

**MSME CENTRE**

**SCHEMES**

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## Schemes for MSME (Central Schemes) :

### 1. Credit:

Name of Scheme	<b>a. CREDIT GUARANTEE FUND TRUST FOR MICRO AND SMALL ENTERPRISES (CGTMSE)</b>
Name of Ministry/ Dept.	DC (MSME), Ministry of MSME
Description	<p><b>Objective:</b>1. Government of India launched Credit Guarantee Scheme (CGS) so as to strengthen credit delivery system and facilitate flow of credit to the MSE sector. To operationalise the scheme, Government of India and SIDBI set up the <b>Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE)</b>.</p> <p>2. Banks and financial institutions are provided funding assistance under this scheme so that they can in turn lend Collateral Free Loans&amp; Working Capital for New Entrepreneur and Existing Entrepreneur.</p>
Who is Eligible	<p>1.New / Existing Entrepreneurswith a maximum credit cap of Rs.200 lakh (Rupees Two Hundred lakh only) are eligible to be covered.</p> <p>2. Banks and financial institutions can apply to office of DC-MSME/MSME-DIs for availing support.</p> <p>3. MSMEs need to directly contact the respective banks for getting credit.</p>
Nature of assistance	<p>Funding support to banks and financial institutions for lending collateral-free credit to MSMEs.</p> <p><b>Government Assistance:75% Credit &amp; Credit Guarantee cover up to Rs.2.00 Crs.</b></p> <p>The guarantee cover available under the scheme is to the extent of 75% / 80% of the sanctioned amount of the credit facility, with a maximum guarantee cap of `62.50 lakh / `65 lakh for credit facilities upto `50 lakh. The extent of guarantee cover is 85% for micro enterprises for credit up to `5 lakh. The extent of guarantee cover is 50% of the sanctioned amount of the credit facility for credit above `50 lakh with a maximum guarantee cap of `100 lakh'.</p> <p>The extent of guarantee cover is 80%(i) Micro and Small Enterprises operated and/or owned by women; and (ii) all credits/loans in the North East Region (NER) for credit facilities up to `50 lakh'. In case of default, Trust settles the</p>

	claim up to 75% (or 80%) of the amount in default of the credit facility extended by the lending institution for credit facilities up to `50 lakh. The extent of guarantee would reduce to 50% for the loans above `50 lakh upto `200 lakh. <b>Beneficiary Contribution: 25%</b>
How to Apply	1. <a href="http://www.cgtmse.in/About_us.aspx">http://www.cgtmse.in/About_us.aspx</a> 2. <a href="http://www.dcsmse.gov.in/schemes/sccrguarn.htm">http://www.dcsmse.gov.in/schemes/sccrguarn.htm</a> 3. Financial institutions can directly contact office of DC-MSME and can also apply online. 4. MSME can directly contact the respective banks/financial institutions as listed in the scheme guidelines.
Whom to Contact	1. Small Industries Development Bank of India (SIDBI), 2. Nationalized Banks and financial institutions 3. MSME - DI & its braches

Name of Scheme	<b>b. CREDIT LINKED CAPITAL SUBSIDY SCHEME FOR TECHNOLOGY UPGRADATION (CLCSS-TU)</b>
Name of Ministry/ Dept.	DC (MSME), Ministry of MSME
Description	MSMEs can get a 15% capital subsidy (~15%) on term loan/ credit availed for technology upgradation. <b>Objective:</b> The revised scheme aims at facilitating technology upgradation by providing 15 per cent upfront capital subsidy with effect from the 29th September, 2005 (12 per cent prior to 29.09.2005) to SSI units, including tiny, khadi, village and coir industrial units (hereinafter referred to as SSI units), on institutional finance availed of by them for induction of well established and improved technologies in the specified subsectors / products approved under the scheme. <b>The CLCSS has been amended as follows :</b> (a). the ceiling on loans under the Scheme has been raised from Rs. 40 lakh to Rs. 1 crore; (b). the rate of subsidy has been enhanced from 12 per cent to 15 per cent; (c). the admissible capital subsidy is to be calculated with reference to the purchase price of plant and machinery, instead of the term loan disbursed to the beneficiary unit; (d). the practice of categorisation of SSI units in different slabs on the basis of their present investment for determining the eligible subsidy has been done away with ; and (e). the operation of the Scheme has been extended upto 31 st March, 2007.
Who is Eligible	1. The eligible beneficiaries include sole Proprietorships, Partnerships, Co-operative societies, Private and Public limited companies in the SSI sector. Priority shall be given to Women entrepreneurs. 2. Banks and financial institutions can apply to DC-MSME for availing support. 3. MSMEs need to directly contact the respective banks for getting credit and capital subsidy. 4. Existing Entrepreneurs registered with the State Directorate of Industries, which upgrade their existing plant and machinery with the state- of -the -art

	technology, with or without expansion. 5. New SSI units which are registered with the State Directorate of Industries and which have set up their facilities only with the appropriate eligible and proven technology duly approved by the GTAB/TSC.
Nature of assistance	<b>Financial assistance for availing credit and loan.</b> <b>Government Assistance: Government provides 15 % Capital Subsidy ( Max. subsidy limit is Rs.15 lakh )</b> <i>The maximum limit of eligible loan under the revised scheme is Rs.100 lakh.</i> <i>The revised scheme aims at facilitating technology upgradation of Micro and Small Enterprises (MSEs) by providing 15% capital subsidy (limited to maximum Rs.15 lakhs) whichever is lower on institutional finance for purchase of Plant &amp; Machinery &amp; for induction of well established and improved technologies in the specified subsectors/ products approved under the scheme.</i> <b>Beneficiary Contribution: Min 85%</b>
How to Apply	<a href="http://www.dcmsme.gov.in/schemes/Credit_link_Scheme.htm">http://www.dcmsme.gov.in/schemes/Credit_link_Scheme.htm</a> <a href="http://www.dcmsme.gov.in/schemes/SCLCS_FOR_TU_SSI_UNITS.pdf">http://www.dcmsme.gov.in/schemes/SCLCS_FOR_TU_SSI_UNITS.pdf</a> 1. Financial institutions can apply Online 2. Financial institutions can also directly contact the Office of DC-MSME. 3. MSME can directly contact the respective banks/ financial institutions as listed in the scheme guidelines.
Whom to Contact	1. MSME - DI, & its branches 2. DC(MSME), New Delhi 3. SIDBI & NABARD : The Small Industries Development Bank of India (SIDBI) and the National Bank for Agriculture and Rural Development (NABARD) will continue to act as the Nodal Agencies for the implementation of this scheme.

Name of Scheme	<b>C. Interest Equalisation Scheme</b> on pre and post shipment rupee export credit.
Name of Ministry/ Dept.	DC (MSME), Ministry of MSME, Cabinet Committee on Economic Affairs
Description	Cabinet Committee on Economic Affairs has given its approval for 3% Interest Equalisation Scheme (earlier called Interest Subvention Scheme) for SME exporters on Pre & Post Shipment Rupee Export Credit with effect from 1st April, 2015 for five years. The scheme will be evaluated after three years. The scheme, earlier called Interest Subvention Scheme. <b>The features are:</b> <ul style="list-style-type: none"> <li>• The rate of interest equalisation is 3%. (The scheme would be available to all exports of MSME and 416 specified tariff lines).</li> <li>• The scheme would not be available to merchant exporters. The duration of the scheme is for five years with effect from 1.4.2015.</li> <li>• On completion of three years of operation of the scheme, Department of Commerce may initiate a study on impact of the scheme on export promotion and its further continuation (study may be done through one of the IIMs.)</li> <li>• Ministry of Commerce &amp; Industry may place funds in advance with RBI</li> </ul>

	<p>for requirement of one month and reimbursement can be made on a monthly basis through a revolving fund system.</p> <ul style="list-style-type: none"> <li>• The operational instructions of the scheme would be issued by RBI shortly.</li> <li>• The scheme covers mostly labour intensive and employment generating sectors.</li> </ul>
Who is Eligible	(The scheme would be available to all exports of MSME and 416 specified tariff lines). The scheme would not be available to merchant exporters
Nature of assistance	The rate of interest equalisation is 3% for SME exporters on Pre & Post Shipment Rupee Export Credit with effect from 1st April, 2015 for five years
How to Apply	<p>1. Financial institutions can directly contact office of DC-MSME and can also apply online.</p> <p>2. MSME can directly contact the respective banks/ financial institutions as listed in the scheme guidelines.</p>
Whom to Contact	<p>1. Small Industries Development Bank of India (SIDBI),</p> <p>2. Nationalized Banks and financial institutions</p> <p>3. MSME - DI &amp; its braches</p>

Name of Scheme	<b>d. PERFORMANCE AND CREDIT RATING SCHEME FOR MICRO &amp; SMALL ENTERPRISES</b>
Description	<p><b>Objective:</b>1. The objective of the Scheme is to create awareness amongst micro &amp; small enterprises about the strengths and weaknesses of their operations and also their credit worthiness by 'providing financial assistance for performance and credit rating under PCR Scheme (SME DIVISION SCHEME)'. The Scheme is implemented by National Small Industries Corporation (NSIC) and Rating under the scheme is being carried out through the empanelled rating agencies i.e. CRISIL, ONICRA, ICRA, SMERA, Brickwork, India Ratings (earlier known as FITCH) and CARE. The enterprises are at liberty to select any of the rating agencies empanelled with NSIC.</p> <p><b>The major benefits accruing under the scheme to the rated units include:</b></p> <ol style="list-style-type: none"> <li>Rating is an independent, trusted third party opinion on capabilities and credit worthiness of MSEs.</li> <li>Rating enables MSE units to ascertain the strengths and weaknesses of their existing operations and take corrective measures to enhance their organizational strength.</li> <li>Good rating enables MSEs to access to funds at cheaper rates and better terms,</li> <li>Rating facilitates prompter credit decisions from Banks on proposals of MSEs.</li> <li>Good rating enhances the acceptability of the MSEs with their customers and buyers. vi) Facilitate buyers in capability &amp; capacity assessment of MSEs before finalizing purchase contracts. vii) An independent evaluation of the strengths and weaknesses of the applicant unit will help Banks and Financial Institutions in taking faster credit decisions and leveraging their risks.</li> </ol>



Nature of assistance	<p><b>Government Assistance:</b></p> <p>(a) 75% of the rating fee subject to a maximum of Rs. 25,000/- will be reimbursed to the micro or small enterprise having a turnover upto Rs.50 lakh.</p> <p>(b) 75% of the rating fee subject to a maximum of Rs. 30,000/- will be reimbursed to the micro or small enterprise having a turnover above Rs.50 lakh to Rs.200 lakh.</p> <p>(c) 75% of the rating fee subject to a maximum of Rs. 40,000/- will be reimbursed to the micro or small enterprise having a turnover above Rs.200 lakh.</p> <p><b>Beneficiary Contribution: 25%</b></p>
Who is Eligible	Any enterprise registered in India as a micro or small enterprise is eligible to apply
How to apply	Any micro or small enterprise wishing to apply for rating will have to fill up the prescribed application form and submit the same to the nearest branch of NSIC or to the rating agency chosen by it. <a href="http://msme.gov.in/sites/default/files/PCR_EN.pdf">http://msme.gov.in/sites/default/files/PCR_EN.pdf</a>
Whom to Contact	1. NSIC 2. Rating Agencies

Name of Scheme	<b>e. 'MICRO FINANCE PROGRAMME'</b>
Description	<p><i>Funding support to provide for security amount for extending credit to MFIs/NGOs.</i> The scheme of Micro-Finance Programme has been tied-up with SIDBI by way of contributing towards security deposits required from the MFIs(Micro finance institutions)/NGOs to get loans from SIDBI. The scheme is being operated in underserved States and underserved pockets/ districts of other States.</p> <p>MFIs are provided annual need based assistance. One of the unique features of the scheme is the comprehensive financial support being provided to the MFIs/ NGOs to expand their operations as well as to increase their efficiency. SIDBI's support comprises of loans as well as equity/ quasi equity support, as the case may be, depending on the need of the client institutions.</p>
Nature of assistance	<p><b>Government Assistance:</b>Financial assistance to provide for security deposits for lending credit and loans. The Government of India provide funds for Micro-Finance Programme to SIDBI, which is called 'Portfolio Risk Fund' (PRF). At present SIDBI takes fixed deposit equal to 10% of the loan amount. The share of MFIs/NGOs is 2.5% of the loan amount (i.e. 25% of security deposit) and balance 7.5% (i.e. 75% of security deposit) is adjusted from the funds provided by the Government of India.</p>
Who is Eligible	All NGOs and MFIs can contact SIDBI, all MSMEs can contact the NGOs and MFIs.
How to apply	<p>1.NGO, MFI , MSME can directly contact the respective banks/financial institutions as listed in the scheme guidelines or else</p> <p>2. Contact nearest MSME- DI to apply.</p> <p><a href="http://www.dcmsme.gov.in/schemes/sch_of_mic_fin.pdf">http://www.dcmsme.gov.in/schemes/sch_of_mic_fin.pdf</a> <a href="http://www.dcmsme.gov.in/schemes/microfinance.htm">http://www.dcmsme.gov.in/schemes/microfinance.htm</a></p>

