

National Small Industries Corporation (NSIC) Schemes

Name of Scheme	A. MARKETING ASSISTANCE SCHEME (NSIC)
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Name of Ministry/ Dept.	NSIC											
Description	<p>To provide marketing support to MSEs under Marketing Assistance Scheme. Ministry of Micro, Small & Medium Enterprises, inter-alia, through National Small Industries Corporation (NSIC), a Public Sector Enterprise of the Ministry, has been providing marketing support to Micro & Small Enterprises (MSEs) under Marketing Assistance Scheme.</p> <p>OBJECTIVES: The broad objectives of the scheme, inter-alia, include: 1. To enhance marketing capabilities & competitiveness of the MSMEs. 2. To showcase the competencies of MSMEs. 3. To update MSMEs about the prevalent market scenario and its impact on their activities. 4. To facilitate the formation of consortia of MSMEs for marketing of their products and services. 5. To provide platform to MSMEs for interaction with large institutional buyers. 6. To disseminate/ propagate various programmes of the Government. 7. To enrich the marketing skills of the micro, small & medium entrepreneurs.</p>											
Who is Eligible	Industrial associations											
	<p>Government Assistance: MARKETING SUPPORT TO MSMEs Under the Scheme, it is proposed to provide marketing support to Micro, Small & Medium Enterprises through National Small Industries Corporation (NSIC) and enhance competitiveness and marketability of their products, through following activities:</p> <p><u>i. Organizing International Technology Exhibitions in Foreign Countries by NSIC and participation in International Exhibitions/Trade Fairs:</u></p> <p>Scale of Assistance:</p> <p>A. Organizing Technology Exhibitions in Foreign Countries:</p> <table border="1"> <thead> <tr> <th>Sr.No</th> <th>Eligible Items</th> <th>Scale of Assistance</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Space rent (Built up stall)</td> <td> <p>For General Category Entrepreneurs:</p> <ul style="list-style-type: none"> • Micro Enterprises : 75% of the actual charges • Small Enterprises : 60% of the actual charges • Medium Enterprises: 25% of the actual charges <p>For the Enterprises belonging to NE Region/ Women/ SC/ST entrepreneurs:</p> <ul style="list-style-type: none"> • Micro Enterprises : 95% of the actual charges • Small Enterprises : 85% of the actual charges • Medium Enterprises: 50% of the actual charges </td> </tr> <tr> <td>2</td> <td>Freight charges for the goods transported to the events.</td> <td>Actuals subject to maximum of 25000/- (Rs. 37500/- for Latin American countries), each way per entrepreneur.</td> </tr> </tbody> </table>			Sr.No	Eligible Items	Scale of Assistance	1	Space rent (Built up stall)	<p>For General Category Entrepreneurs:</p> <ul style="list-style-type: none"> • Micro Enterprises : 75% of the actual charges • Small Enterprises : 60% of the actual charges • Medium Enterprises: 25% of the actual charges <p>For the Enterprises belonging to NE Region/ Women/ SC/ST entrepreneurs:</p> <ul style="list-style-type: none"> • Micro Enterprises : 95% of the actual charges • Small Enterprises : 85% of the actual charges • Medium Enterprises: 50% of the actual charges 	2	Freight charges for the goods transported to the events.	Actuals subject to maximum of 25000/- (Rs. 37500/- for Latin American countries), each way per entrepreneur.
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	3	Air Fare	<p>For General Category Entrepreneurs:</p> <ul style="list-style-type: none"> • Micro Enterprises : - 85% of the economy class return fare (for one representative from one enterprise). • Small Enterprises - 75% of the economy class return fare (for one representative from one enterprise). • Medium Enterprises: - 25% of the economy class return fare (for one representative from one enterprise). <p>For the Enterprises belonging to NE Region/ Women/ SC/ST entrepreneurs:</p> <ul style="list-style-type: none"> • Micro Enterprises: 95% of the economy class return fare (for one representative from one enterprise). • Small Enterprises: 85% of the economy class return fare (for one representative from one enterprise). • Medium Enterprises: 50% of the economy class return fare (for one representative from one enterprise). 																								
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5	Advertisement, publicity and theme pavilion	20% of the total subsidy admissible under the above four sub-heads subject to a maximum of Rs. 20 lakhs
<p>Normally, in such events, at least 20 or more MSMEs should participate. However, the Screening Committee may also consider proposals of organising international technology exhibitions, wherein less than 20 MSMEs are participating, after recording reasons thereof. The Screening Committee shall also recommend the number of representatives of NSIC to be deputed for organising such events, keeping the number to the minimum possible. The Screening Committee would submit the proposal, with proper justification and recommendation, to CMD NSIC for approval. However, in case where budgetary support for an event exceeds Rs. 50 lakhs, the approval of the Administrative Ministry would be required.</p>		
<p><u>ii. Participation in International Exhibitions/Trade Fairs held in Foreign Countries:</u></p>		
Sr.No	Eligible Items	Scale of Assistance
1	Space rent (Built up stall)	<p>For General Category Entrepreneurs:</p> <ul style="list-style-type: none"> • Micro Enterprises : 75% of the actual charges • Small Enterprises : 60% of the actual charges • Medium Enterprises: 25% of the actual charges <p>For the Enterprises belonging to NE Region/ Women/ SC/ST entrepreneurs:</p> <ul style="list-style-type: none"> • Micro Enterprises : 95% of the actual charges • Small Enterprises : 85% of the actual charges • Medium Enterprises: 50% of the actual charges
2	Freight charges for the goods transported to the events.	Actuals subject to maximum of 20000/- (Rs. 30000/- for Latin American countries), each way per entrepreneur.
3	Air Fare	<p>For General Category Entrepreneurs:</p> <ul style="list-style-type: none"> • Micro Enterprises : 85% of the economy class return fare (for one representative from one enterprise). • Small Enterprises : 75% of the economy class return fare (for one representative from one enterprise). • Medium Enterprises: 25% of the economy class return fare (for one representative from one enterprise).

