemental in nature to the contribution of organizer. IC Scheme Guidelines – June 2018 F.No.4/92/2017-IC Page 2 c) Selection of the participating units shall be the sole responsibility of the applicant organization. While selecting entrepreneurs/participants, the applicant organization should ensure that the selection is done in a fair and transparent manner, taking into consideration factors like track record, growth potential, export potential, etc. d) In order to make representation in such events more inclusive and equitable, following guidelines must be followed: (i) Adequate representation would be given to SC/ST/Minority/Women entrepreneurs in such events, subject to condition that the best products would be showcased. (ii) While selecting entrepreneurs as well as representative(s) of the participating units, priority should be given to persons who have not participated in such events earlier with Government grant.</p> |

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| How to apply | Can apply online http://msme.gov.in/sme-division-scheme http://msme.gov.in/sites/default/files/Revised-IC-Scheme%20Guidelines%2016.12.2016_New.PDF DF or else Can send the Applications for seeking financial assistance, to the Director (International Cooperation), Ministry of MSME, Udyog Bhavan, New Delhi 110 011. |
| Whom to contact | NSIC and Ministry of MSME Director (IC), M/o MSME Ph: 23063198, Fax: 23061756 Email : gs[dot]perni[at]nic[dot]in |

3.B. Marketing Assistance & Technological Upgradation (MATU)

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| Name of Scheme | Marketing Assistance & Technological Upgradation (MATU) |
| Name of Ministry/ Dept. | DC MSME |
| Description | The scheme consist of five component namely (i) Domestic Trade Fairs/Exhibitions; (ii) International Trade Fairs/Exhibition; (iii) National/ International workshop/Seminar on Marketing/ Public Procurement/Packaging etc.; (iv)Vendor Development Programmes & (v) Bar Code. Objectives: (i) To encourage manufacturing Micro and Small Enterprises (MSEs) in their efforts of tapping and developing domestic / overseas markets as well as adoption of the Bar Coding on products. (ii) To facilitate marketing linkages especially in the view of Public Procurement Policy for MSEs Order 2012. (iii) To create consciousness and to educate the MSMEs by organising International & National Workshop/ Seminar on marketing /packaging/topics relevant to MSME sector. |
| Nature of assistance | The scheme offers reimbursement maximum of Rs 30,000 per unit for participation in Domestic Trade Fair/Exhibitions held across the country and upto Rs. 2.25 Lakhs per unit for participation in International Trade Fair/ Exhibition (A link may be created to download both the scheme guidelines, separately) held abroad. |
| Who is Eligible | Individual manufacturing MSEs. The applicant Micro/Small Enterprise should suitably be registered through EM part II/ Udyog Aadhaar Memorandum (UAM) for availing financial benefits. |

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| How to Apply | Eligible MSEs may submit their application online or system in place. Refer MATU Scheme Guideline for Domestic Fairs Refer IC Scheme Guideline for International Fairs. |
| Whom to Contact | MSME-Development Institutes ADC, O/o DC, MSME Tel.: 011- 23061611 Email: anand[dot]sherkhane[at]nic[dot]in |

1. Domestic Fairs / Exhibitions:

- a. **Implementing Agency:** MSME Development Institutes.
- b. **Selection of Domestic Trade Fair/Exhibition and MSEs:** By three member Committee as per the guidelines.
- c. **Financial Assistance to MSEs**

2. International Trade Fairs / Exhibitions:

| S.No | Eligible Items | Scale of assistance |
|------|----------------|--|
| 1 | Space Rent | 80% of space rent paid for General category units and charges 100% for SC/ST/women/NER/PH units limited to Rs.20,000/- or actual whichever is less. The space rent will subject to maximum booth/stall size of 6 Sq. Mtrs. or minimum booth/stall size provided by the fair organiser. (In case of technology trade fair/exhibition, maximum limit of space rent charges will be Rs.50,000/- in place of Rs.20,000/-) |
| 2 | Contingency | 100% of Contingency expenditure for all categories of expenditure units subject to maximum Rs.10,000/- or actual, (include whichever is less (travel expenditure for one representative from each participating unit). publicity and freight). |

