

**Guidelines for
Procurement and Marketing Support Scheme
(Revised on 20.11.2019)**

**O/o the Development Commissioner (MSME)
Ministry of Micro, Small & Medium Enterprises
Nirman Bhawan
New Delhi 110 018**

20.11.19

1. INTRODUCTION:

Marketing, a strategic tool for business development, is critical for the growth and survival of MSMEs. Due to the lack of information, scarcity of resources and unorganized ways of selling / marketing, MSME sector often faces problems in exploring new markets and retaining the existing ones. Keeping in view these facts, the Procurement and Marketing support Scheme has been introduced to enhance the marketability of products and services in the MSME sector.

2. OBJECTIVE: The scheme aims at the following:

- Promoting new market access initiatives like organising / participation in National / International Trade Fairs / Exhibitions / MSME Expo.etc.
- To create awareness and educate the MSMEs about 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.
- To create more awareness about trade fairs, digital advertising, e-marketing, GST, GeM portal, public procurement policy and other related topics etc.

3. ELIGIBILITY CONDITION:

Manufacturing / Service sector MSEs registered at Udyog Aadhaar Memorandum (UAM) Portal.

4. IMPLEMENTING AGENCY:

1. DC MSME through its field organisations namely MSME Development institutes and Technology centres
2. Other field organisations of M/o MSME namely NSIC, KVIC, Coir board
3. State governments through its departments/organisations/corporations/autonomous bodies and agencies
4. Other Central Govt ministries through its departments/organisations/corporations/autonomous bodies and agencies

5. SCHEME COMPONENTS:

5(A) Participation of individual MSEs in domestic trade fairs/ exhibitions across the country:

| Eligible items | Scale of assistance |
|--|---|
| Space Rent charges | 80% subsidy on built up space rent paid for General category units and 100% for SC/ST/women/NER/PH/Aspirational District units on minimum stall size of the event for Micro and Small enterprises. |
| Contingency expenditure (include travel, publicity &freight). | 100% contingency expenditure for all categories of units subject to maximum Rs.- 25,000/- or actual, whichever is less. One representative from each participating unit may travel limiting to AC II tier train fair/ Economy Class Air Fare per event. Local participants will be paid Rs 12/Km as freight charges (transportation of goods charges) up to 50 Kms. |
| Maximum Budgetary support (including contingency expenditure) | Metro & A Class City: Rs 1.50 lakhs (incl. All taxes) max or actual whichever is less for a participating enterprise per event. B Class City: Rs 1.00 lakhs(incl. All taxes) max or actual whichever is less for a participating enterprise per event. |

| | |
|--|---|
| | Other City: Rs 0.80 lakhs(incl. All taxes) max or actual whichever is less for a participating enterprise per event. NER/J&K/Hilly States: Rs 1.00lakhs(incl. All taxes) max or actual whichever is less for a participating enterprise per event. |
|--|---|

Note:

- i. A MSE would be allowed reimbursement for maximum of 2 (two) events in a year.
- ii. Applicant unit shall have to submit its claim online (or system in place) in the prescribed format within 30 days from date of conclusion of the event.
- iii. IA shall send the proposal with minimum 10 units for an event, with no cap on maximum number of participating units per event.
- iv. Empowered Committee of the scheme may assign an implementing agency which will represent the Ministry for propagating the scheme & policies in the event along with monitoring of participants and publicity by common facia of the ministry, hanging of bunting etc. The budgetary support for participation of implementing agency will be max. 10% of total allocation to the event or actual whichever is less. The implementing agency will take approval of competent authority for detailed publicity proposal.
- v. The Event should be of National/International level or in partnership with Central/State Govt. or its Organizations, Autonomous Body, Departments, Corporations.

5(B) Organising Domestic Trade Fairs/Exhibition and participation in trade fairs/exhibitions by the Ministry/Office of DC (MSME)/Government organisations:

| Eligible items | Scale of assistance/budget |
|--------------------|--|
| Space Rent charges | <ul style="list-style-type: none"> • The implementing agency will hire bare space / built up space (i.e. fabricated stalls / booths) from the event organiser / any other agency and mobilise the participating units. • The upper cap of hiring of built up space to organise / participate in the events shall be as follows: <ul style="list-style-type: none"> a. Regional (State/District) : Rs.15.00 lakhs b. NationalRs.25.00 lakhs c. International: as decided by the empowered committee, subject to approval of Deptt of Expenditure on case to case basis, where the overall ceiling exceeds the limit set by DOE. • The Minimum number of participating units per program will at least 30. • The participating units will be provided space rent subsidy @ 80% for General category units and @ 100% for SC/ST/women/NER/PH/Aspirational District units subject to one booth / stall per unit and for minimum booth/stall size for Micro and Small Enterprises. The total subsidy will be within the upper limit as mentioned above. • The exclusive trade fairs for Self Help Groups (SHGs) / artisans / NER/ Aspirational District MSEs will be held with 100% space rent subsidy. However, the upper limit of subsidy will equally be applicable to them and participating units must be at least 30. • Trade fair duration: 3 or more days |

