



MARKETING
SUPPORT / ASSISTANCE TO
MSMES (BARCODE)

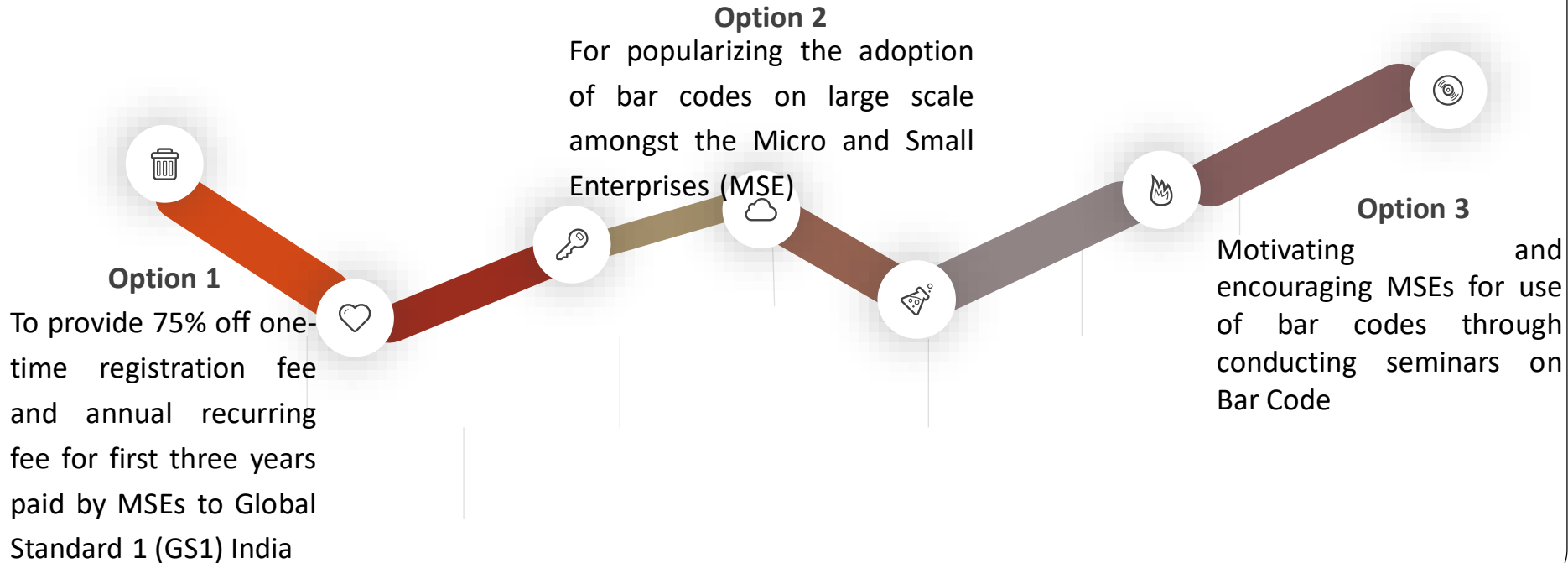
INTRODUCTION

- ✓ To enhance the marketing competitiveness of Micro and Small Enterprises (MSE) in domestic as well as international market
- ✓ Ministry of Micro, Small and Medium Scale Enterprises (MSME) has initiated the Marketing Support to MSMEs (Bar Code) scheme.
- ✓ The Ministry conducts seminars and reimburses registration fee for barcoding to encourage MSEs to use bar-code
- ✓ Financial assistance on Bar Code scheme is launched under the National Manufacturing Competitiveness Programme (NMCP).



OBJECTIVE

The basic objective of the Marketing Support/Assistance to MSMEs (Bar Code) scheme is to provide financial assistance to enhance the marketing competitiveness of Micro and Small Enterprises (MSEs):

