

File No: M-6/23/2020-Media-Cell  
Government of India  
Ministry of Micro, Small and Medium Enterprises  
Media Cell

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Udyog Bhawan, New Delhi-110011

Dated: 13<sup>th</sup> July, 2021

To

1. Development Commissioner(MSME), M/o MSME
2. CMD, NSIC
3. CEO, KVIC
4. Secretary, Coir Board
5. DG, Ni-MSME
6. Director, MGIRI

**Subject: Revised Guidelines of "Information, Education and Communication" of Ministry of MSME.**

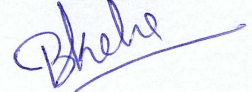
Sir,

I am directed to forward herewith a copy of the revised guidelines of "Information, Education and Communication" of the ministry of MSME, duly approved by the competent authority and concurred by IFW vide their Note#109 (File No: M6/23/2020-Media-Cell) dated 12.07.2021. The revised guidelines are also available on the website of this Ministry viz., [www.msme.gov.in](http://www.msme.gov.in)

2. The revised guidelines will be effective from the date of issue of this letter. The Work Orders already issued, completed or initiated under the pre-revised scheme will continue to be processed and finalized in accordance with the provisions of the pre-revised guidelines of the Scheme.

Encl:a/a

Yours faithfully,



(Bhaskar Kalra)

Under Secretary to the Govt. of India

Tel: 23063293

Copy to:

1. Secretary (MSME)
2. AS&FA
3. JS (ARI)/JS (SME)/JS(AFI)
4. All ADCs in O/o DC(MSME)
5. Director/DSs in MSME.



(Bhaskar Kalra)

Under Secretary to the Govt. of India



# **GUIDELINES of Information, Education and Communication (IEC) Scheme**

## **BACKGROUND**

1. The Micro, Small and Medium Enterprises (MSMEs) sector is highly vibrant and dynamic branch of the Indian economy. 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.

2. The Ministry of Micro, Small and Medium Enterprises (M/o MSME) is mandated to promote micro, small and medium enterprises in the country with the objective of creating self-employment opportunities and upgrading the relevant skills of existing and potential entrepreneurs, with this endeavor, the Ministry is implementing a number of schemes.

3. In order to give wide publicity to the Schemes implemented by the Ministry of MSME, it is necessary to adopt a multi-pronged approach and have a well-planned information, education and communication (IEC) campaign. With this objective, IEC Scheme has been formulated, which will be implemented/administered by Media Cell of Ministry of MSME.

## **4. Objectives**

The objective of the scheme is to give wide publicity to the various schemes of the Ministry and office of Development Commissioner(MSME) being run with the aim of providing financial assistance, technological assistance and upgradation, infrastructure development, skill development and training and market assistance to MSMEs, etc. The IEC campaign will:-

- (i) Create awareness among SMEs and individuals to take advantage of various schemes of the Ministry and office of DC(MSME).
- (ii) Motivate SMEs to take advantage of facilities for technological upgradation, modernization, quality improvement and infrastructure created by various organizations under the Ministry including office of DC(MSME).
- (iii) Create awareness and motivate SMEs for developing their Human Resources through training and skill upgradation.
- (iv) Create awareness demographically as well as geographically among SC/ST, women and other weaker sections for obtaining benefits of the schemes being run by Ministry of MSME and office of DC(MSME).

## **5. List of activities to be under taken under the scheme:-**

### **I. Electronic Media Campaigns, their preparation and production which will include:-**

- (i) "Audio-visual spots", short films, TV Serial, animation films, anthem and other related broadcast activities shown on TV, OTT (over the top), digital cinemas & social media.
- (ii) "Audio Spots/Jingles, SRPs, RJ Mentions broadcast through radio.
- (iv) Talk shows, panel discussions and expert lectures on related issues on national and regional channels.
- (v) In-shows integrations



(vi) Any other related activities.

**II. Print media campaigns, their preparation and production which will include:-**

- (i) Advertisement/Advertorials in newspapers and magazines (National/Regional).
- (ii) Coverage of events, success stories in newspapers (National/Regional).
- (iii) Publication, printing & supply of IEC Material like: brochures, pamphlets, leaflets, flip charts, newsletter, etc. highlighting the initiatives taken up by Government, schemes, technologies, sources available at all levels.
- (iv) e-newsletter, Journal, FAQs booklet.

**III. Outdoor Publicity**

- (i) Preparation and putting up of digital display board, hoardings, standees, LEDs and banners at public places viz. airports, highways, markets areas, key roads, railway stations, bus stops, post offices, District Administration Offices, on buses, bus stops, Post office etc. through PR/media agencies and other bodies.
- (ii) Road shows, Metro rail wraps /any other transit modes etc.
- (iii) Digital Vans/ cinema on wheels.
- (iv) Wall painting.
- (v) Audio Announcements in transit modes.