- a. **Implementing Agency:** MSME-Development Institutes.

b. Selection of International Trade Fair/Exhibition:

International Trade Fairs/Exhibitions will be finalised by Office of DC (MSME).

c. Selection of MSEs for International Fairs/Exhibitions: An MSE may apply online/ in prescribed application format (or system in place), at least two months advance. The MSEs would be recommended by the three members Committee for approval of the O/o DC (MSME). The offer for participation will be available on first come first served basis.

d. Financial Assistance to MSEs:

| S.No | Eligible Items | Scale of assistance |
|------|----------------|---|
| 1 | Space Rent | 80% of the space rent for General Category units whereas 100% for SC/ST/Women/NER units subject to maximum Rs.1.00 lakh or actual rent paid, whichever is less. The space rent will subject to maximum booth/stall size of 6 Sq. Mtrs. or minimum booth/stall size provided by concerned Indian trade bodies (e.g. ITPO, FIEO etc.) or the Fair |

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| | | Organiser. |
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| 2 | Air fare | 100% of the economy class air fare for all categories of units subject to maximum Rs.1.25 lakh or actual air fare paid, whichever is less (for one representative from each participating enterprise). |
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3. International/National Workshops/Seminars on Marketing/Public Procurement/Packaging etc:

a. **Implementing Agency:** MSME-Development Institutes or any other agency approved by O/o DC-MSME depending upon the need of the event.

b. **Financial Assistance:**

| S.No | Eligible | Scale of |
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| | assistance Items | |
| 1 | National | Rs. 2.5 Lakh per workshop/seminar anywhere in the workshop / country (or actual whichever is lower). |
| 2 | International seminar | Rs. 2.5 Lakh per workshop/seminar anywhere in the workshop / country with an additional cost of Rs. 2.5 Lakh Seminar (maximum) towards cost of air travel, boarding & lodging etc. for international experts (or actual whichever is lower) subject to condition that |

international workshop/seminar should not be held in any five star hotel.

4. Vendor Development Programmes:

a. **Implementing Agency:** Vendor Development Programmes will be organised by MSME-Development Institutes.

b. **Financial Assistance:**

(i) **State level Vendor Development Programme:** These programmes will primarily focus Vendor-Vendee match making between MSMEs and CPSUs located in the State & other procuring agencies. The duration of these programmes will be one day. The funds for organizing these programme will be Rs. 30,000/- per programme.

(ii) **National Level Vendor Development Programme::** These programmes will focus on organizing Industrial Exhibition cum Buyer-Seller Meet with an objective of providing opportunity for MSME to display their products and competencies where as large buyer to display their product/services requirements. The participants will be nation wide. The duration of programme will be 2-3 days. Funds for organizing these programmes and recovery will be based on following:

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| "A" Class Cities | | All Other Cities | | NE States/J &K/ | |
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| | | | | | Himachal Pradesh | |
| | Max Sanction per programme | Minimum Recovery | Max Sanction per programme | Minimum Recovery | Max Sanction per programme | Minimum Recovery |
| | Rs. 8.00 lakh | 60% | Rs. 6.00 Lakh | 50% | Rs. 5:00 Lakh | 20% |
| <p>MSMEs would be allowed to participate in these programmes convergence with PSUs/State Governments etc.</p> <p>5. Reimbursement on obtaining Bar code: a. Implementing Agency: MSME-Development Institutes. b. Financial Assistance to MSEs:: Providing 75% of one time registration fee and Annual recurring fee (for first three years) paid by MSEs to GS1 India. The claim may be submitted in prescribed format (or system in place).</p> | | | | | | |