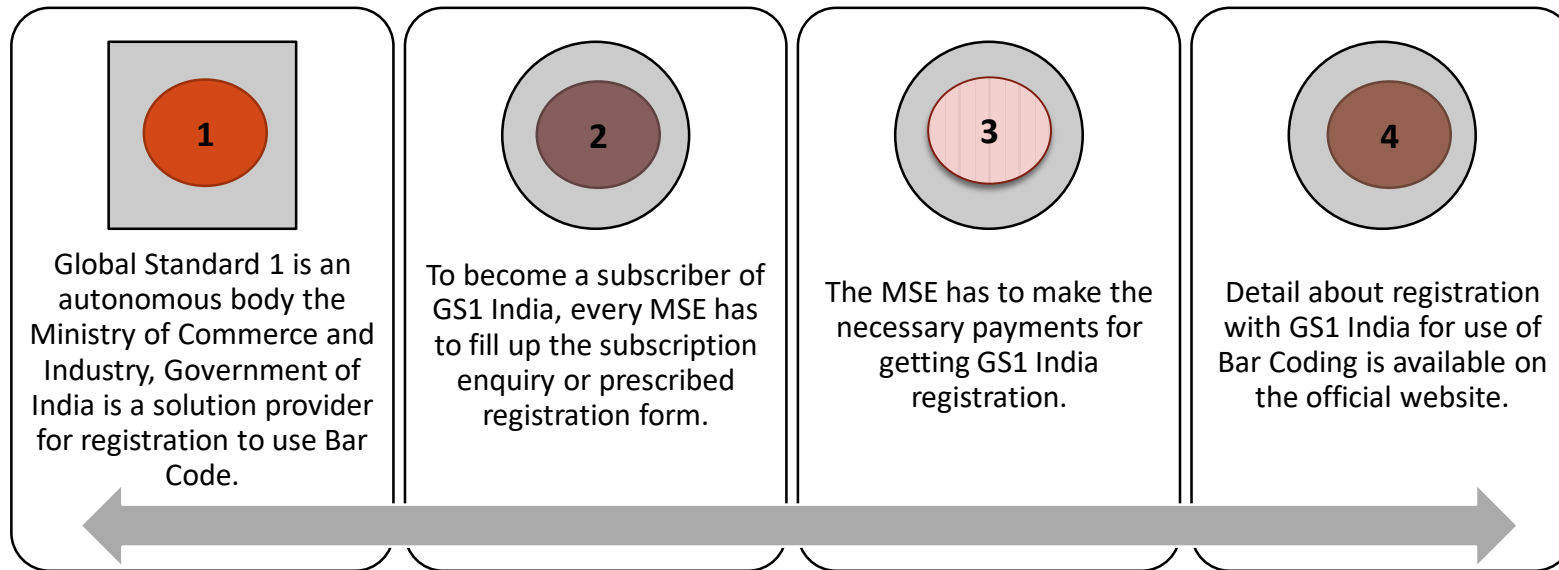


IMPORTANCE OF BAR-CODES

- Bar codes are the series of black lines and white spaces printed on product packages or attached as tags on consumer products .
- Bar Coding has a significant impact on the success of any enterprise.
- Bar Coding facilitates the exchange of information between buyers and sellers and furnishes the potential for better visibility and sharing of data across an entire supply chain
- Automated data capture with 100% accuracy
- Fast and error-free data recording on product and consignment movement
- Real-time stock management of raw material and finished goods
- Easy integration with existing software
- In compliance with the growing requirement of leading national markets
- In line with the requirements of international retailers
- Provides international look and feel to products



GET REGISTRATION FOR USE OF BAR CODE



PRESCRIBED AUTHORITY

Office of the Development Commissioner (MSME) under Ministry of Micro, Small & Medium Enterprises, Government of India is the implementing agency for Marketing Support/Assistance to MSMEs (Bar Code) scheme.

ELIGIBILITY CRITERIA



**Micro & Small Enterprises (MSEs)
who have Entrepreneurial
Memorandum Part-II
acknowledgement number from
Directorate of Industries or District
Industries Centers**

**Also have registration with GS1
India for use of Bar Codes**

FINANCIAL ASSISTANCE

- Under Small Scale Industries – Market Development Assistance Scheme, the financial assistance is provided towards 75% reimbursement of the only one-time registration fee paid by MSEs
- Considering the difficulty of MSEs to meet the liability of the payment of annual recurring fee, 75% annual recurring fee for first three years is reimbursed to MSEs under the Marketing Assistance/Support to MSMEs (Bar Code)
- Reimbursement under the scheme is 75% of the fee paid by MSEs. Any other charges like service taxes are not reimbursable under this scheme..
- The 75% reimbursement of the one-time registration fee paid by MSEs to Global Standard 1 is provided to those MSEs who have got registration from GS1 India for use of Bar-Codes on or after January 2002.
- Besides, 75% reimbursement of annual recurring fee paid by MSEs to Global Standard 1 (GS1) India is provided to only those MSEs who have paid the fee for the period from 1st June 2007 and thereafter

MAJOR ACTIVITIES

**Technology Upgradation
in Packaging**

**Skill
Upgradation/Developme
nt for modern marketing
techniques**

Competition Studies

**Special component for
North-Eastern Region**

**New markets through
State/District level local
Exhibitions/Trade fairs**

**Corporate Governance
Practices**

Marketing Hubs

**Reimbursement to ISO
18000/ISO 22000/ISO
27000 certification**

WHO CAN APPLY ?

The scheme is applicable to those MSEs with EM-II registration and registration with GS1 India for use of barcode.