Whom to Contact	1.SIDBI 2.NGOs and MFIs
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Name of Scheme	<b>f. PRIME MINISTER'S EMPLOYMENT GENERATION PROGRAMME (PMEGP)</b>
Name of Ministry/ Dept	KVIC, Ministry of MSME
Description	<p>Scheme provides Subsidy Loans for Term Loan &amp; Working Capital for New Micro Entrepreneur. The Scheme is implemented by Khadi and Village Industries Commission (KVIC), as the nodal agency at the National level. At the State level, the Scheme is implemented through State KVIC Directorates, State Khadi and Village Industries Boards (KVIBs) and District Industries Centres (DICs) and banks. The Government subsidy under the Scheme is routed by KVIC through the identified Banks for eventual distribution to the beneficiaries / entrepreneurs in their Bank accounts.</p> <p><b>Objectives:</b></p> <p><b>(i)</b> To generate employment opportunities in rural as well as urban areas of the country through setting up of new self-employment ventures/projects/micro enterprises.</p> <p><b>(ii)</b> To bring together widely dispersed traditional artisans/ rural and urban unemployed youth and give them self-employment opportunities to the extent possible, at their place.</p> <p><b>(iii)</b> To provide continuous and sustainable employment to a large segment of traditional and prospective artisans and rural and urban unemployed youth in the country, so as to help arrest migration of rural youth to urban areas.</p> <p><b>(iv)</b> To increase the wage earning capacity of artisans and contribute to increase in the growth rate of rural and urban employment.</p>
Who is Eligible	New Entrepreneurs
Nature of Assistance	<p><b>Government Assistance:</b> Government provides assistance of 15 - 35% subsidy, The maximum cost of the project/unit admissible under manufacturing sector is Rs.25 lakh and under business/service sector is Rs.10 lakh. General category beneficiaries can avail of margin money subsidy of 25 % of the project cost in rural areas and 15% in urban areas. For beneficiaries belonging to special categories such as scheduled caste/scheduled tribe /women the margin money subsidy is 35% in rural areas and 25% in urban areas.</p> <p><b>Beneficiary Contribution:</b> Own contribution 5 -10% of project cost.</p>
How to Apply	<a href="http://my.msme.gov.in/MyMsme/Reg/COM_PMEGPForm.aspx">http://my.msme.gov.in/MyMsme/Reg/COM_PMEGPForm.aspx</a>
Whom to Contact	1. Khadi & Village Industries Board (KVIB) - Rural area 2. MSME- DI, & its braches

Name of Scheme	<b>g. Loan Facilitation &amp; Syndication Service</b>
Name of Ministry/ Dept	SIDBI
Description	<ul style="list-style-type: none"> <li>• It is SIDBI's Initiative in partnerships with Banks, Rating Agencies and Accredited Consultants to facilitate Bank loans.</li> <li>• It's a transparent, structured mechanisms for timely consideration of loan applications</li> </ul> <p><b>Benefits to MSME Entrepreneurs:</b> Bank Loan Process Made Easier Improved Acceptance of the loan proposals by banks.</p>
Who is Eligible	New and Existing manufacturing as well as Service sector Enterprises
Nature of Assistance	Government Assistance: Facilitates Bank loans Beneficiary Contribution: As per the norms of Scheme
How to Apply	<a href="http://www.sidbi.in/?q=loan-facilitation-syndicationservices-entrepreneurs">http://www.sidbi.in/?q=loan-facilitation-syndicationservices-entrepreneurs</a> Please fill-up Online Enquiry Form for the purpose. <a href="https://www.sidbi.in/online-enquiry.php">https://www.sidbi.in/online-enquiry.php</a>
Whom to Contact	The Deputy General Manager, SIDBI

Name of Scheme	<b>h. Growth Capital &amp; Equity Assistance scheme for small and medium businesses</b>
Name of Ministry/ Dept.	SIDBI, Ministry of Finance
Description	<p>The scheme provides adequate capital to meet growth aspirations of MSMEs and helps existing small and medium businesses to make investments in marketing, brand building, the creation of distribution network, technical know-how, R&amp;D, software purchase, etc.</p> <p>Scheme provides assistance in form of Mezzanine/Convertible Instruments, Subordinated debt and Equity (in deserving cases). This quasi assistance has a higher Moratorium on repayment and a flexible structuring.</p> <p><b>Objective:</b> Providing capital to MSMEs to invest in marketing, brand building, creation of distribution network, know-how, R&amp;D, etc.</p>
Who is Eligible	<ol style="list-style-type: none"> <li>1. Existing small and medium businesses in need of capital for growth</li> <li>2. An MSME is eligible as per the definition of Government of India (MSMED Act)</li> </ol>

	3. All SIDBI's existing customers (fulfilling internal rating criteria) are eligible. or 4. Units with past 3 years of profitability and 2 years of satisfactory banking credit track record (meeting internal credit rating criteria) 5. Acceptable external rating from CRISIL, ICRA, D&B, SMERA, etc., would be desirable.
Nature of Assistance	<b>Government Assistance &amp; Beneficiary Contribution</b> :As applicable
How to Apply (Guidelines & Application)	<a href="http://www.sidbi.in/?q=growth-capital-equity-assistance">http://www.sidbi.in/?q=growth-capital-equity-assistance</a> <a href="http://www.newincept.com/growth-capital-and-equity-assistance.html">http://www.newincept.com/growth-capital-and-equity-assistance.html</a> A Udyami Helpline: Dial 1800-180-6763 [Toll Free Number] for queries relating to this Schemes.
Whom to Contact	The Deputy General Manager, SIDBI Submit the on-line enquiry form in the website

## **2. Technology and Quality Upgradation (TEQUP) (NMCP):**

### **Objective:**

1. To sensitize the manufacturing MSME sector in India about use of energy efficient technologies and manufacturing processes so as to reduce cost of production and the emissions of GHGs.
2. To improve the product quality of MSMEs and to encourage them towards becoming globally competitive.

### **MAJOR ACTIVITIES UNDER THE SCHEME:**

- 1) Capacity Building of MSME Clusters for Energy Efficiency/Clean Development Interventions and other technologies mandated as per the global standards.
- 2) Assistance in Implementation of Energy Efficient Technologies (EET) in MSME units.
- 3) Setting up of Carbon Credit Aggregation Centres (CCA) for introducing and popularising clean development mechanism(CDM) in MSME clusters.
- 4) Encouraging MSMEs to acquire Product certification/licences from National/International bodies and adopt other technologies mandated as per the global standards.
- 5) Study of Impact of the scheme, administrative and other miscellaneous items.

Name of Scheme	<b>a. Capacity Building of MSME Clusters for Energy Efficiency/Clean Development Mechanism</b>
Related Scheme	Scheme for 'Technology and Quality Upgradation (TEQUP) Support to MSMEs'-an NMCP Scheme
Description	<b>Objective:</b> The primary objective of this Activity is to handhold the MSME

	<p>clusters in adopting energy efficient processes. Under the activity, the following initiatives will be taken up:</p> <p>(i) Conducting awareness programmes in MSME clusters on</p> <ul style="list-style-type: none"> <li>• Energy efficient technologies;</li> <li>• Availability of energy efficient equipment's; and</li> <li>• The need for energy efficiency and cash benefits from Energy Efficient Technologies (EET) and Clean Development Mechanism (CDM).</li> </ul> <p>(ii) Supporting energy audits in sample units (3 Nos. in each cluster representing the micro, small and medium enterprises respectively) in energy intensive clusters. The related activities will be identification of energy efficient technologies for typical production units and preparation of model Detailed Project Report (DPRs) for cost effective, bankable energy efficient projects. The recommendations in the model DPRs will be used with the cluster based MSMEs for demonstrating the scope, need and financial benefits from EET projects.</p> <p>(iii) Promoting replication of model EET projects in the cluster based MSMEs and subsidizing the preparation cost of the DPRs for the EET projects taken up by the individual MSMEs.</p> <p><b>The expected outcomes from the Activity are:</b></p> <ul style="list-style-type: none"> <li>(i) Enhanced Awareness on energy efficiency in manufacturing processes,</li> <li>(ii) Energy audits of MSMEs, and</li> <li>(iii) Adoption of energy efficient technologies by MSMEs.</li> </ul>
Nature of assistance	<p><b>Awareness Programmes:</b></p> <p><b>Government Assistance &amp; Beneficiary Contribution::</b> Towards organizing the awareness programmes, the Government of India will provide financial support to the extent of 75% of the actual expenditure, subject to maximum Rs. 75,000/- per programme (Average cost of one programme is expected to be Rs. 80,000).</p> <p>The balance amount is to be contributed by the participants, Cluster associations, etc. The Government grant shall be utilized towards meeting the expenditure on technical inputs from faculties/experts and their course material, travel and lodging expenses, other miscellaneous expenses, etc.</p> <p><b>Cluster level energy audits:</b></p> <p><b>Government Assistance &amp; Beneficiary Contribution:</b>The maximum allowable expenditure for conducting the cluster level energy audits and model DPRs (for three selected enterprises) will be Rs. 9.0 lakh per cluster. (Average cost of preparation of one model DPR is expected to be Rs. 6.0 lakh). Out of this, 75% of the actual expenditure will be provided by GoI and the balance 25% is to be contributed by the respective MSMEs selected for preparation of the model DPRs.</p> <p><b>Detailed project reports (DPRs):</b></p> <p><b>Government Assistance &amp; Beneficiary Contribution:</b>Towards preparation of subsequent detailed project reports (DPRs) for individual MSMEs on EET projects, the government grant will be 50% of the actual expenditure subject to maximum Rs.1.5 lakh per DPR. (Average cost of preparation of one EET DPR is</p>

	expected to be Rs. 2.0 lakh). The balance amount is to be contributed by the MSME concerned.
Who is Eligible	<ol style="list-style-type: none"> <li>1. All MSME units from the selected clusters</li> <li>2. Expert organizations like PCRA, BEE, TERI, IITs, NITs etc. or State Govt. agencies like MITCON, GEDA etc., Cluster/Industry based associations of MSMEs, NGOs and Technical Institutions interested in application of Energy Efficient Technologies (EET) are eligible to apply.</li> <li>3. Tool Rooms and other autonomous bodies under Ministry of MSME can also apply for participation. Individual MSMEs of identified clusters/sectors can apply for seeking support/ subsidy in preparation of enterprise level EET DPRs.</li> </ol>
How to apply	<a href="http://msme.gov.in/sites/default/files/technology%26quality10.pdf">http://msme.gov.in/sites/default/files/technology%26quality10.pdf</a> Above mentioned Organizations can apply online. or else Can contact nearest MSME-DI to apply. The details of the workshop/training programme and registration facility will be provided by the respective organizer. The implementing agencies interested in preparing the cluster level model DPRs and the enterprise level DPRs are required to submit the details of their technical competencies and credentials in the Application format provided at website above.
Whom to contact	MSME DI

Name of Scheme	<b>b. Implementation of Energy Efficient Technologies and Other Technologies Mandated as per the Global Standards in MSMEs</b>
Name of Ministry/ Dept.	DC (MSME), Ministry of MSME
Description	<p>Funding support for implementing pilot projects on 'Energy Efficient Technologies'.</p> <p><b>Objective:</b> To encourage MSMEs in adopting energy efficient technologies through implementation of pilot projects.</p> <p>Subsidy on the loan awarded to implement for Energy Efficient Technology and other Technologies Mandated as per the Global Standards in MSME through bank loan. For this purpose, bankable DPRs for the implementation of energy efficient technologies will be invited from the MSMEs.</p> <p><b>The specific achievements from the Activity are expected to:</b></p> <ul style="list-style-type: none"> <li>• Develop a holistic package on energy conservation in MSME sector;</li> <li>• Create demonstration effect in the MSME sector for adopting energy efficient technologies;</li> <li>• Reduction in energy consumption in the selected MSMEs; and</li> <li>• Enhance profitability of the implementing MSMEs by reducing energy costs and also through possible income from carbon credits.</li> </ul>
Who is Eligible	Existing Entrepreneurs/ MSMEs
Nature of	Financial support will be provided through banks (SIDBI) to MSMEs for

assistance	<p>adopting energy efficient technologies.</p> <p><b>Government Assistance : 25% in Bank loans (Ceiling limit Rs.10 lakh).</b></p> <p>The Government of India will provide financial support to the extent of 25% of the project cost for implementation of Energy Efficient Technologies (EET), as per the approved DPR. The maximum amount of GOI assistance from the scheme will be Rs.10 lakhs (Average subsidy for one EET project is estimated to be Rs. 5.0 lakh). While 25% of the project cost will be provided as subsidy by the Government of India, the balance amount is to be funded through loan from SIDBI/banks/financial institutions. The minimum contribution as required by the funding agency, will have to be made by the MSME unit.</p>
How to Apply	<p><a href="http://www.dcmsme.gov.in/schemes/technology&amp;quality10.pdf">http://www.dcmsme.gov.in/schemes/technology&amp;quality10.pdf</a></p> <p>This Activity will be implemented through SIDBI who will function as the Implementing Agency. After finalization of the DPR, the concerned MSME units can approach SIDBI directly or through their Bankers for seeking loan/subsidy for implementation of the Projects.</p> <p>Note: Submission of bankable DPR is necessary for applying for the financial support</p>
Whom to Contact	<ol style="list-style-type: none"> <li>1. MSME - DI, &amp; its branches</li> <li>2. SIDBI</li> <li>3. DC(MSME), Ministry of MSME, GoI</li> </ol>