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| | |
|--|--|
| • Contingency expenditure (include travel, publicity & freight). (For NER /aspirational District enterprises only) | 100% to and fro actual fare of train / air travel (limited to AC-II tier Class and economy class in case of air travel) from nearest railway station / airport to the place of exhibition by shortest route for one person per enterprise subject to maximum Rs 25000/- or actual whichever is less. It also includes freight and publicity charges on actual basis. |
| Advertisement and Publicity for organising/ participation in regional/National/International events. | Rs 15.00 lakh max. or actual whichever is less for wide publicity of event and other related activities such as cultural program etc. either through event organiser or any approved agency . |
| <ul style="list-style-type: none"> • There will be no expenditure ceiling for those events wherever Ministry decides to organize or participate on its own. The expenditure to be incurred will be decided by the empowered committee, subject to overall ceiling prescribed by Deptt of Expenditure. The scale of assistance to participating MSEs in MSME pavilion will be admissible as detailed in space rent subsidy and contingency expenditure for NER enterprises as above. • Non Government event organizers need to ensure B2B business of 20% of subsidized participant MSEs before release of payment to the organizer by IA. <p>Approval of Empowered Committee will be required for exceeding ceiling limit subject to limit of max. 10-15%.</p> | |

5(C) Capacity building of MSMEs in modern packaging technique:

| Eligible items | Scale of assistance |
|---|---|
| Unit based interventions for specific packaging requirements. | 80% of total cost paid to empanelled agency / consultancy organisation for General category units and 100% for SC/ST/Women/NER/PH/Aspirational District units limited to Rs. 1,00,000 - (Incl. All taxes) for ordinary packaging consultancy and Rs 1,50,000/- max. for green packaging consultancy or actual whichever is less. Empanelment of expert organisations like IIP, NID etc. shall be done by inviting EOI following GFR2017 to have a panel of institutions for providing consultancy services to MSMEs, particularly in the clusters supported by the Ministry under its various schemes and to individual MSMEs. |

5(D) Development of Marketing Haats.

| Item | Scale of assistance |
|--|--|
| Development of New MSME Haats | Maximum assistance of Rs.100.00 lakhs shall be provided towards the project cost to the implementing agency, subject to 50% contribution towards the project cost from the IA. Upper limit of GIA will not exceed Rs 50.0 lakhs. |
| Renovation /up gradation of the existing Marketing haats | Maximum assistance of Rs 40 lakhs subject to 50% contribution towards the project costs from the Implementing agency. Upper limit of GIA will not exceed Rs 20.0 lakhs. |
| Plan proposal shall be accompanied with the following details from the IA: | <ol style="list-style-type: none"> source of funding by the IA towards the recurring cost for the next 3 years estimated revenue generation from the Haat Total number of MSMEs to be benefitted from the haat Estimates shall be certified by the CPWD/PWD or any other government works deptt. |

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5(E) Vendor Development Program (VDP): To facilitate market linkages for effective implementation of Public Procurement Policy for MSEs Order of 2012.

| Type of VDPs | Program duration | Scale of Assistance |
|---|------------------|---|
| State level Vendor Development Programme | One day | Sanction of max. Rs 1.0 lakh or actual whichever is less per programme |
| National Level Vendor Development Programme | 2-3 days. | Sanction per program for organizing these programmes be Rs 10.0 lakhs max. Or actual whichever is less for "A" class City and Rs 7.00 lakh max, or actual whichever is less for "Other cities" including J&K/ NER/HP. |

5(F) International/National Workshops/Seminars: To educate MSMEs on various facets of business development i.e product & process development innovations, technological development, issues related to IPR, Exim policy, Public Procurement Policy, design & packaging and market research and access.

| Item | Scale of assistance |
|--|---|
| International /National workshops/seminars | <ul style="list-style-type: none"> a. Rs. 5.0 Lakh max. Or actual whichever is less per workshop/seminar anywhere in the country. b. An additional cost of Rs. 2.5 Lakh (maximum) Or actual whichever is less towards cost of air travel, boarding & lodging etc. will be admissible for international experts foreign /speakers / resource person/experts for international level event. c. Assistance is admissible to The Govt./ non - Govt. reputed organisations having at least 3 years of experience in organising subject specific workshops / seminars . d. The honorarium & travelling allowance to the persons other than Govt. official will be admissible as per Govt. of India extant rule. |

The limit may be enhanced with approval of Empowered Committee subject to limit of max. 10-15%.

