

भारतीय कृषि अनुसंधान परिषद  
कृषि भवन नई दिल्ली

मि.स. 61AE-21-6/19-समन्वय

दिनांक 5 फरवरी, 2019

सेवा में,

भारतीय कृषि अनुसंधान परिषद  
संस्थानों /राष्ट्रिय अनुसंधान केन्द्रों के  
समस्त निदेशक /परियोजना निदेशक

महोदय,

कृपया इस पत्र के साथ सलग्न पत्र आवश्यक कार्यवाही हेतु देखें

धन्यवाद

भवदीय



(विन्सेंट टी)

अनुभाग अधिकारी (समन्वय)

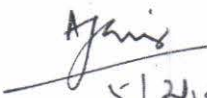
**INDIAN COUNCIL OF AGRICULTURAL RESEARCH  
KRISHI BHAWAN: NEW DELHI**

F. No. GAC-21-6/2019-CDN

Dated the 5<sup>th</sup> February, 2019

**ENDORSEMENT**

Ministry of MSME, Office of Development Commissioner, EP & IC Division, Govt. of India, Nirman Bhavan, New Delhi has issued O.M. No.5(1)2016-MDA/675-92 dated 23.10.2018 regarding approved Scheme guidelines on "Procurement and marketing Support" a component of scheme Development of MSMEs (Entrepreneurship and Skill Development programme ) Vertical 4 . The above mentioned O.M. is being uploaded on the ICAR website [www.icar.org.in](http://www.icar.org.in) and e-office for information.

  
5/2/19

(Ajai Verma)

Under Secretary (GAC)

**Distribution :-**

1. Directors/Project Directors of all ICAR Institutes/National Research Centres/ Project Coordinators/Coordinated Research Projects/ATARIs/Bureaux for information and compliance.
2. All Officers/Sections at ICAR Krishi Bhawan/KAB – I & II/NASC
3. Secretary(SS), CJSC, CSWCRTI, Dehradun.
4. Secretary(SS), HJSC, ICAR.
5. Sr.PPS to DG, ICAR/ PPS FA (DARE)/PPS to Secretary, ICAR
6. Media Unit for placing on the ICAR website.
7. Guard file/Spare copies

URGENT

No.5(1)/2016-MDA/675-92-  
Government of India  
Ministry of MSME  
Office of Development Commissioner  
EP & IC Division  
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Nirman Bhavan, New Delhi

Dated: 23<sup>rd</sup> October, 2018

262477  
06/11/18

Office Memorandum

Subject: Approved scheme guidelines on "Procurement and Marketing Support" a component of scheme Development of MSMEs (Entrepreneurship and Skill Development Programme), vertical 4 - circulation - reg.

I am directed to circulate approved scheme guidelines on "Procurement and Marketing Support" a component of main scheme on "Development of MSMEs" (Entrepreneurship and Skill Development Programme), which has been approved by Hon'able MOS for MSME, to all SFC committee members for their kind reference. The approved scheme guidelines will enforced w.e.f 16.10.2018 for the 14<sup>th</sup> Finance Commission. Copy of scheme guidelines are enclosed herewith for ready reference.

(A.K. Verma)