Name of Scheme	<p><b>C. Setting Up of Carbon Credit Aggregation Centres (CCA) for Introducing and Popularizing Clean Development Mechanism (CDM) in MSME Clusters</b></p>
Related Scheme	<p>Scheme for 'Technology and Quality Upgradation (TEQUP) Support to MSMEs'- an NMCP Scheme</p>
Description	<p><b>Objective:</b>The Activity will focus on market transformation of the results of energy efficiencies. The support program aims to promote setting up of carbon aggregation centres in the potential clusters having adequate number of EET/Renewable Energy (RE) based projects.</p> <p>The concept of Clean Development Mechanism (CDM) through reduction and management of carbon footprints have been introduced under Kyoto Protocol for reduction of emission of Green House Gases like carbon dioxide, which is a common emission from industries using coal and petroleum products. United Nations Framework Convention on Climatic Change (UNFCCC) have introduced the concept of CDM under which industries in developed countries producing additional green house gases (GHG) can purchase carbon credits from industries in developed countries using energy efficient technologies as well as renewable energies thereby reducing the 'Carbon Footprints'.</p> <p>Under this Activity, CCA Centres will be set up in 16 clusters over the XI plan period to assist MSMEs in registering GHG (Green House gas ) reduction projects for allocation of Certified Emission Reduction (CER).</p> <p><b>The expected deliverables of the Activity are:</b></p> <ul style="list-style-type: none"> <li>• Creating awareness among the MSMEs within and around the identified Clusters about Market Transformation of Energy Efficiency, Carbon Credit</li> </ul>

	<p>Trading, etc.</p> <ul style="list-style-type: none"> <li>• Identification of Clusters having adequate number of ongoing or emerging GHG/CDM projects for setting up of the CCAs.</li> <li>• Facilitate setting up of Carbon Credit Aggregation Centres in identified clusters by the cluster-based associations, technical institutions, NGOs, etc.</li> </ul>
Nature of assistance	<p>Funding support for infrastructure development.</p> <p><b>Government Assistance &amp; Beneficiary contribution:</b> The Govt. of India will provide financial support to the extent of 75% of the actual expenditure, subject to a maximum Rs.15 lakh for establishing each of these centres. (Average cost of setting up of one CCA is expected to be Rs. 15.0 lakh). The remaining expenditure will have to be met by the implementing agency/SPV through collection of users' charges. While setting up of these centres, no liability will be created for the GoI.</p>
Who is Eligible	Cluster based MSME associations, Technical Institutions, ESCOs.
How to apply	<p>Eligible applicants can apply in the format at Annexe - III in ( website <a href="http://www.dcmsme.gov.in/schemes/technology&amp;quality10.pdf">http://www.dcmsme.gov.in/schemes/technology&amp;quality10.pdf</a>) . They will also have to submit a brief project proposal containing details, targets, deliverables, etc., of the Project.</p>
Whom to contact	MSME DI

Name of Scheme	<b>d. Encouraging MSMEs to Acquire Product Certification Licenses from National/ International Bodies</b>
Name of Ministry/ Dept.	DC (MSME), Ministry of MSME
Description	<p><b>Objective:</b> Funding support for 'Product Certifications'</p> <ol style="list-style-type: none"> <li>1.To provide subsidy to MSME units towards the expenditure incurred by them for obtaining product certification licenses from National Standardization Bodies (like BIS, BEE, etc.) or International Product Certifications (CE, UL, ANSI, etc.).</li> <li>2.The purpose of the 'Standard Marking' of the products is to assure product quality to the users/consumers. Certification of MSMEs products to International Standards, CE, ANSI, UL, Energy Star, etc. would also enhance acceptability of the products in the export market.</li> <li>3.Under the present Activity, eligible MSMEs will be provided financial support for obtaining national and international product certificates. To encourage a wider coverage of MSMEs to obtain licenses of such product standards of national and international agencies, subsidy will be provided to the applicants only towards the first product being licensed.</li> <li>4.This Activity is expected to enhance the acceptability of the products of the</li> </ol>



	<p>MSME sector in the National and International market by enhancing the consumers/users confidence in product quality.</p> <p>5. Marking to National/International Product Standards will also streamline the quality systems of the MSMEs, ensure safety of the product in use and enhance product/process efficiency.</p> <p><b>The significant contributions of the Activity will be:</b></p> <ul style="list-style-type: none"> <li>• Increased adoption of National /International Product Certification standards by the MSME sector;</li> <li>• Enhancing Customers' confidence for the products manufactured by MSMEs;</li> <li>• Assuring conformity to compulsory product standards like CE by MSMEs;</li> <li>• Ensuring energy efficiency of the consumer durables by BEE/EU/USA Energy Star ratings; and</li> <li>• Bringing manufacturers of consumer items (involving high safety requirements) under a system of quality surveillance through the licensing system.</li> </ul>
Who is Eligible	Existing Entrepreneurs/ All MSMEs with EM registration.
Nature of assistance	<p>Reimbursement of expenditure incurred on product certification. 75% of the actual expenditure, towards licensing of product to National / International Standards. (International 1.5Lakh / 0.75 lakh for National certification).</p> <p><b>Government Assistance &amp; Beneficiary Contribution:</b></p> <p>Under this Activity, MSME manufacturing units will be provided subsidy to the extent of 75% of the actual expenditure, towards licensing of product to National/ International Standards. The maximum GoI assistance allowed per MSME is Rs.1.5 lakh (Average Rs. 0.75 lakh) for obtaining product licensing/Marking to National Standards and Rs. 2.0 lakh (Average Rs. 1.50 lakh) for obtaining product licensing/Marking to International standards. One MSME unit can apply only once under the scheme.</p> <p><b>Government Assistance :</b> 75% of the actual expenditure, towards licensing of product to National / International Standards. (International 1.5Lakh / 0.75 lakh for National certification).</p> <p><b>Beneficiary Contribution:</b> 25%</p>
How to Apply	<p><a href="http://www.dcmsme.gov.in/schemes/technology&amp;quality10.pdf">http://www.dcmsme.gov.in/schemes/technology&amp;quality10.pdf</a></p> <p>Can apply online or else Can contact nearest MSME-DI to apply. The MSMEs interested in availing assistance for obtaining product certification under the scheme may forward application in the specified format, as given at Annexure-IV (A to F) in above website, to the MSME-Development Institute (MSME-DI) concerned, alongwith the required documents, receipts, reports, etc. A Screening Committee at the MSME-DI will scrutinize the applications and the decisions of the Committee will be communicated to the applicants within 45 days of the receipt of the application.</p>
Whom to Contact	<ol style="list-style-type: none"> <li>1. MSME - DI, &amp; its branches</li> <li>2. DC (MSME), Ministry of MSME, GoI, New Delhi</li> </ol>

Name of Scheme	<b>e. Impact Study of the Scheme, Evaluation, Administrative and Other Activities</b>
Related Scheme	Scheme for 'Technology and Quality Upgradation (TEQUP) Support to MSMEs'- an NMCP Scheme
Description	<b>Objective:</b> The main objective of these activities will be to ensure regular monitoring of the implementation of the Scheme vis-à-vis the action plan prepared. Impact studies, evaluations of the present Scheme as well as mid-term reviews, etc., which is necessary as per the existing Government instructions, will also be covered under this activity. The impact and evaluation studies will bring out the achievements under the Scheme vis-à-vis the action plan targets. The mid-term reviews will indicate the required fine tuning of the Scheme to enhance the achievements.
Nature of assistance	The fee for carrying out the above activity will be decided by the Steering Committee, as and when required, depending upon the scope of work involved.
Who is Eligible	The eligibility criteria of the agencies to be selected for the above activity will be detailed in the 'Expression of Interest', as and when issued.
How to apply	The procedure for application, qualification, etc. for participation in the above activity will be detailed in the 'Expression of Interest', as and when issued.
Whom to contact	Can apply online or else Can contact nearest MSME-DI to apply.

### **3. Marketing:**

The scheme consist of five components namely (i) Domestic Trade Fairs/Exhibitions; (ii) International Trade Fairs/Exhibition; (iii) National/ International workshop/Seminar on Marketing/ Public Procurement/Packaging etc; (iv)Vendor Development Programmes & (v) Bar Code.

#### **Objectives:**

- (i) To encourage manufacturing Micro and Small Enterprises (MSEs) in their efforts of tapping and developing domestic / overseas markets as well as adoption of the Bar Coding on products.
- (ii) To facilitate marketing linkages especially in the view of Public Procurement Policy for MSEs Order 2012.
- (iii) To create consciousness and to educate the MSMEs by organising International & National Workshop/ Seminar on marketing /packaging/topics relevant to MSME sector.

#### **MAJOR ACTIVITIES UNDER THE SCHEME:**

The objectives of the scheme will be achieved by performing the following major activities for MSMEs through Government of India financial assistance in the manner laid down in these guidelines : (i) Technology Upgradation in Packaging. (ii) Skill Upgradation/Development for modern marketing techniques. (iii) Competition Studies. (iv) Special component for North-Eastern Region. (v) New markets through

State/District level local Exhibitions/Trade fairs. (vi) Corporate Governance Practices. (vii) Marketing Hubs. (viii) Reimbursement to ISO 18000/ISO 22000/ISO 27000 certification.

Name of Scheme	<b>a. TECHNOLOGY UPGRADATION IN PACKAGING</b>
Related Scheme	Scheme for 'Marketing Assistance and Technology Up-gradation of MSMEs'- an NMCP Scheme
Description	<p><b>Objective:</b> The primary objective of this activity is to facilitate and support MSMEs, industry associations and other stakeholders in raising awareness on technology upgradation in packaging and to build capacities about the modern packaging techniques. The specific objectives will be:</p> <p>(i) To significantly raise the level of awareness and interest/knowledge in respect of modern packaging technology. This support program aims at raising awareness on technology upgradation in packaging and building capacities and related DC-MSME schemes through organizing workshops (normally 1 day duration) for MSMEs. The workshops aim to encourage MSMEs adopt latest packaging techniques and provide DC-MSME scheme related awareness. The workshop will normally be of one-day duration.</p> <p>(ii) To conduct gap analysis in respect of packaging for identified clusters/product groups having export potential. The support program aims to promote studies, assessment gap analysis with reference to the existing packaging procedures vis-à-vis the modern packaging techniques required for the export market.</p> <p>(iii) To promote adoption and use of modern packaging technology. The objective of the program is to promote adoption of modern packaging techniques through implementing pilot projects in select MSMEs. Unit based intervention for packaging requirement (pilot). Funding support for conducting pilot projects.</p>
Nature of assistance	<p><b>(i) Awareness programmes on new packaging concepts &amp; Technologies.</b>  Maximum cost provision: Rs.0.50 lakh per programme ( GoI: unit::80:20)  Government assistance: 80%  Beneficiary contribution: 20%</p> <p><b>(ii) Cluster based studies on packaging status &amp; needs for upgradation.</b>  Maximum cost provision: Rs.10 lakh per study (GoI :unit::80:20)  Government assistance: 80%  Beneficiary contribution: 20%</p> <p><b>(iii) Unit based interventions for specific packaging requirements in 20 clusters</b> (approximately 20 units per cluster).  Maximum cost provision: Rs.9.0 lakh for a group of 10 units (GoI: unit::80:20)  Government assistance: 80%  Beneficiary contribution: 20%</p>

Who is Eligible	MSME units
How to apply	1. Can apply online. or else <a href="http://www.dcmsme.gov.in/schemes/MarkAssis.pdf">http://www.dcmsme.gov.in/schemes/MarkAssis.pdf</a> 2. Can contact nearest MSME-DI to apply.

