

# Marketing Assistance Scheme



सत्यमेव जयते



Government of India

**Ministry of Micro, Small and Medium Enterprises**

(An ISO 9001:2008 Certified Organisation)

<http://msme.gov.in/mob/home.aspx>



**KALRAJ MISHRA**

Minister of  
Micro, Small & Medium Enterprises  
Government of India  
New Delhi



**GIRIRAJ SINGH**

Minister of State for  
Micro, Small & Medium Enterprises  
Government of India  
New Delhi

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## Introduction

The Micro, Small and Medium Enterprises (MSMEs) sector has emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. MSMEs not only play crucial role in providing large employment opportunities at comparatively lower capital cost than large industries but also help in industrialization of rural & backward areas, thereby, reducing regional imbalances, assuring more equitable distribution of national income and wealth. MSMEs are complementary to large industries as ancillary units and contribute enormously to the socio-economic development of the country.

Fast changing global economic scenario has thrown up various opportunities and challenges to the MSMEs in India. While on the one hand, many opportunities are opened up for this sector to enhance productivity and look for new markets at national and international level, it has also, on the other hand, put an obligation to upgrade their competencies to meet the competition as new products are launched at an astonishing pace and are available worldwide in short time. Micro, Small & Medium Enterprises do not have any strategic tools / means for their business/ market development as available with large industries. In the present competitive age, Marketing is one of the weakest areas wherein MSMEs face major problems.

Marketing, a strategic tool for business development, is critical for the growth and survival of micro, small & medium enterprises. Marketing is the most important factor for the success of any enterprise. Large enterprises have enough resources at their command to hire manpower to take care of marketing of their products and services. MSME sector does not have these resources at their command and thus needs institutional support for providing these inputs in the area of marketing.



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.

Emergence of a large and diverse services sector in the past years had created a situation in which it was no longer enough to address the concerns of the micro & small enterprises (MSE) erstwhile known as small scale industries (SSI) alone but essential to include the entire gamut of enterprises, covering both MSE Sector and related service entities, in a seamless web. There was a need to provide space for the small enterprises to grow into medium scale enterprises, for that

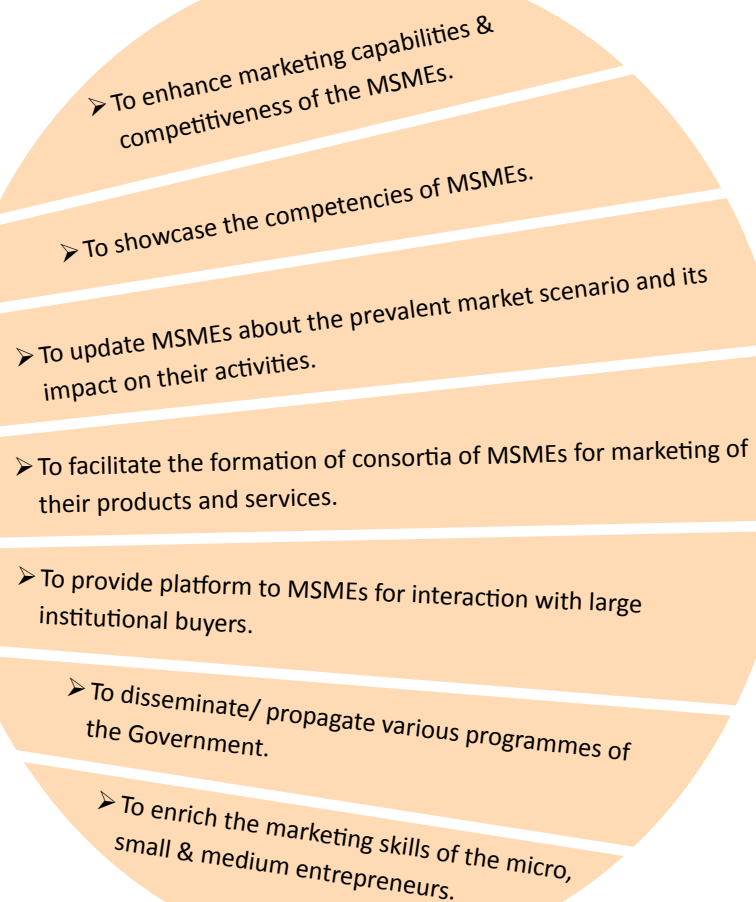
is how they will be able to adopt better and higher levels of technology and remain competitive in a fast globalizing world. Thus, as in most developed and developing countries, it was necessary that in India too, the concerns of the entire range of enterprises – micro, small and medium, were addressed and the sector was provided with a single legal framework. The Micro, Small and Medium Enterprises Development (MSMED) Act, 2006 addresses these issues and also other issues relating to credit, marketing, technology upgradation etc concerning the micro, small and medium enterprises. The enactment of MSMED Act 2006, w.e.f. from 2nd October, 2006 has brought medium scale industries and service related enterprises also under the purview of this Ministry.