Dy. Director

Ph. No. : 011-2306 2215

e-mail: akverma@dcmsme.gov.in

~~SS(1) - in a meeting~~  
~~DS (GAC)~~

To,

1. SS&FA, M/o MSME, Udyog Bhavan, New Delhi
2. JS(SME), M/o MSME, Udyog Bhavan, New Delhi
3. JS(pers.) Department of Expenditure, M/o Finance, North Block, New Delhi
4. Advisor (Industry), Niti Aayog, Parliament Street, New Delhi
5. Secretary, M/o Skill Development and Entrepreneurship, Shivaji Stadium, Annexe Building, New Delhi.
6. Secretary, M/o Social Justice & Empowerment, Shastri Bhavan, New Delhi -01
7. Secretary, M/o Women & Child Welfare, Shastri Bhavan, New Delhi -01
8. Secretary, M/o Tribal Affairs, Shastri Bhavan, New Delhi -01
9. Secretary, Department of North Eastern Region, Vigyan Bhavan Annexe, New Delhi
10. Secretary, DIPP, M/o Commerce & Industry, Udyog Bhavan, New Delhi
11. Secretary, M/o Labour & Employment, Shram Shakti Bhavan, Rafi Marg, New Delhi
12. Secretary, M/o Rural Development, Rajpath Area, Central Secretariat, New Delhi
13. Secretary, Department of Science & Technology, Technology Bhavan, New Mahrauli Road, New Delhi -110016
- ✓ 14. Secretary, Department of Agriculture Research and Education, M/o Agriculture & Farmers welfare, Krishi Bhavan, New Delhi.
15. CMD, NSIC, NSIC Bhavan, M/o MSME, Okhala Industrial Estate, New Delhi

Copy for information to:

- (i) Economic Advisor, M/o MSME, Udyog Bhavan, New Delhi
- (ii) Under Secretary (DN) (IFW) M/o MSME, Udyog Bhavan, New Delhi
- (iii) Sh. Karanjeet Singh, Dy Director, SME Section, M/o MSME, Udyog Bhavan, New Delhi

12/11/18  
PI exam  
US (GAC)  
(A.K. Verma)  
Dy. Director  
12/11/18  
Smt K K  
for info

Guidelines for  
Procurement and Marketing Support Scheme

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



## 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, bar code, 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:

M/o MSME through O/o DC (MSME) along with the network of its field offices, NSIC and other organisations of the Ministry of MSME. The Implementing Agency will implement all the components of the scheme and monitor their performance, call proposals / applications, scrutinize them, prepare the bill / claim and ensure settlement.

## 5. SCHEME COMPONENTS FOR MARKETABILITY ENHANCEMENT:

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

Eligible items	Scale of assistance
Space Rent charges	80% of space rent paid for General category units and 100% for SC/ST/women/NER/PH units limited to Rs.30,000/- or actual whichever is less. The space rent will subject to minimum booth/stall size provided by the fair organiser.
Contingency expenditure (include travel, publicity & freight).	100% contingency expenditure for all categories of units subject to maximum Rs.15,000/- or actual, whichever is less. One representative from each participating unit may travel limiting to AC II tier train fair/ Economy Class Air Fare. Local participants will be paid Rs 12/Km as freight charges (transportation of goods charges) up to 50 Kms.
Note: A MSE would be allowed reimbursement for maximum of 2 (two) events in a year and submit their claim online (or system in place) in the prescribed format within 30 days from date of conclusion of the event.	

### 5(B) Organising/participation in trade fairs/exhibitions by the Ministry/Office of DC (MSME)/Government organisations:

Eligible items	Scale of assistance/budget
Space Rent charges	• 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.



	<ul style="list-style-type: none"> <li>The upper cap of hiring of built up space to organise / participate regional / national/ international events will be of Rs 15.00 lakhs &amp; Rs 40.00 lakhs respectively.</li> <li>The participating units will be provided space rent subsidy @ 80% for General category units and @ 100% for SC/ST/women/NER/PH units subject to one booth / stall per unit and for minimum booth/stall size. The total subsidy will be within the upper limit as mentioned above.</li> <li>The exclusive trade fairs for Self Help Groups (SHGs) / artisans / NER MSEs will be held with 100% space rent subsidy. However, the upper limit of subsidy will equally applicable to them also.</li> </ul>
Advertisement and Publicity for organising/ participation in the event (for the events at Sl. No. 2 above)	<ul style="list-style-type: none"> <li>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.</li> </ul>
<ul style="list-style-type: none"> <li>Approval of Empowered Committee will be required for exceeding ceiling limit subject to limit of max. 10-15%.</li> </ul>	

#### 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 units limited to Rs.50,000/- or actual whichever is less for packaging consultancy. The agencies will be empanelled by the Indian Institute of Packaging with approval of Competent Authority.