Name of Scheme	<b>b. Skill Upgradation / Development for Modern Marketing Techniques</b>
Related Scheme	Scheme for 'Marketing Assistance and Technology Up-gradation of MSMEs'- an NMCP Scheme/ Funding support for conducting skill development programs on 'Modern Marketing Techniques'
Description	The focus of this component will be on imparting training for upgrading the skills of cluster/product group members on modern marketing techniques such as use of internet, e-mail, on-line marketing techniques, use of website for marketing, need for branding etc. This includes designing and conducting specific need based skill development programmes for the employees of potential MSME clusters/product groups in adoption of modern marketing techniques. The training programmes will be designed and organized by the specialized institutes/industry associations by utilizing the services of the competent faculties from expert institutions. The programme will be designed for two days duration .The training of at least 20 persons in each cluster will be necessary.
Nature of assistance	Designing and conducting specific need based skill development programmes for clusters for adopting modern marketing techniques. <b>Government Assistance : 80%</b> . Maximum cost of upto Rs.6 lakh (GoI: unit :: 80:20) per cluster for skill upgradation programmes. <b>Beneficiary Contribution: 20%</b>
Who is Eligible	Competent agency as per the EOI(Expression of Interest) guidelines. The competent agencies for taking up the above activity will be selected by calling open Expression of Interest (EoI) duly observing guidelines issued by Department of Expenditure.
How to apply	1. Can apply online. or else 2. Can contact nearest MSME-DI to apply.

Name of Scheme	<b>C. Competition studies: Scheme to provide funding support for conducting trade competition studies</b>
Related Scheme	Scheme for 'Marketing Assistance and Technology Up-gradation of MSMEs'- an NMCP Scheme
Description	<b>Objective: 1.</b> The support program aims to conduct studies is to identify sectors in which the products are threatened by international competition due to issues related to marketing/branding strategies. <b>2.</b> The studies of product groups will aim at analysing the reasons for threat from outside products affecting local production and ways and methods to counter these challenges. Under this component, detailed studies will be conducted by competent

	agencies, in the perspective of World Trade Organization (WTO), Free Trade Agreements (FTAs) etc. on threatened products bringing out reasons for invasion by foreign products affecting local production and will suggest necessary marketing measures leading to better acceptability of local products into global market.
Nature of assistance	Detailed studies on threatened product groups/clusters bringing out reasons for invasion by outside products affecting local production and ways & methods to counter these. Maximum cost: Rs. 8 lakh per trade competition study.(GoI : unit :: 80:20) <b>Government assistance: 80%</b> <b>Beneficiary contribution: 20%</b>
Who is Eligible	Competent agency as per the EOI guidelines
How to apply	1. Can apply online. <a href="http://www.dcmsme.gov.in/schemes/MarkAssis.pdf">http://www.dcmsme.gov.in/schemes/MarkAssis.pdf</a> or else 2. Can contact nearest MSME-DI to apply.

Name of Scheme	<b>d. SPECIAL COMPONENTS FOR NORTH-EASTERN REGION (NER)</b>
Related Scheme	Scheme for 'Marketing Assistance and Technology Up-gradation of MSMEs'- an NMCP Scheme. Funding support to MSMEs belonging to North-East (NE) Regions for participation in marketing events
Description	<b>Objective:</b> Exposure to National exhibitions, participation, displaying products & sponsoring entrepreneurs from MSMEs of NER to selected exhibitions. It is proposed that MSME manufacturing units of NE Region will be motivated and assisted to participate in the exhibitions(outside NE region) being organized by ITPO, NSIC, State Government and other competent organizations in different parts of the country, to enable them to display their products and extend their customer base. The Office of the DC (MSME) will identify MSME clusters / units of NE region for participation in this Special component for NER on the basis of the requests received through the MSME-DIs, Industries Associations and NGOs.
Who is Eligible	NGOs and Industry associations can receive requests from MSMEs and apply to Office of DC-MSME/nearest MSME-DIs. An MSME can contact MSME-DIs, Industries Associations and NGOs for application.
How to apply	1. MSME, Industry Association or NGO, can apply online. or else 2. Can contact nearest MSME-DI to apply. (Remark- Application form will be different for MSME, Industry association, NGO in this case)

Name of Scheme	<b>e. NEW MARKETS THROUGH STATE/DISTRICT LEVEL LOCAL EXHIBITIONS/TRADE FAIRS</b>
Related Scheme	<b>MARKETING ASSISTANCE &amp; TECHNOLOGY UPGRADATION (MATU) SCHEME:</b>

Name of Ministry/ Dept.	DC (MSME), Ministry of MSME
Description	<b>Objective:</b> To provide marketing platform to manufacturing MSMEs through their participation in State/District level exhibitions being organized by State/District Authorities/ Associations.
Who is Eligible	Existing Entrepreneurs/ All MSMEs with EM registration. The applicant Micro/Small Enterprise should suitably be registered through EM part II/ Udyog Aadhaar Memorandum (UAM) for availing financial benefits.
Nature of assistance	<p><b>1.Free registration</b> for participating in trade fairs.  Note: The selection of participants would be done by the MSME-DIs post the submission of application.</p> <p><b>2. For General category entrepreneurs:</b><u>Reimbursement of 50% of to and fro actual fare</u> by shortest distance/direct train (limited to AC II tier class) from the nearest railway station/bus fare to the place of exhibition and <u>50% space rental charges</u> for MSMEs will be reimbursed by GOI.</p> <p><b>3.For Women/SC/ST Entrepreneurs &amp; Entrepreneurs from North Eastern Region Govt.</b> of India will <u>reimburse 80%</u> of items listed above in Point (2).  Note: <u>The total reimbursement will be max. Rs. 30,000/- per unit</u> for the <u>SC/ST/Women/Physically Handicapped entrepreneurs</u>, while for the <u>other units</u> the max. limit will be <u>Rs. 20,000/- per person per MSME unit</u> .  Note: The participant is required to submit follow-up proofs post attending the event to claim reimbursement. The proofs can be submitted after logging in online under the section “My Applications” or directly contacting a DI office.</p> <p><b>4.</b> In addition expenditure upto Rs. 25,000/- per exhibition will also be allowed on publicity, advertisement, an, furniture, audio-visual, TA/DA, etc. to be incurred by the MSME-DI concerned.</p> <p><b>Government Assistance: Space charges:</b>Pavillion/stall/space charges upto 6.0 sq. mtr.  General Category - 50% cost will be reimbursed by GOI  For SC/ ST/Women/NER/PH - 80%</p> <p><b>For General Category:</b> limited to Rs.20,000 per unit or actual whichever is less.  <b>For SC/ ST/ Women/NER/PH Entrepreneurs:</b> Rs.30,000 per unit.  The space rent will be subject to maximum booth/stall size of 6.0 Sq.mtsor minimum booth/stall size provided by the fair organiser.(In case of technology trade fair/exhibition, maximum limit of space rent charges will be Rs.50,000/- in place of Rs.20,000/-)</p> <p><b>To and fro actual fare</b> by shortest distance / direct train (limited to AC II tier class) from the nearest railway Station / bus fare to the place of exhibition for one person:  General Category- 50% of fare.  For SC/ ST/Women/NER/ PH -80% of fare.</p> <p><b>Contingency expenditure (include travel, publicity and freight):</b>100% of Contingency expenditure for all categories of units subject to maximum</p>

	Rs.10,000/- or actual, whichever is less (travel expenditure for one representative from each participating unit). (The entrepreneur would be allowed reimbursement under the scheme for maximum of 2 (two) events in a year)  <b>Beneficiary Contribution:</b> As applicable
How to Apply	<a href="http://www.dcmsme.gov.in/schemes/MarkAssis.pdf">http://www.dcmsme.gov.in/schemes/MarkAssis.pdf</a> Can apply online for participating in trade fairs or else Can also contact your nearest MSME DI or associations and NGOs apply for participation.
Whom to Contact	1. MSME - DI, & its branches. 2. DC(MSME), Ministry of MSME, GoI.

Name of Scheme	<b>f. CORPORATE GOVERNANCE PRACTICES</b>
Related Scheme	<b>MARKETING ASSISTANCE &amp; TECHNOLOGY UPGRADATION (NMCP)</b>
Name of Ministry/ Dept.	DC (MSME), Ministry of MSME
Description	<b>Objective:</b> The primary objective of this activity will be: <b>1.</b> To encourage MSMEs to adopt good Corporate Governance Practices for improving their competitiveness, reducing operational risk factors, overcoming barriers to trade, successfully meeting the challenges of globalization, accessing lower cost of finance. <b>2.</b> To create awareness among MSMEs for adoption of good corporate governance practices, strengthening of accounts and audit procedures, transformation of company's structure, resource management, training, statutory corporate governance rating etc. <b>3.</b> To introduce a system of corporate governance to ensure the transparency, integrity and accountability of the management.
Who is Eligible	Existing Entrepreneurs/ All MSMEs.
Nature of assistance	Financial assistance for adopting corporate governance practices. Re-imbursement up to 50% of total expenditure subject to maximum of Rs.45,000 per MSME for adopting corporate government practices. <b>Government Assistance:</b> 50% of the total expenditure (Ceiling limit: 0.5 Lakh) <b>Beneficiary Contribution:</b> 50%
How to Apply	<a href="http://www.dcmsme.gov.in/schemes/MarkAssis.pdf">http://www.dcmsme.gov.in/schemes/MarkAssis.pdf</a>
Whom to Contact	1. MSME - DI, & its branches: The applicant MSME unit will submit the claim along with required documents to the local MSME-DI office for re-imbursement in the prescribed format. 2. DC(MSME), Ministry of MSME, GoI 3. Also can apply Online.

Name of Scheme	<b>g. MARKETING HUBS</b>
Related Scheme	Scheme for 'Marketing Assistance and Technology Up-gradation of MSMEs'- an NMCP Scheme
Description	<b>Objective:</b> Funding support for setting up of 'Marketing Hubs': Marketing hubs are being set up to provide facilities for B2B meeting among MSMEs, wholesale and retail marketing of MSME products, exploring the export opportunities for the MSME products ,to attract new customers and enhance the marketing reach of the MSMEs.
Nature of assistance	<b>Government assistance &amp; Beneficiary contribution:</b> The covered area proposed is about 500 to 600 sq. ft. per hub. The proposed expenditure details will be as under: <b>(a)</b> For upgradation/renovation/modification in the existing facilities/space (furnishing, fixtures, modern amenities, air conditioning, false ceiling, floor tiles etc.) to convert it into Marketing hub - Rs. 30 lakh per hub (Only GoI contribution, no private contribution). <b>(b)</b> For Furniture, Computers, Internet and Communication equipments. Rs. 5 lakh per hub. (Only GoI contribution, no private contribution). <b>(c)</b> Recurring operating expenditure. Rs. 15 lakh per hub for two years. (GoI contribution 80% and private units 20%). The recurring charges will be towards the cost incurred on Financial assistance for infrastructure development. <b>Government assistance: 80%</b> <b>Beneficiary contribution: 20%</b>
Who is Eligible	Others
How to apply	1. Can apply online. <a href="http://www.dcmsme.gov.in/schemes/MarkAssis.pdf">http://www.dcmsme.gov.in/schemes/MarkAssis.pdf</a> or else 2. Can contact nearest MSME-DI to apply.