For the Enterprises belonging to NE Region/ Women/ SC/ST entrepreneurs:

- **Micro Enterprises:** 95% of the economy class return fare (for one representative from one enterprise).
- **Small Enterprises:** 85% of the economy class return fare (for one representative from one enterprise).
- **Medium Enterprises:** 50% of the economy class return fare (for one representative from one enterprise).

4

Maximum amount of Assistance towards air fare, space rental & shipping/ transportation charges:

General Category:

	<u>Latin America</u>	<u>Other countries</u>
Micro Enterprises	Rs.2.25 lakh	Rs. 2.00 lakh
Small Enterprises	Rs. 2.00 lakh	Rs. 1.75 lakh
Medium Enterprises	Rs. 1.50 lakh	Rs. 1.25 lakh

Enterprises belonging to NE Region/ Women / SC/ST category:

	<u>Latin America</u>	<u>Other countries</u>
Micro Enterprises	Rs. 2.50 lakh	Rs. 2.25 lakh
Small Enterprises	Rs. 2.25 lakh	Rs. 1.75 lakh
Medium Enterprises	Rs. 1.75 lakh	Rs. 1.50 lakh

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Advertisement, publicity and theme pavilion

20% of the total subsidy admissible under the above four sub-heads subject to a maximum of Rs. 5 lakhs

- (i) Normally, in such events, at least 5 MSMEs should participate. In case of participation of up to 10 MSMEs, 1 representative each from the Ministry of MSME and the NSIC may accompany the participating MSMEs. However, in case of participation of more than 10 MSMEs, the Screening Committee may consider a proposal for deputing 1 additional NSIC official for such event depending upon the requirement. The Screening Committee, with proper justification and recommendation, would submit the proposal to CMD, NSIC.
- (ii) The maximum net budgetary support for participating in an international exhibition/trade fair would normally be restricted to an overall ceiling of Rs. 30 lakh per event (Rs. 40 lakh for Latin American countries). In cases where

budgetary support for an event exceeds Rs. 30 lakhs (Rs. 40 lakh for Latin American countries), the approval of the Administrative Ministry would be required.