The need of the hour presently is to provide sustenance and support to the whole MSME sector (including service sector), with special emphasis on rural and micro enterprises, through suitable measures to strengthen them for converting the challenges into opportunities and scaling new heights. Thus although the medium enterprises have also been included as the target beneficiaries under the scheme, special attention would be given to marketing of products and services of micro and small enterprises, in rural as well as urban areas.



## Objective

The broad objectives of the scheme, inter-alia, include:

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- To enhance marketing capabilities & competitiveness of the MSMEs.
  - To showcase the competencies of MSMEs.
  - To update MSMEs about the prevalent market scenario and its impact on their activities.
  - To facilitate the formation of consortia of MSMEs for marketing of their products and services.
  - To provide platform to MSMEs for interaction with large institutional buyers.
  - To disseminate/ propagate various programmes of the Government.
  - To enrich the marketing skills of the micro, small & medium entrepreneurs.

## Strategy

To achieve the objectives of the scheme, the various activities are undertaken like:

**1 Organizing International Technology Exhibitions in Foreign Countries by NSIC and participation in International Exhibitions/Trade Fairs** with a view to providing broader exposure to Indian micro, small & medium enterprises to facilitate them in exploring new business opportunities in emerging and developing markets. These exhibitions are organised in consultation with the concerned stakeholders and industry associations etc. The calendar for these events are finalized well in advance and publicized widely amongst all participants/stakeholders. The calendar of events is also displayed on the Web-site of NSIC. Such expositions showcase the diverse technologies, products and services produced/ rendered by Indian MSMEs and provide them with excellent business opportunities, besides promoting trade, establishing joint ventures, technology transfers, marketing arrangements and image building of Indian MSMEs in foreign countries. In addition to the organisation of the international exhibitions, NSIC also facilitate participation of Indian MSMEs in the select international exhibitions and trade fairs. Participation in such events exposes MSMEs to international practices and enhances their business prowess. These events provide a platform to MSMEs where they meet, discuss, and conclude agreements on technical and business collaborations.



**2 Organizing theme based domestic exhibitions / technology fairs etc. and participation in Exhibitions/ Trade Fairs** in India in order to provide marketing opportunities to MSMEs within the country, with focus on products and services offered by MSMEs, including technologies suitable for employment generation, products from specific regions or clusters (like North Eastern Region, Food processing, Machine-tools, Electronics, Leather etc). Micro, Small & Medium Enterprises is provided space at concessional rates to exhibit their products and services in such exhibitions/fairs. Apart from above NSIC also facilitate participation of MSMEs in the exhibitions / trade fairs / events being organized by various State Government departments, industry associations

and other institutions, all over the country to exhibit their products and services. These exhibitions are organised in consultation with the concerned stakeholders and industry associations etc. Participation in such events is expected to help the MSMEs in enhancing their marketing avenues by way of capturing new markets and expanding existing markets. This would also help them in becoming ancillaries, partners in joint ventures and sub-contracting for large companies.

**3 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. Minimum upto 30% of the total area may normally allocated for the entrepreneurs belonging to the Special Category i.e. Entrepreneurs belonging to NE Region/ Women / SC/ST category. The subsidy is available on space charges for the special category MSMEs.







**4 Support for Co-sponsoring of Exhibitions** organized by other organizations/ industry associations/agencies is provided to various institutions, industry associations and organizations engaged in promotion & development of MSMEs, for organizing exhibitions/ fairs within the country for the benefit of MSME sector. This support is provided in the form of co-sponsoring of the event by NSIC. In order to apply for co-sponsoring of an event by NSIC, the applicant organization/agency has to fulfill certain criteria/conditions.