Name of Scheme	<b>h. REIMBURSEMENT TO ISO 18000/22000/27000 CERTIFICATION</b>
Name of Ministry/ Dept.	DC (MSME), Ministry of MSME
Description	<b>Objectives:</b> To enhance the export and marketing potential, it is proposed for one time Reimbursement of the expenditure to those units which acquire ISO Certification on Food & Safety, Health and IT parameters. Office of the DC (MSME) will encourage MSME units for participating in this activity on reimbursement to ISO 18000/ISO 22000/ISO 27000 Certification.
Who is Eligible	Existing Entrepreneurs. All MSMEs with EM registration



Nature of assistance	<p><b>Government Assistance:</b>The GoI assistance will be by way of one-time reimbursement of expenditure to such MSME manufacturing units which acquire ISO 18000/ISO 22000/ISO 27000 Certification to the extent of 75% of the expenditure subject to a maximum of Rs 1.00 lakh in each case.</p> <p><b>Beneficiary Contribution :</b> As applicable</p> <p>The reimbursement of charges will be towards; consultant fee certification fee, training of MSME employees in ISO adoption if required, etc. The amount of subsidy/ financial support if already received from the state Govt./ financial institution shall be adjusted against the admissible reimbursement under this scheme.</p>
How to Apply	<p>Can apply online : The application form is given along with the scheme guidelines at : <a href="http://www.dcmsme.gov.in/schemes/MarkAssis.pdf">http://www.dcmsme.gov.in/schemes/MarkAssis.pdf</a> or else</p> <p>Can contact nearest MSME-DI to apply. Fill in the application form and send it to the Regional MSME-DI along with supporting documents.</p>
Whom to Contact	<p>1. MSME - DI, &amp; its branches</p> <p>2. DC(MSME), Ministry of MSME, GoI</p>

Name of the scheme	<b>i. Participation in Buyer-Seller meets</b>						
Related Scheme	Scheme for 'Vendor Development Programme for Ancillarisation'						
Description	<p><b>a. Implementing Agency:</b> Vendor Development Programmes will be organised by MSME-Development Institutes. MSMEs and large enterprises can participate in VDPs which are organized by MSME Development Institutes to provide common platform for interaction and display of the capabilities, products, goods and services</p> <table border="1" data-bbox="323 1205 895 1366"> <thead> <tr> <th colspan="2">"A" Class Cities</th> </tr> <tr> <th>Max Sanction per programme</th> <th>Minimum Recovery</th> </tr> </thead> <tbody> <tr> <td>Rs. 8.00 Lakh</td> <td>60%</td> </tr> </tbody> </table> <p><b>b. Financial Assistance:</b></p> <p><b>(i) State level Vendor Development Programme:</b> These programmes will primarily focus Vendor-Vendee match making between MSMEs and CPSUs located in the State &amp; other procuring agencies. The duration of these programmes will be one day. The funds for organizing these programme will be Rs. 30,000/- per programme.</p> <p><b>(ii) National Level Vendor Development Programme:</b>These programmes will focus on organizing Industrial Exhibition cum Buyer-Seller Meet with an objective of providing opportunity for MSME to display their products and competencies where as large buyer to display their product/services requirements. The participants will be nationwide. The duration of programme will be 2-3 days. Funds for organizing these programmes and recovery will be based on following:</p>	"A" Class Cities		Max Sanction per programme	Minimum Recovery	Rs. 8.00 Lakh	60%
"A" Class Cities							
Max Sanction per programme	Minimum Recovery						
Rs. 8.00 Lakh	60%						

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Max Sanction per programme	Minimum Recovery													
Rs. 6.00 Lakh	50%													
NE States/ J & K / Himachal Pradesh														
Max Sanction per programme	Minimum Recovery													
Rs. 5.00 Lakh	20%													
Nature of assistance	Free of cost registration in the event.													
Who is Eligible	All enterprises (Both the MSMEs and Large Enterprises).													
How to apply	Apply online for participating in the meets or else You can contact your nearest MSME-DI to apply for participation. <a href="http://msme.gov.in/schemes/participation-buyer-seller-meets">http://msme.gov.in/schemes/participation-buyer-seller-meets</a> <a href="http://msme.gov.in/sites/default/files/Vendor_Development_Programme_Ancillarisation.pdf">http://msme.gov.in/sites/default/files/Vendor_Development_Programme_Ancillarisation.pdf</a>													
Whom to Contact	MSME DI													

Name of Scheme	<b>j. PUBLIC PROCURMENT POLICY FOR MICRO &amp; SMALL ENTERPRISES (PPP)</b>
Name of Ministry/ Dept.	DC (MSME), Ministry of MSME
Description	<p>To improve MSE market access &amp; increased Participation in govt. store purchase / PSUs</p> <p><b>Salient features of the Policy:</b></p> <ul style="list-style-type: none"> <li>• Every Central Ministry / Department / PSUs shall set an annual target for 20% procurement from MSE Sector.</li> <li>• A sub-target of 4% out of 20% target of annual procurement earmarked for procurement from MSEs owned by SC/ST entrepreneurs.</li> <li>• Overall procurement goal of minimum 20% has become mandatory from 1st April 2015.</li> <li>• Tender sets free of cost and exemption from payment of earnest money to registered MSEs.</li> <li>• MSEs quoting price within price band L-1 + 15%, when L1 is from someone other than MSE, shall be allowed to supply at least 20% of tendered value at L-1 subject to lowering of price by MSEs to L-1.</li> <li>• 358 items are reserved for exclusive procurement from MSEs.</li> <li>• Ministry / Department/ CPSUs shall prepare their annual procurement plan to be uploaded on their official website.</li> <li>• For enhancing participation of MSEs in government procurement,</li> </ul>

	Ministry /Department/CPSUs shall conduct Vendor Development Programmes or Buyer Seller Meets for MSEs especially for SC/ST entrepreneurs.
Who is Eligible	Existing Entrepreneurs
Nature of Assistance	Government Assistance: Procurement reservation from MSE by Govt. Dept. / Ministry / PSU - 20% (Out of which 4% - SC /ST) Beneficiary Contribution: -----
How to Apply	<a href="http://dcmsme.gov.in/notification.pdf">http://dcmsme.gov.in/notification.pdf</a> <a href="http://www.msmediagra.gov.in/writereaddata/FinalPressorder.pdf">http://www.msmediagra.gov.in/writereaddata/FinalPressorder.pdf</a>
Whom to Contact	1. MSME - DI, & its branches 2. DC(MSME), Ministry of MSME, GoI

### **K. 'Market Development Assistance (MDA) to MSMEs'**

Name of the Scheme	<b>i. Enable participation of MSMEs in International trade fairs and provide funding support</b>
Related Scheme	Scheme for 'Market Development Assistance (MDA) to MSMEs'
Description	Encourage participation of representatives from MSMEs under MSME India stall at International Trade Fairs/ Exhibitions and tapping and developing overseas market.
Nature of assistance	<p>1. Free registration for participating in trade fairs. Note: The selection of participants would be done by the MSME-DIs post the submission of application.</p> <p>2. For General category entrepreneurs:75% of air fare by economy class and 50% space rental charges for MSMEs Note: The total subsidy on air fare &amp; space rental charges will be restricted to Rs.1.25 lakh per unit and one person per MSME unit.</p> <p>3. For Women/SC/ST Entrepreneurs &amp; Entrepreneurs from North Eastern Region : Govt. of India will reimburse 100% of space rent and economy class air fare.</p> <p><b>Selection of International Trade Fair/Exhibition:</b> International Trade Fairs/Exhibitions will be finalised by Office of DC (MSME).</p> <p><b>Selection of MSEs for International Fairs/Exhibitions:</b> An MSE may apply online/ in prescribed application format (or system in place), at least two months advance. The MSEs would be recommended by the three members Committee for approval of the O/o DC (MSME). The offer for participation will be available on first come first served basis.)</p> <p><b>Government Assistance:Space charges :</b> General Category - 50% cost For SC/ ST/Women/NER/ PH - 80%</p>

	<p>For General Category: Limited to Rs.1.00 lakh or actual rent paid whichever is less. For SC/ ST/ Women/NER/PH Entrepreneurs: Rs.30,000 per unit.</p> <p>The space rent will be subject to maximum booth/stall size of 6.0 Sq.mts or minimum booth/stall size provided by concerned Indian trade bodies (e.g. ITPO, FIEO etc.) or the Fair Organiser.</p> <p><b>Air fare:</b>100% of the economy class air fare for all categories of units subject to maximum Rs.1.25 lakh or actual air fare paid, whichever is less (for one representative from each participating enterprise). (Assistance shall be available for travel by one permanent employee/director/partner/proprietor of the participating unit.</p> <p>Beneficiary Contribution: As applicable</p>
Who is Eligible	All MSMEs with EM registration.
How to apply?	Candidates meeting eligibility criteria may send their application to office of DC (MSME) through concerned MSME-DIs

Name of Scheme	<b>ii. MARKETING SUPPORT / ASSISTANCE TO MSMEs (BAR CODE) / FINANCIAL ASSISTANCE ON BAR CODE IN MSMES UNDER NMCP :</b> Scheme for 'Providing Financial Assistance on Bar-Code' an NMCP Scheme, Scheme for 'Market Development Assistance (MDA) to MSMEs'
Related Scheme	Scheme for 'Market Development Assistance (MDA) to MSMEs'
Name of Ministry/ Dept.	DC (MSME), Ministry of MSME
Description	Reimbursement of One time registration fee for bar coding & first three years of annual recurring fee of Bar code to facilitate the MSEs for the adoption of Bar Code. Objectives : To enhance the export and marketing potential, it is proposed for one time Reimbursement of the expenditure to those units which acquire ISO Certification on Food & Safety, Health and IT parameters.
Who is Eligible	Existing Entrepreneurs. All MSMEs with EM registration
Nature of assistance	Funding support for reimbursement of 75% of one time and 75% annual recurring bar code registration fees for first three years paid by MSEs to GS1 India for using of Bar Coding. The reimbursement of charges will be towards; consultant fee certification fee, training of MSME employees in ISO adoption if required, etc. The amount of subsidy/financial support if already received from the state Govt./financial

	<p>institution shall be adjusted against the admissible reimbursement under this scheme.</p> <p><b>Government Assistance:</b> Bar code Registration Reimbursement - 75% of one time Registration fees (Ceiling limit: 1 Lakh in each case) and 75% of recurring fees for 1st 3 year.</p> <p><b>Beneficiary Contribution :</b> As applicable</p>
How to Apply	<p>Can apply online : The application form is given along with the scheme guidelines at : <a href="http://www.dcmsme.gov.in/schemes/MarkAssis.pdf">http://www.dcmsme.gov.in/schemes/MarkAssis.pdf</a> for else</p> <p>Can contact nearest MSME-DI to apply. Fill in the application form and send it to the Regional MSME-DI along with supporting documents.</p>
Whom to Contact	<p>1. MSME – DI, &amp; its branches</p> <p>2. DC(MSME), Ministry of MSME, GoI</p>

Name of the Scheme	<b>iii. Funding support for contesting anti-dumping cases</b>
Related Scheme	Scheme for 'Market Development Assistance (MDA) to MSMEs'
Description	The assistance includes funding support for initiating/ contesting anti-dumping cases by MSME Associations
Nature of assistance	Finding support for undertaking legal procedures
Who is Eligible	Industry Associations
How to apply	<p>Can apply online. or else</p> <p>Can contact your nearest MSME-DI to apply</p>

#### **4. INFRASTRUCTURE:**

Name of Scheme	<b>a. ASIDE SCHEME (Assistance to States for Developing Export Infrastructure and other Allied Activities)</b>
Name of Ministry/ Dept.	Department of Commerce, Ministry of Commerce & Industry
Description	<p><b>Objective:</b> The objective of the scheme is to involve the states in the export effort by providing assistance to the State Governments/UT Administrations for creating appropriate infrastructure for the development and growth of exports.</p> <p>The scheme shall provide an outlay for development of export infrastructure which will be distributed to the States according to a pre-defined criteria. The</p>

	<p>existing EPIP, EPZ and CIB schemes shall be merged with the new scheme. The scheme for Export Development Fund (EDF) for the North East and Sikkim (implemented since 2000-2001) shall also stand merged with the new scheme. After the merger of the schemes in respect of EPIP, EPZ, CIB and EDF for NER and Sikkim with the new scheme, the ongoing projects under the schemes shall be funded by the States from the resources provided under the new scheme.</p> <p><b>Approved purposes for the scheme:</b> The activities aimed at development of infrastructure for exports can be funded from the scheme provided such activities have an overwhelming export content and their linkage with exports is fully established. The specific purposes for which the funds allocated under the Scheme can be sanctioned and utilised are as follows:</p> <ol style="list-style-type: none"> <li>1. Creation of new Export Promotion Industrial Parks/ Zones (including Special Economic Zones (SEZs)/ Agri-Business Zones) and augmenting facilities in the existing ones.</li> <li>2. Setting up of electronic and other related infrastructure in export conclave.</li> <li>3. Equity participation in infrastructure projects including the setting up of SEZs.</li> <li>4. Meeting requirements of capital outlay of EPIPs/EPZs/SEZs</li> <li>5. Development of complementary infrastructure such as roads connecting the production centres with the ports, setting up of Inland Container Depots and Container Freight Stations,</li> <li>6. Stabilising power supply through additional transformers and islanding of export production centres etc.</li> <li>7. Development of minor ports and jetties of a particular specification to serve export purpose.</li> <li>8. Assistance for setting up common effluent treatment facilities for which guidelines are placed at Annexure I.</li> <li>9. Projects of national and regional importance.</li> </ol>
Who is Eligible	<p>State Development Corporation / Existing Entrepreneurs</p> <p>Under the scheme, funds for the approved projects may be sanctioned to: - i. Public Sector undertakings of Central / State Governments ii. Other agencies of Central / State Governments iii. Export Promotion Councils / Commodity Boards iv. Apex Trade bodies recognized under the EXIM policy of Government of India and other apex bodies recognized for this purpose by the Empowered Committee set up under para 8. v. Individual Production/ Service Units dedicated to exports.</p>
Nature of Assistance	<p><b>Government Assistance:</b></p> <p><b>i) State Component :</b> 90% of total outlay under State Component of ASIDE (StateComponent-- General) shall be earmarked for allocation to States / UTs on the basis of the approved criteria. The balance 10% of State Component of ASIDE i.e. ASIDE ( StateComponent-- Incentive ONER) will be allocated by DoC for incentivizing the better performance of ONER States / UTs (States / UTs other than NER</p>