iii) Organizing Domestic Exhibitions and Participation in Exhibitions/Trade Fairs in India:

Scale of Assistance:

Built up space would be provided by the implementing agency i.e. NSIC, to MSMEs in various domestic exhibitions at subsidised rates to enable them to exhibit their products and services. The rates of subsidy available on space charges would be as under:

General Category Micro

Enterprises : 75% Small

Enterprises : 60%

Medium Enterprises: 25%

Enterprises belonging to NE Region/ Women / SC/ST category

Micro Enterprises : 95%

Small Enterprises : 85%

Medium Enterprises: 50%

The budget for organising the Domestic exhibition/trade fair would depend upon the various components of the expenditure, i.e. space rental including construction and fabricating charges, theme pavilion, advertisement, printing material, transportation etc. However, the budgetary support towards net expenditure for organising such exhibition/trade fair would normally be restricted to a maximum amount of Rs. 45 lakhs. The corresponding budgetary limit for participation in an exhibition/trade fair shall be Rs. 15 lakhs. In cases exceeding the above budgetary limits, the approval of Administrative Ministry would be required.

iv) "Techmart" exhibition by NSIC

NSIC has been organising "Techmart" exhibition every year during India International Trade Fair(IITF) in the month of November. This is an international exhibition showcasing the best MSME products, technologies and services of India. No subsidy would be available to General Category entrepreneurs participating in this exhibition. Upto 30% of the total area may be allocated for the entrepreneurs belonging to the Special Category i.e. Entrepreneurs belonging to NE Region/ Women /SC/ST category, keeping in mind the instructions and guidelines issued in this regard from time to time. The rates of subsidy available on space charges for the Special category would be as under:-

Micro Enterprises : 95%

Small Enterprises : 85%

Medium Enterprises: 50%

The total budgetary support for organizing "Techmart" would normally be restricted to Rs. 75 lakhs only. The proposal exceeding this limit would require approval of the Administrative Ministry.

v. Support for Co-sponsoring of Exhibitions organized by other organisations / industry associations/agencies:

Scale of Assistance:

The scale of assistance to the applicant organisation/agency for co-sponsoring of an exhibition/trade fair would depend on the place of the event. The budgetary support towards partially meeting the expenditure on hiring of exhibition ground/hall, erection of stalls, publicity etc. for co-sponsoring the event and would be limited to 40 % of the net expenditure (gross expenditure - total income), subject to maximum amount of -

Rs. 5 lakh in case of 'A' class cities.

Rs. 3 lakh in case of 'B' class cities.

Rs. 2 lakh in case of 'C' class cities.

Rs. 1 lakh in case of rural areas.

The assistance towards co-sponsoring the event shall be provided to the applicant organisation on reimbursement basis after the event, on submission of event report and other relevant documents.

vi. Buyer-Seller Meets:

Scale of Assistance:

No subsidy would be available to General Category entrepreneurs participating in such meets.

However, the entrepreneurs belonging to North-East/women/SC/ST category, would be provided space at subsidized rates for participation in Buyer-Seller Meets as per the rates mentioned hereunder:-

Micro Enterprises : 95%

Small Enterprises : 85%

Medium Enterprises: 50%

Up to 30% of the total area in such Buyer-Seller Meets may be allocated for the entrepreneurs belonging to the Special Category i.e. Entrepreneurs belonging to NE Region/ Women / SC/ST category, keeping in mind the instructions and guidelines issued in this regard from time to time.

The budget for organising the Buyer- Seller Meet would depend upon the various components of the expenditure, i.e. space rental, interior decoration, advertisement, printing material, transportation etc.

However, the net budgetary support for the Buyer-Seller Meet would be subject to the following limits:-

Rs. 5 lakh in case of the meet is held in 'A' class cities.

Rs. 3 lakh in case of the meet is held in 'B' class cities.

Rs. 2 lakh in case of the meet is held in 'C' class cities.