**5 Buyers-Sellers Meets** are organized to bring bulk buyers / Government departments and micro, small & medium enterprises together at one platform. Bulk and departmental buyers such as the Railways, Defence, Communication departments and large companies are invited to participate in buyer-seller meets to bring them closer to the MSMEs for enhancing their marketing competitiveness. These programmes are aimed at vendor developments from micro, small & medium enterprises for the bulk manufactures. Participation in these programmes enables MSMEs to know the requirements of bulk buyers on the one hand and help the bulk buyers to know the capabilities of MSMEs for their purchases. These Buyers-Seller Meets are organized in consultation with the concerned stakeholders, including industry associations and other agencies involved in industrial development.

**6 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 knowledge regarding latest developments; quality standards etc. and improve the marketing potential of their products and services.

**7 Other than above,** certain activities are undertaken for supporting the marketing efforts of MSMEs like (a) development of Display Centres, Show windows and hoarding etc. for promoting products and services of MSMEs, (b) printing of Literature, Brochures and Product-specific Catalogues and CDs etc. and preparation of short films for disseminating information (c) development of website/ portal for facilitating the marketing of MSME products and services (d) development and dissemination of Advertising and Publicity material about various programmes/ schemes for MSME sectors and events (e) preparation and Upgradation of MSME Manufacturers/ Suppliers/ Exporters Directory (f) Documentation of the success stories of MSMEs (g) conducting studies to explore and assess new markets/businesses and product ranges for both domestic & International markets (h) Hosting international delegations and networking events.



## Target Group

Micro, Small & Medium Enterprises (MSMEs) (both manufacturing and service sector), with special emphasis on rural and micro enterprises, across the country.

## Benefits

- Enhanced marketing capabilities & competitiveness of the MSMEs.
- Platform to showcase the competencies of MSMEs.
- Exposure to prevalent market scenario and its impact on their activities.
- Encouraging formation of consortia of MSMEs for marketing of their products and services.
- Platform to MSMEs for interaction with large institutional buyers.
- Getting apprised about various programmes of the Government.



- Enrichment of the marketing skills of the micro, small & medium entrepreneurs.
- Financial assistance by way of providing subsidy on space rent, airfare & freight charges.
- Exposure to international best practices and latest technology and global buyers
- Export opportunities and Business expansion
- Adoption of latest technology and Networking opportunities



## Interventions

The Entrepreneurs can easily approach with minimum documentation and avail the benefits in the shortest time possible.

## Implementation Strategy

By sensitizing units about the scheme by insertion of impending events in NSIC website in advance, through mailers, advertisement in various medium and in trade directories / magazines and regular interaction with various stakeholders and associations etc.





## Procedure for availing of financial assistance under the scheme

The applications/proposals for seeking assistance under the scheme shall be submitted directly to NSIC, with full details and justification. The consolidated proposal shall be put up before the Screening Committee, set up under para 6 of the scheme, for consideration. The Screening Committee shall examine and consider the proposals, keeping in view the eligibility conditions and other criteria laid down under the scheme. While processing the proposals preference shall be given to participants/units who have not availed of the benefits under this scheme or other such schemes of the Ministry earlier. The proposals, after processing by the Screening Committee, shall be put up for approval by the Chairman-cum-Managing Director of NSIC alongwith its recommendations. The proposals requiring approval of the Administrative Ministry shall be forwarded by CMD, NSIC, with proper justification, for consideration and approval of the Ministry, in consultation with IFD. The assistance shall be released by NSIC to the concerned applicant organization on reimbursement basis

on receipt of the event report and other prescribed documents, including feedback from the participants.



## Achievements

NSIC has facilitated participation of around 716 MSMEs by organizing 8 International Level Exhibitions i.e (a) India Manufacturing Show 2014, Bangalore (Karnataka); (b) Techmart India 2014, New Delhi (Inaugurated by Hon'ble Union Minister for MSMEs); (c) Imphal Expo 2014, Imphal (Manipur); (d) 2nd Edition of Soumex 2014, Chennai (Tamil Nadu); (e) 7th Vibrant Gujarat, Gandhi Nagar (Gujarat); (f) DICCI Industrial & Trade Expo, 2015 Hyderabad (Andhra Pradesh); (g) International Trade Fair, Guwahati (Assam- Inaugurated by Hon'ble Union Minister for MSMEs)); and (i) Shillong International Trade Fair, Shillong (Meghalaya).