	<p>including Sikkim) as per Incentive Guidelines</p> <p><b>ii) Central component:</b>  90% of total outlay under Central Component of ASIDE E (Central Component-General) shall be earmarked at the central level to cater projects emanating from Central SEZs, other sector specific central agencies like spices Board, Tea Board, Gems and Jewellery Export Promotion Councils, Airports, Ports etc and any other activity considered important by the Central Government from the regional or the national perspective. The balance 10% of Central Component of ASIDE i.e. ASIDE (Central Component--Incentive NER) will be allocated by DoC for incentivizing the better perform.</p> <p><b>Beneficiary Contribution:</b> Nil</p>
How to Apply	<p><a href="http://commerce.gov.in/trade/national_tpa_assistance.asp">http://commerce.gov.in/trade/national_tpa_assistance.asp</a>  <a href="http://commerce.nic.in/trade/ASIDE_Revised_Guidelines_2012-17.pdf">http://commerce.nic.in/trade/ASIDE_Revised_Guidelines_2012-17.pdf</a></p>
Whom to Contact	1. Dept. Of Commerce, Ministry of Commerce & Industry, GOI

Name of Scheme	<b>b. INDUSTRIAL INFRASTRUCTURE UPGRADATION SCHEME (IIUS)- 2009/Modified Industrial Infrastructure Upgradation Scheme (MIIUS)-2013(Revised Scheme)</b>
Name of Ministry/ Dept.	Department of Industrial Policy & Promotion, Ministry of Commerce & Industry
Description	<b>Objective:</b> The objective of enhancing industrial competitiveness of domestic industry by providing quality infrastructure through public private partnership in selected functional clusters/locations which have potential to become globally competitive.
Who is Eligible	New / Existing Industries. Projects are sanctioned to upgrade infrastructure in Industrial Estates/Parks/ Areas and Greenfield projects can also be supported in backward areas, including NER. However, priority is to be given to upgrade infrastructure in existing clusters over Greenfield projects. State Implementation Agencies (SIAs) such as SIDCs can apply for funding under the MIIUS.
Nature of Assistance	<b>Government Assistance:</b> 1. Central assistance upto 50% (for NER upto 80%) of project cost with ceiling of Rs. 50 crore, limiting sanction of 2 projects per State; 2. Projects implementation by State Implementation Agency (SIA) such as, State Industrial Development Corporation with their minimum mandatory contribution of 25% of the project cost and 10% in case of NER; 3. Projects have been sanctioned to upgrade infrastructure in Industrial Estates/ Parks/ Areas. Greenfield projects could be supported in backward areas,

	<p>including NER;</p> <p>4. Two Stage Approval Mechanism' from the previous recast IIUS guidelines has been retained;</p> <p>5. Release of GoI grant (3 Installments viz. 30:40:30) subject to bringing upfront contributions from other Stakeholders;</p> <p>6. Central grant for Physical infrastructure is restricted to 25% of the central grant subject to a ceiling of Rs.12.5 crore;</p> <p>7. 'CETP' component of the project is considered subject to ceiling of assistance of Rs.15 crore/CETP (maximum Rs.1.50 crore/MLD) and for ZLD treatment (Zero Discharge) maximum assistance of Rs.20 crore/CETP (Rs.4.50 crore/MLD).</p> <p><b>Beneficiary Contribution:</b> As applicable</p>
How to Apply	<a href="http://dipp.nic.in/programmes-and-schemes/infrastructure/industrial-infrastructure-upgradation-scheme-iius">http://dipp.nic.in/programmes-and-schemes/infrastructure/industrial-infrastructure-upgradation-scheme-iius</a>
Whom to Contact	1. Dept. of Industrial Policy & Promotion, Ministry of Commerce & Industry, GOI

Name of Scheme	<b>C. 'Strengthening of Training Infrastructure of existing and new Entrepreneurship Development Institutions' :Funding support for strengthening of infrastructure of EDIs</b>
Related Scheme	Scheme of providing financial support for 'Strengthening of Training Infrastructure of existing and new Entrepreneurship Development Institutions'
Description	<b>Objective:</b> 1. To Promote entrepreneurship culture in India by strengthening of infrastructure of EDIs.2. To Promote innovation to further strengthen the competitiveness of MSME sector.
Who is Eligible	'Existing and new Entrepreneurship Development Institutions'
Nature of assistance	Financial assistance to existing and new EDIs for infrastructure development and for improvement in areas like building, training aids/equipment and other support services .The State Govt. will examine the expansion/modernisation programmes of EDIs
Who can apply	All EDIs.
How to apply	Can apply online. <a href="http://theindianiris.com/funding-support-for-strengthening-of-infrastructure-of-entrepreneurship-development-institutions/">http://theindianiris.com/funding-support-for-strengthening-of-infrastructure-of-entrepreneurship-development-institutions/</a> or else Can contact nearest MSME-DI to apply.

Name of the Scheme	<b>d. Scheme for providing establishment of new institutions (EDIs), strengthening the infrastructure for EDIs under ATI Scheme (SME DIVISION SCHEME), Scheme for Assistance to Training Institutions (ATI Scheme)</b>
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Related Scheme	Scheme for Assistance to Training Institutions(ATI Scheme)
Description	The objective of the ATI Scheme is to strengthen capacity for training for Skill Development, entrepreneurship, undertaking research and studies on MSME related issues, providing training to staff of DICs and related Government institutions dealing with MSMEs and strengthening overall capacity of National Institutions under Ministry of MSME to undertake these trainings. The assistance shall be provided to training institutions in the form of capital grant for creation/strengthening/expansion of infrastructure including opening of new branches/centres to training institutions of Ministry of MSME and for meeting revenue deficit, if any, of National Institute for Micro, Small and Medium Enterprises (NIMSME). Providing Programme support for conducting entrepreneurship development and skill development programmes.
Nature of assistance	<p><b>Assistance to State Level EDIs:</b>The maximum assistance under the scheme to a State level EDI will be restricted to Rs.250 lakh in each case. This grant would be utilised for development of physical infrastructure, equipment, faculty training and development of capability in undertaking studies and research on issues related to MSME sector.</p> <p><b>Assistance for undertaking research and studies:</b>For major research projects, the maximum grant would be up to Rs.15 lakhs. The grant could be utilised for items like, equipment, books and journals, hiring of services, field officers, contingency travel and field work.</p> <p><b>Assistance for establishing MSME Chair:</b>Annual grant may be provided under the scheme to academic and research institutions of repute like, IITs and IIMs for establishing MSME Chair for undertaking studies and research on MSME issues.</p> <p><b>Assistance for Training Programmes:</b> Assistance may be provided under the scheme to conduct training programmes in the areas of Skill Development to the following Training Institutions: - (i) NIMSME, (ii) NSIC, (iii) KVIC, (iv) Coir Board, (v) Tool Rooms/ Technology Centres, and (vi) MGIRI.</p>
Who is Eligible	Any State/Union Territory Government, Training Institutions, NGOs and other development agencies can apply for assistance for creation or strengthening of infrastructure. Training Institutions who wish to conduct training programmes under the Scheme will have to enrol themselves with any of the three National Level EDIs of the Ministry viz, NIESBUD, Noida; IIE Guwahati and NIMSME, Hyderabad.
How to apply	<p><a href="http://msme.gov.in/sites/default/files/PDF%20REVISED%20ATI%20GUIDE%20LINES%20English%201.9.2016.pdf">http://msme.gov.in/sites/default/files/PDF%20REVISED%20ATI%20GUIDE%20LINES%20English%201.9.2016.pdf</a></p> <p><b>Organizations</b> who wish to apply can send their applications to the Director (EDI) <b>Entrepreneurship Development Institute</b>, Ministry of Micro, Small and Medium Enterprises, Udyog Bhawan, Rafi Marg, New Delhi 110 107.</p>

##### 5. CLUSTER DEVELOPMENT PROGRAM (GROUP INITIATIVE):

Name of Scheme	<p><b>MICRO AND SMALL ENTERPRISES CLUSTER DEVELOPMENT PROGRAMME (MSE –CDP) :</b> Funding support for cluster related below programs in MSME clusters.</p> <p><b>a. Soft interventions (awareness programs on ‘Cluster Development’) ,</b>  <b>b. Hard interventions ,</b>  <b>c. Preparing cluster level ‘Detailed Project Report (DPR)’,</b>  <b>d. Preparing cluster level ‘Diagnostic Study Report (DSR)’ ,</b>  <b>e. Setting up of ‘Common Facility Centres’ &amp;</b>  <b>f. Setting up of ‘ Common display centres for Women’ .</b></p>
Name of Ministry/ Dept.	DC (MSME) , Ministry of MSME
Description	<p><b>Objectives of the Scheme:</b></p> <p>(i) To support the sustainability and growth of MSEs by addressing common issues such as improvement of technology, skills and quality, market access, access to capital, etc.</p> <p>(ii) To build capacity of MSEs for common supportive action through formation of self help groups, consortia, upgradation of associations, etc.</p> <p>(iii) To create/ upgrade infrastructural facilities in the new/ existing industrial areas/ clusters of MSEs.</p> <p>(iv) To set up common facility centres (for testing, training centre, raw material depot, effluent treatment, complementing production processes, etc).</p> <p>(v) To create &amp; develop the existing MSE units Clusters specifically in the area of common infrastructure, Common facilities, R&amp;D in MSE.</p> <p><b>a. Soft interventions:</b> The several soft interventions include activities such as: General awareness (awareness programs on ‘Cluster Development’), counselling, motivation and trust building, Exposure visits Market development including exports, participation in seminars Workshops and training programmes on technology upgradation etc.</p> <p><b>b. Hard interventions (CFCs):</b> This support program aims to enhance and develop cluster infrastructure projects for facilities such as power distribution, water, telecommunication etc.</p> <p><b>c. Detailed Project Report (DPR):</b> This support programs aims at conducting preparation of cluster level DPRs to analyse the technical feasibility and financial viability for setting up CFCs , infrastructural development project for new industrial estate/area/cluster and other aspects.</p> <p><b>d. Diagnostic Study Report (DSR):</b> This support programs aims at conducting DSRs to map all business processes of the cluster units, do SWOT analysis, analyse problems and impediments, provide suggestions and a well drawn action plan for enhancing competitiveness of the units of the cluster on a self-sustaining trajectory of growth.</p> <p><b>e. Common Facility Centres (CFC):</b> The support programs aims to set up CFCs</p>

	<p>including tangible “assets” like Testing Facility, Design Centre, Production Centre, Effluent Treatment Plant, Training Centre, R&amp;D Centre, Raw Material Bank/Sales Depot, Product Display Centre, Information Centre, and any other need based facility for balancing/correcting/improving production line that cannot be undertaken by individual units.</p> <p><b>f. Common display centres for Women:</b> The GoI financial assistance (upto 40% of the project cost) shall be available to Associations of Women Entrepreneurs for establishing exhibition centres at central places for display and sale of products of women owned micro and small enterprises.</p>
Who is Eligible	<p>Existing Group of Entrepreneurs / Clusters / SPV</p> <p><b>a. Soft interventions:</b> Implementing agencies like MSME-DIs, offices of state governments , national and international institutions engaged in development of the MSME sector, or any other institution/agency approved by the Ministry of MSME. (<b>Awareness programs on ‘Cluster Development’</b> - All MSME units)</p> <p><b>b. Hard interventions (CFCs):</b> State/UT Governments through an appropriate state government agency with a good track record in implementing such projects</p> <p><b>c. Detailed Project Report (DPR):</b> Implementing agencies like MSME-DIs, offices of state governments , national and international institutions engaged in development of the MSE sector or any other institution/agency approved by the Ministry of MSME.</p> <p><b>d. Diagnostic Study Report (DSR):</b> Implementing agencies like MSME-DIs, offices of state governments , national and international institutions engaged in development of the MSE sector or any other institution/agency approved by the Ministry of MSME.</p> <p><b>e. Common Facility Centres (CFC):</b> Implementing agencies like offices of the Ministry of MSME, offices of state governments, national and international institutions engaged in development of the MSE sector or any other institution/agency approved by the Ministry of MSME.</p> <p><b>f. Common display centres for Women:</b> Association of women entrepreneurs.</p>
Nature of assistance	<p><b><u>Funding Support for :</u></b></p> <p><b>a. Soft interventions:</b> Conducting training and awareness activities./ (<b>Awareness programs on ‘Cluster Development’</b>- Skill development)</p> <p><b>b. Hard interventions (CFCs):</b> Cluster infrastructure development.</p> <p><b>c. Detailed Project Report (DPR):</b> Conducting analytical studies.</p> <p><b>d. Diagnostic Study Report (DSR):</b> Conducting analytical studies.</p> <p><b>e. Common Facility Centres (CFC):</b>ConductingInfrastructure development.</p> <p><b>f. Common display centres for Women:</b>Conducting infrastructure development. GoI financial assistance (upto 40% of the project cost) shall be available.</p> <p><b><u>Government Assistance:</u></b></p> <p><b>a. Soft interventions</b> – Max eligible project cost of Rs.25 lakh, with GoI</p>

