

MARKETING ASSISTANCE SCHEME



MARKETING ASSISTANCE



- 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.
- 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 .

OBJECTIVES

To enhance marketing capabilities & competitiveness of the MSMEs.

To enrich the marketing skills of the micro, small & medium entrepreneurs.

To showcase the competencies of MSMEs.

To disseminate/ propagate various programmes of the Government.

To update MSMEs about the prevalent market scenario and its impact on their activities.

To provide platform to MSMEs for interaction with large institutional buyers.

To facilitate the formation of consortia of MSMEs for marketing of their products and services.

**MARKETING
SUPPORT TO
MSMES**

1 . Organizing International Technology Exhibitions in Foreign Countries by NSIC and participation in International Exhibitions/Trade Fairs

Scale of Assistance

Organizing Technology Exhibitions in Foreign Countries

Participation in International Exhibitions/Trade Fairs held in Foreign Countries

2 . Organizing Domestic Exhibitions and Participation in Exhibitions/ Trade Fairs in India

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

4 . Buyer-Seller Meets

5 . Intensive Campaigns and Marketing Promotion Events

Other Support Activities

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.

Scheme Benefits

(a) 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).

(b) The budget for organizing the Domestic Exhibitions/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 organizing such exhibition/trade fair would normally be restricted to a maximum amount of Rs. 45 lakh. The corresponding budgetary limit for participation in an exhibition/trade fair shall be Rs. 15 lakh.

*Financial assistance will be provided ranging from 25% to 95% of the Air-Fare and space rent to entrepreneurs on the basis of size and type of the enterprise. Financial assistance for co-sponsoring an event would be limited to 40% of the net expenditure, subject to a maximum amount of 5 lakh. The following benefits are provided under the scheme:

Maximum amount of assistance towards air fare, space rental & shipping/ transportation charges for General Category (except Enterprises belonging to NE Region/women/SC/ST Category)

	Latin America	Other Countries
Micro Enterprises	Rs. 2.40 lakh	Rs. 2.00 lakh
Small Enterprises	Rs. 2.10 lakh	Rs. 1.75 lakh
Medium Enterprises	Rs. 1.25 lakh	Rs. 1.00 lakh

Advertisement, Publicity and theme pavilion: 20% of the total subsidy admissible under the above four sub-heads subject to a maximum of Rs. 20 lakh.

PROCEDURE FOR IMPLEMENTAION OF THE SCHEME

- Ministry of MSME shall implement the scheme through National Small Industries Corporation (NSIC), which shall carry out the various activities under the Scheme through its offices located all over the country.
- Funds for implementing the scheme shall be placed in advance at the disposal of NSIC
- The Screening Committee shall examine and consider the proposals, keeping in view the eligibility conditions and other criteria laid down under the scheme
- 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.

SCREENING COMMITTEE

The proposals received under the Marketing Assistance Scheme shall be examined by a Screening Committee headed by Director (Planning & Marketing),

NSIC which shall also include representatives from Finance and Exhibitions divisions

The Screening Committee shall meet at least once every month or as and when required.



ADMINISTRATIVE EXPENDITURE

NSIC is the nodal agency for implementing the Marketing Assistance Scheme of Ministry of MSME.

The administrative expenditure to the tune of 10% of the total expenditure of the Marketing Assistance Scheme shall be reimbursed to NSIC for implementing the scheme

The administrative expenditure includes overheads as well as the cost of the manpower and efforts put in by the NSIC for implementation of the scheme.

MONITORING AND EVALUATION

- The progress of the scheme shall be reviewed and monitored by NSIC as well as Ministry of MSME from time to time and periodic reports on the progress shall be submitted to the Ministry.
- The impact and benefits of the scheme shall also be evaluated through internal studies, sample surveys, feedback reports etc. as well as study by an independent agency.



THANKYOU