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| Name of Scheme | 3.C. PUBLIC PROCURMENT POLICY FOR MICRO & SMALL ENTERPRISES (PPP) |
| Name of Ministry/ Dept. | DC (MSME), Ministry of MSME |
| Description | <p>To improve MSE market access & increased Participation in govt. store purchase / PSUs</p> <p>Salient features of the Policy:</p> <ul style="list-style-type: none"> • Every Central Ministry /Department / PSUs shall set an annual target for 20% procurement from MSE Sector. • A sub-target of 4% out of 20% target of annual procurement earmarked for procurement from MSEs owned by SC/ST entrepreneurs. • Overall procurement goal of minimum 20% has become mandatory from 1st April 2015. • Tender sets free of cost and exemption from payment of earnest money to registered MSEs. • MSEs quoting price within price band L-1 + 15%, when L1 is from someone other than MSE, shall be allowed to supply at least 20% of tendered value at L-1 subject to lowering of price by MSEs to L-1. • 358 items are reserved for exclusive procurement from MSEs. • Ministry /Department/CPSUs shall prepare their annual procurement plan to be uploaded on their official website. • For enhancing participation of MSEs in government procurement, Ministry /Department/CPSUs shall conduct Vendor Development Programmes or Buyer Seller Meets for MSEs especially for SC/ST entrepreneurs. |

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| Who is Eligible | Existing Entrepreneurs |
| Nature of Assistance | Government Assistance: Procurement reservation from MSE by Govt. Dept. / Ministry/ PSU - 20% (Out of which 4% - SC /ST) |
| How to Apply | http://dcmsme.gov.in/notification.pdf http://www.msmediagra.gov.in/writereaddata/FinalPressorder.pdf |
| Whom to Contact | 1. MSME – DI, & its branches 2. DC(MSME), Ministry of MSME, GoI |

3.D. 'Market Development Assistance (MDA) to MSMEs'

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| Name of the Scheme | i. Enable participation of MSMEs in International trade fairs and provide funding support |
| Related Scheme | Scheme for ' Market Development Assistance (MDA) to MSMEs ' |
| Description | Encourage participation of representatives from MSMEs under MSME India stall at International Trade Fairs/ Exhibitions and tapping and developing overseas market. |
| Nature of assistance | <p>1. Free registration for participating in trade fairs. Note: The selection of participants would be done by the MSME-DIs post the submission of application.</p> <p>2. For General category entrepreneurs:75% of air fare by economy class and 50% space rental charges for MSMEs Note: The total subsidy on air fare & space rental charges will be restricted to Rs.1.25 lakh per unit and one person per MSME unit.</p> <p>3. For Women/SC/ST Entrepreneurs & Entrepreneurs from North Eastern Region : Govt. of India will reimburse 100% of space rent and economy class air fare.</p> <p>Selection of International Trade Fair/Exhibition: International Trade Fairs/Exhibitions will be finalised by Office of DC (MSME).</p> <p>Selection of MSEs for International Fairs/Exhibitions: An MSE may apply online/ in prescribed application format (or system in place), at least two months advance. The MSEs would be recommended by the three members Committee for approval of the O/o DC (MSME). The offer for participation will be available on first come first served basis.)</p> <p>Government Assistance: Space charges : General Category - 50% cost For SC/ ST/Women/NER/ PH – 80%</p> <p>For General Category: Limited to Rs.1.00 lakh or actual rent paid whichever is less. For SC/ ST/ Women/NER/PH Entrepreneurs: Rs.30,000 per unit.</p> |

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| | <p>The space rent will be subject to maximum booth/stall size of 6.0 Sq.mts or minimum booth/stall size provided by concerned Indian trade bodies (e.g. ITPO, FIEO etc.) or the Fair Organiser.</p> <p>Air fare: 100% of the economy class air fare for all categories of units subject to maximum Rs.1.25 lakh or actual air fare paid, whichever is less (for one representative from each participating enterprise). (Assistance shall be available for travel by one permanent employee/director/partner/proprietor of the participating unit.</p> <p>Beneficiary Contribution: As applicable</p> |
| Who is Eligible | All MSMEs with EM registration. |
| How to apply? | Candidates meeting eligibility criteria may send their application to office of DC (MSME) through concerned MSME-DIs |