	<p>contribution of 75% (90% for NER/Special category states and for clusters with more than 50% women/micro/village/SC/ST units).</p> <p><b>b. Hard interventions (CFCs)</b> – Max eligible project cost of Rs.15 Cr, with GoI contribution of 70% (90% for NER &amp; for clusters with more than 50% women /micro /village /SC /ST units).</p> <p><b>c. Detailed Project Report (DPR)</b> - Maximum cost Rs. 5 lakhs.</p> <p><b>d. Diagnostic Study Report (DSR)</b> - Maximum cost Rs. 2.50 lakhs.</p> <p><b>Infrastructure Development</b> -.Max eligible project cost Rs.10Cr, with GoI contribution of 60% (80% for NER and for clusters with more than 50% women/micro/SC/ST units).</p> <p><b>Beneficiary Contribution:</b>  Soft interventions - 10 - 25 % (SPV/ Cluster units &amp; State Govt.).  Hard interventions - 10 - 30 % (SPV / Cluster units &amp; StateGovt.).  Infrastructure Development - 20 - 40 % (SPV &amp; State Govt.)</p>
How to Apply	<p><a href="http://www.dcmsme.gov.in/MSE-CDProg.htm">http://www.dcmsme.gov.in/MSE-CDProg.htm</a>  <a href="http://www.dcmsme.gov.in/schemes/ModifiedGuidelinesofMSE.pdf">http://www.dcmsme.gov.in/schemes/ModifiedGuidelinesofMSE.pdf</a>.  Can apply online or else Can contact nearest MSME-DI to apply.</p>
Whom to Contact	<p>1. MSME – DI, &amp; its branches  2. DC(MSME), Ministry of MSME, GoI</p>

## 6. Quality :

Name of Scheme	<b>a. ENABLING MANUFACTURING SECTOR TO BE COMPETITIVE THROUGH QUALITY MANAGEMENT STANDARD &amp; QUALITY TECH. TOOLS (QMS/QTT) UNDER NMCP</b>
Name of Ministry/ Dept.	DC (MSME) , Ministry of MSME
Description	<p><b>Objective:</b> The main objective of the scheme is to sensitize and encourage MSEs to adopt latest QMS (Quality Management System) and QTT (Quality Technology Tools) and to keep a watch on sectoral developments by undertaking the stated activities.</p> <p><b>The adoption of this tool will enable the MSEs to achieve:</b></p> <p>(i) Efficient use of resources.  (ii) Improvement in product quality.  (iii) Reduction in rejection and re-work in the course of manufacturing.  (iv) Reduction in building up inventory at the various stages in the form of raw materials, work-in-progress, finished components, finished products, etc.  This will also enable the MSEs to enter into or strengthen their position in the export market.</p>
Who is Eligible	Existing Entrepreneurs
Nature of Assistance	<p><b>Government Assistance &amp; Beneficiary Contribution:</b></p> <ul style="list-style-type: none"> <li>• Introduction Of Appropriate Course Modules For Technical Institutions</li> <li>• Organizing Awareness Campaigns on QMS/ QTT For Micro &amp; Small Enterprises</li> </ul>

	<p>Awareness Campaigns to sensitize Micro &amp; Small Enterprises on Quality Management Standards/Quality Technology Tools will be undertaken all over the country in order to enable the technical and managerial officials of the micro &amp; small industries and students from ITIs etc. to have a better understanding of the subject. Shop-floorwise campaigns are being planned in target industries all over the country. GOI Contribution- 1.25 Lakh per programme Beneficiary Contribution:25% &amp; 50% of the cost will be collected from participating micro &amp; small units respectively</p> <ul style="list-style-type: none"> <li>• <b>Organizing Competition-Watch (C-Watch)</b></li> </ul> <ol style="list-style-type: none"> <li>1. Conduct a 'Professional Study' on the specifics of the 'threatened product' which is to be done through a competent agency that may even make a reconnaissance, if required.- GoI Contribution: Rs. 2.5 lakh. Beneficiary Contribution:Rs. 2.5 lakh</li> <li>2. Technical exposure visit by representatives of the 'threatened product', along with technical persons (not less than 10 members) - GoI Contribution: Rs. 7.5 lakh (75%), Beneficiary Contribution:Rs. 2.5 lakh</li> <li>3. Procurement of samples and technical details. GoI Contribution Rs. 2.5 lakh, Beneficiary Contribution:Rs. 2.5 lakh</li> <li>4. Product development by technical bodies. GoI Contribution: Rs. 5 lakh, Beneficiary Contribution:Rs. 3 lakh</li> <li>5. Popularization of improved product. GoI Contribution: Rs.1.5 lakh, Beneficiary Contribution:Rs. 0.5 lakh.</li> </ol> <ul style="list-style-type: none"> <li>• Implementation of QMS and QTT in selected micro &amp; small enterprises 100 MSEs would be assisted @ Rs.2.5 lakh/ unit for covering costs of Diagnostic Study and for implementation of QMS &amp; QTT. Beneficiary Contribution: 25% - Micro Enterprises &amp; 50% - Small Enterprises</li> <li>• Monitoring International Study Missions 2.5 lakh per MSE. Beneficiary Contribution:25% - Micro Enterprises &amp; 50% - Small Enterprises</li> </ul>
How to Apply	<a href="http://www.dcsmse.gov.in/schemes/QMSQTT10.pdf">http://www.dcsmse.gov.in/schemes/QMSQTT10.pdf</a>
Whom to Contact	<ol style="list-style-type: none"> <li>1. MSME - DI, &amp; its branches or can apply online.</li> <li>2. DC (MSME), Ministry of MSME, GoI, New Delhi, Office of DC(MSME) will finalized the MSME clusters for conducting the Awareness Programme on Quality Management Standards and Quality Technology Tools (QMS/QTT).</li> </ol>

Name of Scheme	<b>QMS Awareness' workshops (Funding support for conducting 'QMS Awareness' workshops)</b>
Related Scheme	Scheme for ' Enabling manufacturing sector to be competitive through Quality Management Standards and Quality technology tools'- an NMCP Scheme
Description	This support programs aims at organizing awareness campaigns to sensitize

	MSMEs, students from it is on Quality Management Standards/Quality Technology Tools and related DC-MSME schemes.
Nature of assistance	Funding support for conducting training and awareness activities/ 'QMS Awareness' workshops
Who is Eligible	Expert organisations and industry associations
How to apply	Can apply online. <a href="http://msme.gov.in/schemes/funding-support-conducting-%E2%80%98qms-awareness%E2%80%99-workshops">http://msme.gov.in/schemes/funding-support-conducting-%E2%80%98qms-awareness%E2%80%99-workshops</a> or else Can contact your near MSME-DI to apply.

Name of Scheme	<b>b.QUALITY UPGRADATION/ENVIRONMENT MANAGEMENT FOR SMALL SCALE SECTOR THROUGH INCENTIVE FOR ISO 9000 /ISO 14001 /HACCP CERTIFICATIONS</b>
Name of Ministry/ Dept.	DC (MSME) , Ministry of MSME
Description	Subsidy / Incentives for ISO Certification and Encouraging MSMEs to acquire ISO Certification. The objective of this scheme is to strengthen the MSEs units in view of globalization and liberalization so that MSEs units can face the challenges and become competitive. <b>Benefits of Certification:</b> Improved corporate image, Competitive advantage-market positioning, Reduced warranty/liability claims through defect reduction, Improved records in case of litigation, Reduction of need for multiple second part assessment, Improves traceability to 'root causes' of quality problems, Independent, impartial and professional verification, Required by an increasing number of buyers,Results in errors rectified, at the earliest stage-not repeated, Clearly defines responsibilities and authorities.
Who is Eligible	Existing Entrepreneurs. Only those MSEs units are eligible for reimbursement those who have filled EM Part II.
Nature of Assistance	<b>Government Assistance:</b> 75% of the total expenditure (Ceiling limit: Rs.75000) One time re-imbursement of expenditure to the extent of 75% subject to a maximum of Rs.75000 in each case for acquiring ISO certification. <b>Beneficiary Contribution:</b> 25%
How to Apply	<a href="http://www.dcmsme.gov.in/schemes/sciso9000.htm">http://www.dcmsme.gov.in/schemes/sciso9000.htm</a>
Whom to Contact	1. MSME - DI, & its branches 2. DC (MSME), Ministry of MSME, GoI, New Delhi

Name of Scheme	<b>c. 'Mini Tool Rooms'(Funding support for setting up 'Mini Tool Rooms')</b>
Related Scheme	Scheme for 'Setting up Mini Tool Room & Training Centres under PPP Mode'- an NMCP Scheme
Description	<b>Objective:</b> The objective of the scheme:

	<p>(a) To improve the competitiveness of the MSMEs engaged in manufacturing activity by creating capacities in the private sector for designing and manufacturing quality tools also to provide training facilities in the related areas.</p> <p>(b) To bridge the gap between the demand and the supply of trained manpower in the industry.</p> <p>(c) To encourage Research &amp; Development, and optimization of cost and quality of delivery, leading to enhanced competitiveness of the manufacturing sector. Financial assistance would be provided by Govt of India (GOI) to set up Mini tool rooms through a Public Private Partnership mode. The mini tool rooms aim to provide facilities to MSMEs for design and manufacturing of toolings.</p>
Nature of Assistance	<p>GOI would provide funds to meet a part of the project cost, the extent of which would be determined through a competitive bidding process.</p> <p><b>(i) Model-I (Centre PPP Model):</b> Projects to be set up and operated by Private Partner (individual, company, association, NGO/society). The financial assistance will be given to meet the viability gap on a case-to-case basis and it will be restricted to 40% of the project cost (not exceeding Rs. 9 crore). The remaining resources will be required to be arranged by the Project Sponsor through equity, borrowings from Banks / Financial Institutions and other sources</p> <p><b>(ii) Model-II (State PPP Model):</b> Projects to be set up by State Governments in cooperation with NGOs (SPVs) who will run the projects on mutually agreed terms. The financial assistance will be equal to 90% of the cost of machinery, restricted to Rs. 9 crore. However, in order to retain a say in the management, at least 26% of the share should be with State Government. The remaining cost of machinery, land &amp; building, recurring cost, any other cost, etc. will be borne by the SPV. This Model would be resorted to only when it is not viable to establish a New Mini Tool Room under Model-I.</p> <p><b>(iii) Model-III (Centre State Model):</b> Projects to be set up and managed by State Government/ State Government Agencies. The financial assistance will be equal to 90% of the cost of machinery, restricted to Rs. 9 crore for setting up new Mini Tool Rooms. The financial assistance equal to 75% of the cost of the machinery, restricted to Rs. 7.50 crore, can also be sanctioned for upgradation of an existing State Tool Room. The remaining cost of machinery, land &amp; building, recurring cost, any other cost etc will be borne by the State Government/ State Government Agency. This model would be resorted to only where both the Model-I and Model-II fail.</p>
Who is Eligible	An individual, firm, company, association, NGO or society , SPVs set up by States in partnership with private partners, State Govt or State Agencies, other than NGOs. SME-Development Act, 2006 and form an SPV (Mini Cluster).
How to apply	Can apply online. <a href="http://www.dcmsme.gov.in/schemes/MTRDetail.pdf">http://www.dcmsme.gov.in/schemes/MTRDetail.pdf</a> <a href="http://www.dcmsme.gov.in/schemes/MTRGuidelines_New.pdf">http://www.dcmsme.gov.in/schemes/MTRGuidelines_New.pdf</a> or else Can contact nearest MSME-DI to apply