Rs. 1 lakh in case of the meet is held in rural areas.

vii. Intensive Campaigns and Marketing Promotion Events: Intensive Campaigns and Marketing Promotion Events are conducted all over the country to disseminate information about the various schemes for the benefit of the micro, small & medium enterprises. They are also facilitated to enrich their

	<p>knowledge regarding latest developments, quality standards etc. and improve the marketing potential of their products and services.</p> <p>Scale of Assistance: Expenditure incurred for organizing Intensive Campaigns and Marketing Promotion Events would be met out of the budgetary support provided by the Government under the Scheme, subject to a maximum limit of : - Rs. 80,000 in case of 'A' class cities. Rs. 48,000 in case of 'B' class cities. Rs. 32,000 in case of 'C' class cities. Rs. 16,000 in case of rural areas.</p> <p>No financial assistance would be given to the participating units for attending the event. The participating MSMEs have to attend these programmes at their own cost.</p> <p>viii. Other Support Activities: Under the Scheme, the following activities for supporting the marketing efforts of MSMEs may be undertaken by NSIC:</p> <ul style="list-style-type: none"> • Development of Display Centres, Show windows and hoarding etc. for promoting products and services of MSMEs. • Printing of Literature, Brochures and Product-specific Catalogues and CDs etc. and preparation of short films for disseminating information • Development of website/portal for facilitating the marketing of MSME products and services. • Development and dissemination of Advertising and Publicity material about various programmes / schemes for MSME sectors and events. • Preparation and Upgradation of MSME Manufacturers/Suppliers /Exporters Directory. • Documentation of the success stories of MSMEs. • Conducting studies to explore and assess new markets/businesses and product ranges for both domestic & International markets. • Hosting international delegations and networking events. <p>The maximum amount of budgetary support for such activities would be limited to 5% of the total annual budget for the scheme and for an individual proposal, the maximum permissible limit for any of the above event/activity would be Rs. 5.00 lakh only.</p>
How to Apply	http://www.nsic.co.in/mkt.asp
Whom to Contact	1. National Small Industries Corporation (NSIC)

Name of Scheme	B.CREDIT SUPPORT:
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	B.i. PERFORMANCE AND CREDIT RATING SCHEME FOR MICRO & SMALL ENTERPRISES
Description	<p>Objective: 1. The objective of the Scheme is to create awareness amongst micro & small enterprises about the strengths and weaknesses of their operations and also their credit worthiness by 'providing financial assistance for performance and credit rating under PCR Scheme (SME DIVISION SCHEME)'. The Scheme is implemented by National Small Industries Corporation (NSIC) and Rating under the scheme is being carried out through the empanelled rating agencies i.e. CRISIL, ONICRA, ICRA, SMERA, Brickwork, India Ratings (earlier known as FITCH) and CARE. The enterprises are at liberty to select any of the rating agencies empanelled with NSIC.</p> <p>The major benefits accruing under the scheme to the rated units include:</p> <ul style="list-style-type: none"> i) Rating is an independent, trusted third party opinion on capabilities and credit worthiness of MSEs. ii) Rating enables MSE units to ascertain the strengths and weaknesses of their existing operations and take corrective measures to enhance their organizational strength. iii) Good rating enables MSEs to access to funds at cheaper rates and better terms, iv) Rating facilitates prompter credit decisions from Banks on proposals of MSEs. v) Good rating enhances the acceptability of the MSEs with their customers and buyers. vi) Facilitate buyers in capability & capacity assessment of MSEs before finalizing purchase contracts. vii) An independent evaluation of the strengths and weaknesses of the applicant unit will help Banks and Financial Institutions in taking faster credit decisions and leveraging their risks.
Nature of assistance	<p>Government Assistance:</p> <p>(a) 75% of the rating fee subject to a maximum of Rs. 25,000/- will be reimbursed to the micro or small enterprise having a turnover upto Rs.50 lakh.</p> <p>(b) 75% of the rating fee subject to a maximum of Rs. 30,000/- will be reimbursed to the micro or small enterprise having a turnover above Rs.50 lakh to Rs.200 lakh.</p> <p>(c) 75% of the rating fee subject to a maximum of Rs. 40,000/- will be reimbursed to the micro or small enterprise having a turnover above Rs.200 lakh.</p> <p>Beneficiary Contribution: 25%</p>
Who is Eligible	Any enterprise registered in India as a micro or small enterprise is eligible to apply
How to apply	Any micro or small enterprise wishing to apply for rating will have to fill up the prescribed application form and submit the same to the nearest branch of NSIC or to the rating agency chosen by it. http://msme.gov.in/sites/default/files/PCR_EN.pdf
Whom to Contact	1. NSIC(General Manager-SG (Finance), NSIC Ph: 011-26920920 Email: pcrs[at]nsic[dot]co[dot]in)