**IV. New Media: -**

- (i) Publicity through Internet, social media and mobile appliances.
- (ii) Mobile messages (SMS, audio-telecom).
- (iii) Digital & Social Media Marketing.
- (iv) Whatsapp marketing.
- (v) Awareness through Influencers (social media, community, etc.).

**(V) Public engagement activities: -**

- (i) Street theatre to promote desirable behavior through kala jathas, street plays, folk Songs, puppet shows etc.
- (ii) Munadi.
- (iii) Village/panchayat meets.
- (iv) Organization of mass rally.
- (v) Awareness camps, fairs, Exhibitions, Publicity stunts.
- (vi) Celebrity endorsement.

**(VI) Advocacy and Networking: -**

- (i) Media Communication workshop with eminent journalists from print & electronic media.
- (ii) Sensitization workshops for journalists from print and electronic media; and
- (iii) Sensitization workshops with Radio jockeys and programme production managers from Government/pvt. Radio Channels etc.



**(VII) Any other**

- i. Purchase of equipment/services.
- ii. Fee/expenses for hiring Technical and managerial consultants/experts to carry out the above IEC activities.
- iii. Hiring/Empanelment of PR/ multimedia agencies for any activity/campaign under Media Plan.
- iv. Impact assessment through third party to assess the effectiveness of the communication activities. Impact assessment will be conducted under the SS&PR Scheme of the Ministry.
- v. Leveraging extensive network of existing schemes of different Ministries, Government Departments, PSUs along with joint awareness campaigns etc.
- vi. Development of communication kit comprising of all IEC materials like posters, hoardings, Banner, slogans, SMS messages, informative booklet, leaflets, audio-visual CDs, documentary films etc.
- vii. Arrangements for coverage of conventions/events/press conference/swachhata pakhwada etc.
- viii. Production of documentary on success stories and innovative practices and showcasing it;
- ix. Preparation of Back-ground Notes for different events for PIB.
- x. Publication of Project Profiles on different sectors of MSME.
- xi. Distribution of different publications to the field offices, Union Ministries, State Industries Directorates, DICs, VVIPs etc.
- xii. Coordination with the Office of COP (Controller of Publications) Deptt. Of Publication, M/o Urban Development, Civil Lines, Delhi for the sale of priced publications and for getting Symbol nos.
- xiii. Preparation for running Media Internship programme.
- xiv. Preparation for running MSME Cultural Society.
- xv. Coordination with Writes/Contributors, Translators, Proof Readers and the printing press.
- xvi. Coordination with Directorate of Printing, BOC\, RNI, NFDC, Field Offices, Divisions and other Ministry for publicity activities.
- xvii. Preparation of MSME Stalls in MSME Exhibitions.
- xviii. Messages printing on inside and back cover pages of free textbooks and notebook,
- xix. Visit of officers/officials of media cell for the purpose of coverage of conventions/ events/Press conference/swachhata pakhawada/making of documentary films/success stories.

**6. Administrative set up for implementation of the Scheme:-**

- (i) Services of professionals/experts as per the requirement from time to time to carry out IEC activities/campaigns will be hired from relevant HR agencies on contract basis.
- (ii) The expenditure on account of hiring of such personnel including their Travel TA/DA/accommodation on tour will be met from the IEC Scheme.
- (iii) The entitlements of hired personnel on contract basis with regard to travel will be as per the GOI employees in the pay matrix level 6 to 8 in the 7<sup>th</sup> CPC.



**7. Financial Implication:**

General Financial Rules (GFRs) would be followed while dealing with matters involving public finances in respect of activities to be undertaken in para 5 of the guidelines. Further, for all types of publicity purposes/rates, guidelines of Directorate of Advertising and Visual Publicity (DAVP) and National Film Development Corporation Limited(NFDC) shall be followed where available. Any deviation in this regard in cases of urgency would require prior approval of Secretary (MSME).

**8. Procedure for implementation of scheme.**

The Screening Committee to be constituted under the scheme which will oversee implementation of the IEC Scheme with regard to short term and long term IEC objective/media plans for Ministry and Office of DC(MSME) including entire field offices based on general or specific decisions of the Ministry. The composition of the Screening Committee will be as under:-

- (i) Joint Secretary (SME)- Ministry of MSME – Chairman.
- (ii) Director/Deputy Secretary, ARI Division, M/o MSME - Member
- (iii) Director (Media Cell) – Member.
- (iv) Representative of AS&DC, MSME- Member
- (v) Under Secretary/Deputy Director (Media Cell) – Member.
- (vi) Deputy Secretary of IF Wing – Member.

(The Committee may co-opt an officer or an outside expert if it considers necessary)

All the proposals received in Media Cell pertaining to Office of DC(MSME) will have prior approval of AS&DC. The Screening Committee will consider the proposals/media plan (long term/short term) and the recommendations of the Screening Committee will be submitted to Secretary (MSME) for approval. After the approval of Secretary (MSME), the activities approved under the Media Plan will be executed with the approval of Joint Secretary handling Media Cell.

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