1235 MSMEs from across the country were also facilitated for participation in 117 domestic exhibitions held at various part of country. In addition, 167 MSMEs were supported to exhibit their products in 12 foreign exhibitions held in the

countries like USA, Israel, Kenya, Dubai South Africa, Japan, Sri Lanka, Slovenia, Korea, Turkey, Russia and Chile. 12 Buyer-Seller meets and 635 Marketing Workshop/Campaign were conducted during the year for supporting marketing efforts of MSME.

## Way Forward

The scheme has been successful to a large extent in achieving its objectives by promoting the marketing efforts of micro & small enterprises. To further improve the implementation of the scheme, it is desirable to increase the number of events in the effective participation from bulk buyers both government as well as abroad, increase the number of buyer seller meets with effective participation from bulk buyer both government as well as private, increase the participation of MSMEs in international exhibitions to improve export orders and market share, participate / organize technology fairs in a sector specific manner etc.



## Udyami Helpline

1800 - 180 - 6763  
1800 - 180 - MSME [ **Toll Free** ]

### Information about

**MARKETING ASSISTANCE**

**CREDIT SUPPORT**

**CLUSTER DEVELOPMENT**

**TECHNOLOGY UPGRADATION**

**SKILL DEVELOPMENT**

**SETTING UP ENTERPRISE**

**SCHEMES OF MINISTRY OF MSME**

Udyami Helpline to provide assistance and guidance to prospective as well as existing entrepreneurs about opportunities and facilities available under various schemes of the Government.

**Udyami Helpline 1800-180-6763 (Toll Free)**

**Timings : 6.00 to 10.00 p.m. in Hindi / English**

*We welcome all entrepreneurs to avail this facility.*



**MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES**  
GOVERNMENT OF INDIA

[www.msme.gov.in](http://www.msme.gov.in)

[www.dcmsme.gov.in](http://www.dcmsme.gov.in)



सत्यमेव जयते

(भारत सरकार)  
सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय  
Ministry of Micro, Small & Medium Enterprises  
(AN ISO 9001:2008 CERTIFIED ORGANIZATION)

**MSE-CDP**  
Micro and Small Enterprise Cluster Development programmes for holistic development of selected MSEs clusters through value chain and supply chain management on co-operative basis



**Prime Minister Employment Generation Programme(PMEGP)**

A credit linked Scheme to facilitate participation of financial institutions for higher credit flow to micro sector. Its objectives are to generate continuous and sustainable employment opportunities in Rural and Urban areas of the country through start-ups.

[Read more...](#)



**National Manufacturing Competitiveness Programme**

To promote growth oriented enterprise through 10 interventions like lean manufacturing, design clinic, quality management systems etc.

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**ASPIRE**

To promote Innovation & Rural Entrepreneurship through rural livelihood incubator, technology business incubator and fund of funds. To establish Technology Centre Network to promote Innovation, Entrepreneurship and Agro-Industry. I propose to set up a fund with a corpus of Rs.200 crore.\* 105B.\*

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**Scheme of Fund for Regeneration of Traditional Industries(SFURTI)**

Making traditional industries more productive and competitive by organizing the traditional industries and artisans into clusters.

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**Performance & Credit Rating Scheme**

To create an eco-system of MSEs for easier/cheaper access to credit for the rated enterprises. The rating done for MSEs generates an awareness about the strengths and weaknesses of the operations and creditworthiness of the enterprise.

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**Assistance to Training Institution**

To promote entrepreneurship and skill development through capital grant for creation/strengthening of infrastructure and programme support for conducting entrepreneurship development and skill development programmes

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**Marketing Assistance**

To assist MSMEs to organize/participate in exhibition of their products and services in domestic and global markets. Organizing Buyer-Seller Meets, Intensive Campaigns and Marketing Promotion Events are also included

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**Credit Linked Capital Subsidy Schemes(CLCSS)**

To enable micro and small enterprises to adopt modern technology to improve their productivity

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