2. Rating Agencies

Name of Scheme	CREDIT SUPPORT: RMA against Bank Guarantee
Description	Raw Material Assistance Scheme aims at helping MSMEs by way of financing the purchase of Raw Material (both indigenous & imported). This gives an opportunity to MSMEs to focus better on manufacturing quality products.
Nature of assistance	<ul style="list-style-type: none"> • Financial Assistance for procurement of Raw Material upto 90 days. • MSMEs helped to avail Economics of Purchases like bulk purchase; cash discount etc • NSIC takes care of all the procedures, documentation & issue of Letter of credit in case of imports.
Who is Eligible	<u>MSME's</u>
How to apply	The Entrepreneurs are required to apply for Raw Material Assistance only on the prescribed application forms. The application forms downloaded from the link given below may be filled and submitted to the concerned Branch Office. The blank forms are also available free of charge from the Branch offices.

	<p>The Process</p> <ul style="list-style-type: none"> • Duly filled application form is to be submitted along with the Application • Preliminary appraisal and Unit inspection is carried out by NSIC. • Sanction of Limit to the Unit. • Signing of agreement between NSIC and Unit. • Disbursement of assistance to the unit. <p>For more details please visit below website: http://www.nsic.co.in/Schemes/Raw-Material-Against-BG.aspx</p>
Whom to Contact	<ol style="list-style-type: none"> 1. NSIC 2. Banks

Name of Scheme	C. (ASPIRE) A Scheme for promoting Innovation, Rural Industry & Entrepreneurship (ATI scheme)
Description	The main objectives of the scheme are to: (i) Create new jobs and reduce unemployment (ii) Promote entrepreneurship culture in India (iii) Boost Grassroots economic development at district level (iv) Facilitate innovative business solution for un-met social needs, and (v) Promote innovation to further strengthen the competitiveness of the MSME sector.
Nature of assistance	NSIC/KVIC or Coir Board or any GoI or State Government agency to set up 80 Livelihood Business Incubators for the period 2014 to 2016. The objectives are: Promotion of Innovation, Entrepreneurship and Agro-Industry organisation of the M/o MSME, and one-time grant of 100% of cost of Plant & Machinery other than the land and infrastructure, or an amount up to Rs 100 lakhs, whichever is less is to be provided In case of incubation centres to be set up under PPP mode with NSIC, KVIC or Coir Board or any other Institution/agency of GoI/State Government, one- time grant of 50% of cost of Plant & Machinery, other than the land and infrastructure, or Rs 50.00 lakhs, whichever is less is to be provided. Assistance towards the training cost of incubates will be met out of the ATI scheme of the Ministry as far as possible for both centres. Total budget plan is Rs 62.50 cr for 2014-2016.
Who is Eligible	The Scheme aims to implement the Incubation and Commercialisation of Business Ideas Programme through technical / research institutes, including those in the field of agro based industry. These would be designated as Knowledge Partners and would incubate new/existing technologies for their commercialisation. The scheme also provides funds for the incubator/incubation

	and creates necessary synergy between this scheme and the Livelihood Business Incubators/Technology Business Incubators and Incubation schemes of MSME / NSIC / KVIC / Coir Board / Other Ministries/Departments as well as Private incubators
How to apply	Application can be sent to Aspire Scheme Steering Committee of the Ministry of MSME. The Scheme Steering Committee will be responsible for overall policy, coordination and management support. The Council will be chaired by Secretary, Ministry of MSME.
Whom to Contact	1) NSIC Deputy Secretary (ARI), M/o MSME Ph: 011-23062745,