5(G) Awareness Programs: To create overall awareness about trade fairs, digital advertising, e-marketing platform, GST, GeM portal and other such related topics etc.

| Intake capacity | Program duration | Scale of Assistance |
|-------------------------------|------------------|--|
| At least 30 MSME participants | One day | <ul style="list-style-type: none"> a. Financial support of Rs 70,000/- per program wherever necessary subject to expenses as per Govt. of India extant rule. b. The program will be conducted by the Implementing Agency. c. The honorarium & travelling allowance to guest faculty other than Govt. official will be admissible as per Govt. of India extant rule. |

The limit may be enhanced with approval of Empowered Committee subject to limit of max. 10-15%.

6. Selection of MSEs: The unit will apply to the Office of DC (MSME)/ M/o MSME directly or through implementing agency online (or system in place), well in advance (preferably one month) prior to the commencement of trade fairs/ exhibitions. After due scrutiny, the programme division will submit the proposal to the Empowered Committee for the final approval.

While processing the proposals, the preference shall be given to first time participants and units from remote location viz., from Aspirational Districts and also from SC/ST, Women, PH and NER.

7. Empowered Committee: The Empowered Committee shall be the final authority for approval of proposals. The Empowered Committee will be headed by AS&DC (MSME) with JS(SME) or his / her representative, JDC(Market Service)/Incharge of division, Director (Planning and Marketing) NSIC or his/her representative and Nominee of IFW as members. Secretariat services shall be provided by Market Service Division of Office of DC (MSME). Any of the Export promotion Association/ Industry association may be invited as special invitee (optional) to attend the meeting.

8. Provision for MSME-Development Institutes: MSME-DIs with prior approval of O/o DC (MSME), may participate in exhibitions/trade fairs for propagating the scheme & policies of the Ministry. An expenditure of Rs.30,000/- or actual, whichever is less, shall be permitted towards stall charges and TA/DA etc. of the officer as per admissible rules.

9. The scheme will be monitored by an integrated MIS by the implementing agency and also scheme management unit setup at the office of DC (MSME).

10. It is to be ensured that every event is led by business and data for each event along with participants has to be captured for follow up action and also to do performance audit.

11. TA/ DA to the officers of the Ministry and its field offices shall be paid as per the extant rule.

*****END *****

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20.11.19

APPLICATION FORM

(For participation of Manufacturing / Service MSEs in Trade Fairs/Exhibitions)
 {Please refer para 5(A) & 5(B) of the scheme guidelines}

| Sl. No. | Items | |
|---------|--|--|
| | Event type : National <input type="checkbox"/> International <input type="checkbox"/> Partnership with: Central Govt. <input type="checkbox"/> Autonomous <input type="checkbox"/> Department <input type="checkbox"/> Corpn. <input type="checkbox"/> State Govt <input type="checkbox"/> Autonomous <input type="checkbox"/> Department <input type="checkbox"/> Corpn. <input type="checkbox"/> | |
| | PART – I: | |
| 1. | Name of Concerned Implementing agency | |
| 2. | Name of MSE unit | |
| 3. | Name of Proprietor / Partner / Authorised Signatory with Contact Number | |
| 4. | Address of the Unit (Telephone No./ Mobile no. of contact person of the unit, e-mail etc.) | |
| 5. | Udyog Aadhaar Number (Attach the copy) | |
| 6. | Type of Unit (Whether Micro/Small) | |
| 7. | Category of the unit (General/Women/ SC/ST/NER/ PH) | |
| 8. | Location of unit (Rural area/ city/ Metropolitan city) | |
| 9. | Whether Manufacturing / Service | |
| 10. | Quality standard (ISO Certified / Non ISO certified / ZED Certified) | |
| 11. | Innovative / Patented product (Patented / Non patented) | |
| | PART – II: Event Details | |
| 12. | Name of fair , duration , venue (<i>To be filled from Master data</i>) | |
| 13. | Area of Stall/ Booth booked in Sqm | |
| 14. | Rate per Sqm | |
| 15. | Whether space rent paid(Yes/No) (if paid, attach copy of voucher)) | |
| 16. | Details of Exhibits | |
| 17. | Whether assistance taken from M/o MSME for participation in last 3 years , if yes details of assistance taken | |
| 18. | Details of Demand Draft (for General category Only) (To be issued by any nationalised bank) (If applicable) | Amount in Rs..... Number..... Date..... |


 A handwritten signature in black ink, appearing to read "P. S. 20.11.19".