Documents Required

- A copy of Cash Receipt for the total amount (one-time registration fee and annual Recurring fee) paid to GS1 India for using Bar Codes.
- The license received from GS1 India for use of Bar Code.
- Pre-receipted bill in triplicate for the amount to be reimbursed for one-time registration fees
- **Entrepreneur's Memorandum** from the State Directorate of Industries, DICs duly attested by GM, DIC-State, DI-Director MSME-DI, Chartered Accountant or any other gazette officer
- A certificate from GM, DIC, DI confirming the status of the enterprise as micro or small

- A certificate from GM, DIC, DI confirming the status enterprises functional status.
- An affidavit from Managing Director or Proprietor or Partner of MSE duly sworn before a Notary Public confirming Micro and Small Enterprise and functional status of the unit at the time of Bar Code registration and as on date of application accompanied by Chartered Accountant Certificate of the total investment in Plant and Machinery (original purchase value)
- An undertaking as per prescribed format (concerning non-receipt of similar financial assistance from any other organization or Office of the DC (MSME).

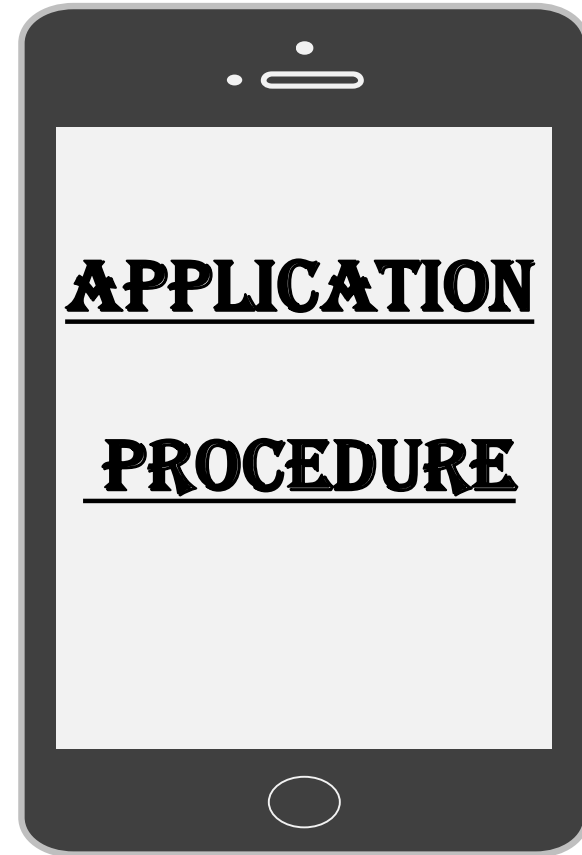


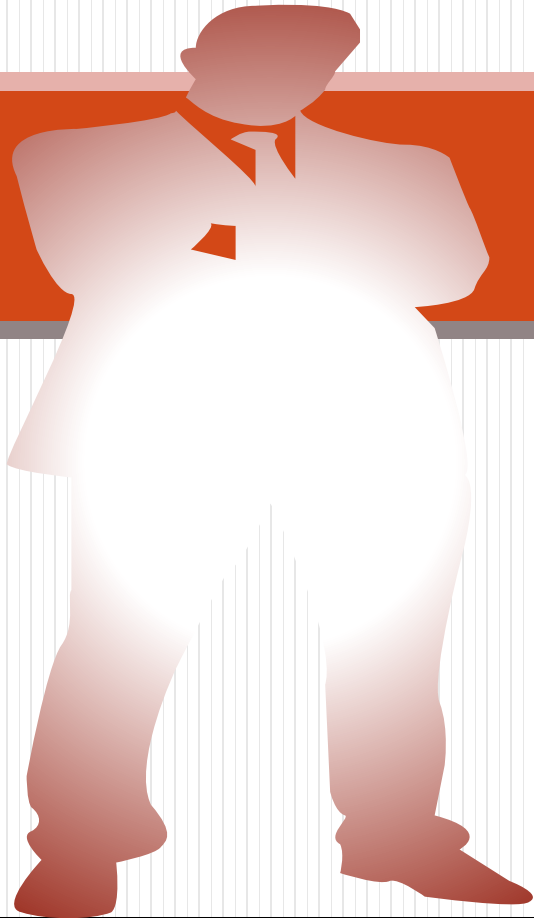
Documents Required

Application Forms along with formats for the supporting documents can be collected from Director, MSME-DI of their region or download from website <http://www.dcmsme.gov.in>

On getting registration for use of barcode for products, (<http://www.gs1india.org/>), take the following steps for reimbursement of fee:

- Fill the prescribed application form for claiming reimbursement on bar code.
- The application form along with formats for supporting documents may be collected from the Director, MSME-DI, or can be downloaded from <http://www.dcmsme.gov.in/>
- The filled-in application form with required documents is to be submitted to the office of MSME-DI.
- The address of MSME-DI is given on the website: [www.dcmsme.gov.in/ MSME-DO/DCmsmeaddress.html](http://www.dcmsme.gov.in/MSME-DO/DCmsmeaddress.html)





THANK
YOU

