

# **Procurement and Marketing Support (PMS) Scheme**

## **Objective:**

- The scheme aims to promote new market access initiatives like organizing / participation in National / International Trade Fairs / Exhibitions / MSME Expo, etc. held across the country and to create awareness and educate the MSMEs about the importance / methods/ process of packaging in marketing, latest packaging technology, import-export policy and procedure, GeM portal, MSME Conclave, latest developments in international / national trade and other subjects / topics relevant for market access developments.

## **Scheme components:**

### **Market Access**

- Participation of Individual MSEs in Trade Fairs / Exhibitions.
- Organizing Domestic/ International Trade Fairs/Exhibition and participation in trade fairs/exhibitions by the Ministry/Office of DC (MSME)/Government organizations.
- Vendor Development Program (VDP).

### **Capacity Building**

- Adoption of Modern Packaging Techniques
- Adoption of Bar Code
- Adoption of e-Commerce Platform
- National Workshops / Seminars
- Organizing National workshops/seminars by the Ministry / Office of
- DC (MSME) (Conventional/Virtual).

## **Development of Retail Outlet**

- Infrastructure development of Retail Outlets for promoting (Geographical Indication)GI Products.

## **Detailed Information:**

For detailed information, refer PMS Scheme guidelines on

<http://dcmsme.gov.in/OM%20&%20PMS%20Scheme%20Guidelines.pdf>

## **Scheme applicable for:**

- Manufacturing/ Service Sectors MSEs having valid Udyam Registration (UR) Certificate.

## **How to apply:**

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

[https://my.msme.gov.in/MyMsme/Reg/COM\\_Matu.aspx](https://my.msme.gov.in/MyMsme/Reg/COM_Matu.aspx)