***Declaration:**

1. I hereby declare that the above information is true and correct in all respects.
2. I have not applied either in my own name or in the name of any of my family members for stall in the same event through any other Ministry or organisation. If found, my stall/candidature shall be liable for cancellation and I will be bound to be evicted with immediate effect.

(Signature of authorised signatory of applicant MSE Unit)
Name & designation:

Approval Flow Chart: Apply to Implementing Agency → Approval of Screening Committee at the end of Implementing Agency → DC Office for final approval of Empowered Committee → issue of approval to Implementing Agency/ Applicant.

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Development of Marketing Haats
(Please refer para 5 (D) of the scheme guidelines)

| | | | |
|-------|---|--|---|
| S.No. | Item | | |
| | Marketing Haats Type: New <input type="checkbox"/> Renovation/Modification <input type="checkbox"/> | | |
| 1 | Name of the Implementing Agency | | |
| 2 | Venue of the Marketing Haat with complete address | | |
| 3 | Name of the custodian of the Marketing Haat with complete address | | |
| 4 | Name of the Contact person along with complete details | | |
| 5 | Facilities in the Marketing Haat | 1..... 2..... 3..... 4..... | |
| 6 | Details : (a) up gradation/renovation/ Modification sought with their values as per Govt. approved valuer/PWD and Total Cost. (attach the estimate prepared by Govt. approved valuer/PWD) OR (b) New Facilities along with their values as per Govt. approved valuer/PWD and Total Cost. (attach the estimate prepared by Govt. approved valuer/PWD) | Name of items 1..... 2..... 3..... | value |
| 7 | Total cost of the Haat | | |
| 8 | <i>Share of GOI / Restricted to Rs. 20 lakh in case of Renovation and Rs. 50 lakhs in case of new Haat.)</i> | | |
| | Share of Implementing Agency | | |
| 9 | Any other information | | |

(Signature of Authorised Signatory)
 Name & Designation

Approval flow chart: Application through implementing agency → Approval of Committee at the level of implementing agency → DC Office for final approval by Empowered Committee issue of approval / sanction to implementing agency/ Marketing Haat.

Annexure - III

**Form for approval of Partner Organisation for Trade Fairs / Exhibition/ Vendor Development Programme/ International / National Workshop / seminars and Awareness programmes
(Please refer the para 5(B),(E), (F)&(G) of scheme guidelines)**

| S.No. | Item | Details |
|-------|--|--|
| 1 | Name of programme | Vendor Development Programme <input type="checkbox"/> International / National Workshop / Seminars <input type="checkbox"/> Awareness Programme <input type="checkbox"/> Trade Fair / Exhibition <input type="checkbox"/> Regional <input type="checkbox"/> International <input type="checkbox"/> National <input type="checkbox"/> <i>(tick whichever is applicable)</i> |
| | PART – I: | |
| 1 | Name of the Implementing Agency (as per the scheme guidelines) | |
| 2 | Name of the Partner organisation with complete address | |
| 3 | Type of VDP (NVDP/SVDP) (if applicable) | |
| 4 | Brief about partner organization and its role for MSME Promotion (about 200 words) | |
| | PART – II: Event Details | |
| 5 | Duration, Date & Venue of the Event | |
| 6 | Class of the city (as per scheme guidelines) (if applicable) | |
| 7 | Brief of proposed event and its objective (about 200 words) | |
| 8 | Amount of Financial assistance sought item wise | |
| 9 | No. of stalls (if applicable) | |
| 10 | No. of participating Micro/Small and Medium Enterprises | |
| 11 | Expected outcome of the event | |

Signature of the head of Partner Organisation

Name
Designation:

Approval Flow Chart: Application through implementing agency → DC Office for final approval by Empowered Committee → Approval / sanction to implementing agency.