#### 5(D) Development of Marketing Haats.

Eligible items	Scale of assistance
In the initial phase, upgradation/ renovation/ modification of the existing facilities in marketing haats.	For upgradation/renovation/ modification in existing facilities maximum sanction amount will be Rs.10 lakhs / haat / city or actual whichever is less, based on the estimates prepared by Govt. approved valuer / PWD.
<b>Note:</b> The selection of Haats will be done by implementing agency and will be need base, through a committee comprising of Director MSME-DI as Chairman and Member from Directorate of Industries, representatives of local body etc. The final approval of Competent Authority will be required.	

#### 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 Rs 30,000/- per programme
National Level Vendor Development Programme	2-3 days.	Sanction per program for organizing these programmes be Rs 7.0 lakhs max. for "A" class City and Rs 5.00 lakh for "Other cities" including J&K/ NER/HP and minimum recovery of 25% and 10% respectively.
<b>Note:</b> MSME- DI will ensure participation of all stakeholders i.e. PSUs/State PSEs/State Govt. representatives etc. and also the MSME entrepreneurs		

#### 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	Rs. 2.0 Lakh per workshop/seminar anywhere in the country/or actual whichever is lower. An additional cost of Rs. 1.5 Lakh (maximum) towards cost of air travel, boarding & lodging etc. or actual whichever is lower will be admissible for international experts for international level event. The Govt./ non - Govt. reputed organisations having at least 5 years of experience in organising subject specific workshops / seminars will be hired. 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 an 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	Financial support of Rs 70,000/- per program wherever necessary subject to expenses as per Govt. of India extant rule. The program will be conducted by the Implementing Agency. 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)/SME division, M/o MSME directly or through implementing agency online/offline, two month prior to the commencement of trade fairs/ exhibitions. After due scrutiny the proposals, the secretariat office will submit the proposal at least 15 days before the event to the Empowered Committee for the final approval.

The proposal may also be called by field offices of O/o DC (MSME)/SME Division, M/o MSME under the Scheme, after initial scrutiny, these shall be placed before a Screening Committee constituted at field offices. In case of field offices of DC, MSME, the Screening Committee will be headed by Director / Dy. Director – In charge and GM, DIC or his nominee/representative from association as member. For NSIC proposals, the Screening Committee will be headed by Director (Planning and Marketing) and include representative from Finance and Exhibition division as a member. The committee shall meet at least once in two months and examine the proposals as per eligibility conditions and other criteria laid down in the guidelines. 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, ADC(Market Service) or his / her representative, & JDC(Export Promotion) or his / her representative and Director (Planning and Marketing),

NSIC or his / her representative and Nominee of IFW as members. Secretariat service provided by Market Service Division of Office of DC (MSME). Any of the Export promotion association/Industry association may be invited as special invitee 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) within one month with dashboard / link to IFW for monitoring.

10. DC MSME shall develop a digital events management MIS so that all events across India could be monitored efficiently without any data breach and put in place in one month and dashboard / link to IFW..

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## 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	
	<b>PART - I:</b>	
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)	
	<b>PART - II: Event Details</b>	
12.	Name of fair , duration , venue ( To be filled from Master data)	
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..... Name of bank.....

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

(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.

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

S.No.	Item	
1	Name of the Implementing Agency	
2	Name 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	Present facilities in the Marketing Haat	
6	Details of upgradation/renovation/modification sought with their values as per Govt. approved valuer/PWD and Total Cost. (attach the estimate prepared by Govt. approved valuer/PWD)	
7	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.



**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"/> <i>(tick whichever is applicable)</i>
	<b>PART – I:</b>	
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)	
	<b>PART – II: Event Details</b>	
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 Awareness program)

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

Sl.No.	Items	
1	Type of event	Vendor Development programme NVDP <input type="checkbox"/> SVDP <input type="checkbox"/> International/National <input type="checkbox"/> workshop/seminar Awareness programme <input type="checkbox"/>
<b>PART - I:</b>		
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)	
<b>PART - II: Event Details</b>		
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)	(Applicable only for VDP)
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 bank .....

\*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.