APPLICATION FORM

(To be filled by MSMEs for participation in Vendor Development Programme/National/
International Workshop/Seminar and Awareness program)

(Please refer the para 5(E), (F)&(G) of scheme guidelines)

| Sl.No. | Items | |
|---------------------------------|---|---|
| 1. | Type of event | Vendor Development Programme <input type="checkbox"/> International <input type="checkbox"/> / National Workshop / Seminars <input type="checkbox"/> Awareness Programme <input type="checkbox"/> <i>Trade Fair / Exhibition</i> <input type="checkbox"/> Regional <input type="checkbox"/> International <input type="checkbox"/> National <input type="checkbox"/> (tick whichever is applicable) |
| PART – I: | | |
| 2. | Name of Implementing agency | |
| 3. | Name of MSME unit | |
| 4. | Name of Proprietor / Partner / Authorised Signatory with Contact Number | |
| 5. | Address of the Unit (Telephone No./ Mobile no. of contact person of the unit, e-mail etc.) | |
| 6. | Udyog Aadhaar Number (Attach the copy) | |
| 7. | Type of Unit (Whether Micro/Small/Medium) | |
| 8. | Category of the unit (Women/ SC/ST/NER/ PH) | |
| 9. | Whether Manufacturing / Service unit | |
| 10 | Location of unit (Rural area/ city/ Metropolitan city) | |
| PART – II: Event Details | | |
| 11 | Duration and Venue(To be filled from master data) | |
| 12 | (i)Area to be booked in sq.mtrs (ii) Whether space rent paid(Yes/No) (If paid, attach copy of voucher) | <i>(Applicable only for VDP)</i> |
| 13 | Whether assistance taken from M/o MSME for participation in last 3 years , if yes details of assistance taken | |
| 14 | Details of Demand Draft (To be issued by any nationalised bank) (If applicable) | Amount in Rs..... Number..... Date..... Name of |

*Declaration: I hereby declare that the above information is true and correct in all respects.

(Signature of authorised signatory)
Name &designation:

Approval flow chart: Application by applicant Unit to Implement Agency → Approval by screening Committee at the end of implementing agency → Final approval to unit for participation.

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CLAIM FORM

(To be filled by beneficiary unit for reimbursement under Domestic trade Fairs /Exhibition and Capacity building of MSMEs in Modern packaging Technique) (Please refer para5(A) & (C) of scheme guideline)

| <input type="checkbox"/> Reimbursement for (i) Domestic trade fair <input type="checkbox"/> (ii) Packaging consultancy <i>(tick whichever is applicable)</i> | | | |
|---|---|-------------------------------|--|
| PART – I : Entrepreneurs Details: | | | |
| 1. | Name of Implementing agency | | |
| 2. | Name of the Applicant Unit | | |
| 3. | Complete address, phone,Fax, e-mail including name of the proprietor/partner | | |
| 4. | Udyog Aadhaar Memorandum Number (Pl. Enclose the copy of relevant document) | | |
| 5. | Category of the entrepreneur (General/Women/SC/ST/NER/PH) (Pl. Enclose the copy of relevant document, if applicable) | | |
| 6. | Type of the unit (Micro/Small/ Medium)(whichever applicable) | | |
| 7. | Category of the Unit (Manufacturing/Service) | | |
| 8. | Products manufactured/Service rendered | | |
| PART-II: Event details | | | |
| PART – II (A): In case Domestic Trade fairs / Exhibition | | | |
| 9. | Name of event participated, venue, duration of trade fair / exhibition | | |
| 10. | Feedback: [about 200 words] include total value of sales, B2B orders, Knowledge on new technology, opportunity for market expansion. | | |
| PART – II(B): Packaging Consultancy | | | |
| 11. | Name of empanelled agency from which packaging consultancy obtained (if applicable) | | |
| 12. | Rating of packaging consultancy organisation(Good / Very good / Excellent) | | |
| 13. | Expected results from the consultancy(200 words) | | |
| PART – III: Payment Details | | | |
| DETAILS OF CLAIM(Rs.) | | | |
| Name of scheme | Items | Actual Expenditure (In Rs) | Amount admissible as per scheme guidelines |
| Domestic Trade Fairs/ Exhibitions | Contingency expenditure(including travel, (Attach exp. copy for travel/publicity/ freight charges) travel/publicity/freight charges) | | |
| | Space Rent (stall rent)[Minimum booth/stall Size provided by fair organiser](Attach invoice / bill) | | |
| Total (in Rs.) | | | |
| Packaging consultancy charges | | | |

DECLARATION:

I hereby declare that :

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- (a) Above information is correct and is based on the actual expenditure incurred. In case any of the statement / information furnished in application / document is later found to be wrong or incorrect or misleading, I do hereby bind myself and my unit to pay to the Government on demand the full amount received as reimbursement in respect within seven days of the demand.
- (b) The unit has not claimed/applied for financial assistance from any other Ministry/ Department of the Government of India or any other State Government or any Government Institute/Agency for the above mentioned trade fair / packaging consultancy.

Signature of the Authorised Signatory

Name:

Date:

Designation:

Place:

Approval Flow Chart: Claim by applicant Unit to DC Office → Scrutiny → Approval / Sanction / Release to beneficiary unit

Bhanu
20-11-19