Name of	<b>d. Design clinic scheme (Design Clinic Scheme for design expertise to</b>
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Scheme	<b>MSMEs manufacturing sector</b>
Related Scheme	Scheme for 'Building Design expertise of MSMEs Manufacturing sector (Design clinic scheme) '- an NMCP Scheme
Description	<p><b>Objective:Funding support for implementing 'Design' projects</b></p> <ul style="list-style-type: none"> <li>• Improving manufacturing competitiveness Indian MSMEs through design hence to spread awareness on the importance of design and its learning.</li> <li>• Promote Export and/ or substitute import by creating innovative products by developing new design strategies, get consultancy support from design experts and implement 'Design' projects.</li> <li>• To assist MSMEs by engaging external design expertise in the form of consultancy.</li> <li>• Provide financial support to take-up design project activity</li> </ul>
Nature of assistance	<ol style="list-style-type: none"> <li>1.Funding support for 'Design Awareness' workshops &amp; seminars</li> <li>2.Funding support for implementing 'Design' projects</li> <li>3.GoI contribution of Rs.60,000 per seminar and 75% subject to a maximum of Rs.3 lakh per workshop</li> <li>4.60% of the total approved project cost or Rs.9 lakh, whichever is less, in case of individual MSME or a group of not more than three MSME applicants</li> <li>5.60% of the total approved project cost or Rs.15 lakh, whichever is less, in case of a group of four or more MSME applicants</li> <li>6.40% to be contributed by the applicant MSME(s) in both cases</li> </ol> <p><b>Government financial assistance:</b> The Design Clinic Scheme shall provide financial assistance to support design project undertaken by individual MSMEs or group of MSMEs.</p> <ul style="list-style-type: none"> <li>• Micro units, Individual(upto 3 units) - Rs. 15,00,000 (with 75% financial assistance) each for 120 design projects</li> <li>• Micro units, Group(more than 3 units) - Rs. 25,00,000 (with 75% financial assistance) each for 80 design projects</li> <li>• Small and Medium units, Individual (upto 3 units) - 25,00,000 (with 60% financial assistance) each for 148 design projects</li> <li>• Small and Medium units, Group (more than 3 units) - 40,00,000 (with 60% financial assistance) each for 60 design projects.</li> </ul>
Who is Eligible	<ol style="list-style-type: none"> <li>1. MSMEs or Group of MSMEs as prime applicants.</li> <li>2. Others (academic institutes, design consultants) as co-applicants along with a designated MSME (prime applicant).</li> <li>3. Individual (e.g. design students ) as co-applicants in collaboration with the academic institution and MSME (prime applicant) .</li> <li>4. Expert agencies (industry associations, technical institutions or other appropriate bodies), for conducting seminars and workshops</li> </ol> <p>Note: It is necessary for an MSME (prime applicant) to apply along with a design consultant as a co-applicant.</p>
How to apply	<p>A Udyami Helpline: Dial 1800-180-6763 [Toll Free Number] for queries relating to this Schemes.</p> <ol style="list-style-type: none"> <li>1. MSME or group of MSMEs can apply online.</li> </ol>



	<p><a href="http://designclinicsmsme.org/download/ProfessionalDesignProjectGuideline.pdf">http://designclinicsmsme.org/download/ProfessionalDesignProjectGuideline.pdf</a> or else Can contact your nearest MSME-DI to apply.</p> <p>2. Co-applicant can collaborate with an MSME or academic institution to apply for a project</p> <p>3. For conducting workshops and seminars, expert agencies can directly apply to design clinic centres.</p> <p>4. For design projects, application can be made by MSMEs without a design company or along with design consultant/academic institution, by submitting the proposal to Design Clinic Centre, or through internet.</p>

Name of Scheme	<b>e. 'Lean Manufacturing' projects'</b>
Related Scheme	Scheme for 'Lean Manufacturing Competitiveness of Micro Small and Medium Enterprises (LMCS)'- an NMCP Scheme . The Scheme is basically a business initiative to reduce "waste" in manufacturing:
Description	<p>Providing funding support for implementing 'Lean Manufacturing' projects.</p> <p><b>Objective:</b>To enhance the manufacturing competitiveness of MSMEs through the application of various Lean Manufacturing (LM) techniquesby:</p> <ul style="list-style-type: none"> <li>• Reducing waste;</li> <li>• Increasing productivity;</li> <li>• Introducing innovative practices for improving overall competitiveness;</li> <li>• Inculcating good management systems; and</li> <li>• Imbibing a culture of continuous improvement.</li> </ul>
Nature of assistance	<p>Financial assistance given to MSMEs for Lean Techniques Intervention.</p> <p><b>Government Assistance :</b> A financial support by the Government of India upto a maximum of 80% of the Consultant fees for each Mini Cluster will be provided.</p> <p><b>Beneficiary Contribution :</b> Remaining 20% is to be brone by the beneficiaries MSME units.</p> <p>Awareness programmes and workshops are being organized in order to create awareness among the entrepreneurs and further they are motivated to form mini cluster comprising of 6 to 10 units (ideally 10 units) for availing the scheme. LM consultants are deployed in the Special Purpose Vehicle (SPV)/Distinct Product Group (DPG) for LM Interventions for a period of 18 months. 80% of the cost of hiring the lean manufacturing consultant (LMC) is reimbursed through NMIUs to SPVs/Units and 20% of the cost is borne by the SPVs/units.</p>
Who is Eligible	<p>1. Interested industry associations.</p> <p>2. Group of approx. 10 MSME units which qualify under MSME-Development Act, 2006 willing to form an SPV (Mini Cluster) can submit application in prescribed format to the National Productivity Council (NPC), Utpadakta Bhawan, Lodhi Road, New Delhi-110003.</p> <p>3.All Manufacturing sectors of Micro, Small &amp; Medium Enterprises.</p>
How to apply	<p>Can apply online. <a href="http://www.dcmsme.gov.in/schemes/lean-manufact.htm">http://www.dcmsme.gov.in/schemes/lean-manufact.htm</a> or else Can contact nearest MSME-DI to apply.</p>

## 7. Export

Name of Scheme	<b>a.MARKET DEVELOPMENT ASSISTANCE SCHEME for Micro/ Small manufacturing enterprises/ Small &amp; Micro exporters (MSME-MDA)</b>
Name of Ministry/ Dept.	DC (MSME) , Ministry of MSME
Description	<p>The scheme offers funding for:</p> <ol style="list-style-type: none"> <li>1. Participation by manufacturing Small &amp; Micro Enterprises in International Trade Fairs/ Exhibitions under MSME India stall.</li> <li>2. Sector specific market studies by Industry Associations/ Export Promotion Councils/ Federation of Indian Export Organisation.</li> <li>3. Initiating/ contesting anti-dumping cases by MSME Associations and</li> <li>4. Reimbursement of 75% of one time registration fee (w.e.f. 1st January 2002)(Under MDA Scheme) and 75% of annual fees (recurring) (w.e.f. 1st June 2007)(Under NMCP Scheme) paid to GSI (Formerly EAN India) by Small &amp; Micro units for the first three years for bar code.</li> </ol> <p><b>Objective:</b></p> <ol style="list-style-type: none"> <li>1.To encourage Small &amp; Micro exporters in their efforts at tapping and developing overseas markets.</li> <li>2.To increase participation of representatives of small/ micro manufacturing enterprises under MSME India stall at International Trade Fairs/ Exhibitions.</li> <li>3.To enhance export from the small/ micro manufacturing enterprises</li> <li>4.To popularise the adoption of Bar Coding on a large scale.</li> </ol>
Who is Eligible	<p>Existing Entrepreneurs</p> <ol style="list-style-type: none"> <li>(i) Unit having valid permanent registration with Directorate of Industries/ District Industries Centre.</li> <li>(ii) The selection of small/ micro manufacturing units would be done by MSME-DIs as per display product profile, theme of the fair and space availability.</li> <li>(iii) Micro &amp; Small manufacturing enterprise can avail this facility only once a year</li> <li>(iv) Only one person of the participating unit would be eligible for subsidy on air fare.</li> <li>(v) The participating units under MSME India stall at International Trade Fairs/ Exhibitions has to pay 50% of space rental charges of booked space (min. 6 sq.mts.) by enterprises of General categories through MSME-DIs by a DD favouring PAO (MSME), New Delhi at least one month advance of the commencement of the event. In addition to this, selected units can book more space in multiple of 1x3 sq.mts. on pro-rata basis and make payment accordingly. However, Women, SC&amp;ST entrepreneurs &amp; entrepreneurs from North Eastern Region require to pay 50% of space rental charges as security deposit which will be refunded to them after participation in the fair. In the event of non-participation, the security deposit will be forfeited in all cases.</li> <li>(vi) The representatives of the participating units are required to carry and manage the samples (to and fro including custom clearance etc.) for display</li> </ol>

	under MSME India stall at the International Trade Fairs/ Exhibitions.
Nature of Assistance	<p><b>Government Assistance:Permissible subsidy:</b>  <b>General Category:</b> reimbursement of 75% of <b>air fare by economy class</b> and 50% <b>space rental charges</b> for Micro &amp; Small manufacturing enterprises of General category entrepreneurs.  <b>Women/SC/ST Entrepreneurs &amp; NE Region:</b> 100% reimbursement of space rent and economy class air fare.  <b>Total subsidy on air fare &amp; space rental charges</b> will be restricted to Rs. 1.25 lakh per unit  <b>Beneficiary Contribution:</b> As Applicable</p>
How to Apply	<p><a href="http://www.dcmsme.gov.in/sido/Marketingod32_7_2007.htm">http://www.dcmsme.gov.in/sido/Marketingod32_7_2007.htm</a>  <a href="http://dcmsme.gov.in/MSME-DO/SSIMDA.htm#exist">http://dcmsme.gov.in/MSME-DO/SSIMDA.htm#exist</a></p> <p><b>Procedure for availing Financial Assistance/Reimbursement of Expenses:</b>  The application must reach to the Office of DC (MSME) through concerned MSME-DIs at least one month in advance of the commencement of the event. The application must be accompanied by:</p> <ul style="list-style-type: none"> <li>(i) Copy of the valid MSME registration issued by concerned GM (DIC)/ Director of Industries.</li> <li>(ii) Demand Draft in favour of PAO (MSME), New Delhi for 50% rental charges of the booked space.</li> <li>(iii) Details of one or two participating representatives of the unit with photo copy of their valid passport.</li> <li>(iv) Proof of ownership of the unit as SC/ST/Women.</li> </ul> <p><b>On the completion of the event, the participating unit must submit a claim for payment enclosing the following:</b></p> <ul style="list-style-type: none"> <li>(i) Pre-receipted bill in duplicate.</li> <li>(ii) Photocopy of passport indicating therein entries regarding departure from and arrival in India and also the country visited.</li> <li>(iii) Original air ticket used during the journey. In case original air ticket is lost, a copy of the same along-with a certificate indicating details of travel from the concerned airline may be furnished.</li> <li>(iv) Participated units should furnish feedback report like business generated with value including confirmed orders obtained etc.</li> <li>(v) Claim form must be submitted within one month of return to India on completion of activity.</li> <li>(vi) No refund/ adjustment of rental charges will be made by O/o DC (MSME).</li> </ul>
Whom to Contact	<ol style="list-style-type: none"> <li>1. MSME - DI, &amp; its branches. <a href="http://dcmsme.gov.in/MSME-DO/SSIMDA.htm#exist">http://dcmsme.gov.in/MSME-DO/SSIMDA.htm#exist</a></li> <li>2. DC (MSME), Ministry of MSME, GoI, New Delhi</li> </ol>

## 8. International Cooperation Scheme:

Name of Scheme	<b>International Cooperation Scheme-</b> Scheme for 'Providing financial assistance on International Cooperation'(SME DIVISION SCHEME)
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Related Scheme	International Cooperation Scheme / Revised Guidelines of International Cooperation (IC) Scheme							
Description	<p><b>Revised Guidelines of International Cooperation (IC) Scheme</b>  The Scheme would cover the following activities:</p> <p>(i) Visit of MSME business delegations to other countries for exploring new areas of technology infusion/upgradation, facilitating joint ventures, improving market of MSMEs products, foreign collaborations, to visit international exhibitions/trade fairs, etc.</p> <p>(ii) Visit &amp; participation by Indian MSMEs in international exhibitions, trade fairs and buyerseller meets in foreign countries.</p> <p>(iii) Participation in International exhibitions/ trade fairs held in India in which there is international participation.</p> <p>(iv) Holding international conferences and seminars on topics and themes of interest to the Indian MSMEs.</p> <p>(v) Holding/organising International conferences/seminars/ workshops in India by Ministry of MSME or organizations under it.</p>							
Nature of assistance	<p>IC Scheme provides financial assistance towards the airfare and space rent of entrepreneurs. Assistance is provided on the basis of size and the type of the enterprise.</p> <p><b>Scale of Assistance and Eligible Items of Expenditure:</b> Items of expenditure for which assistance may be considered under the scheme are specified below:</p> <p><b>a.Visit of MSME Business Delegations to foreign countries:</b>Assistance would be provided under the scheme to the eligible applicant organisations for visit of MSME delegations to foreign countries, with the objectives of exploring new areas of technology infusion/upgradation, facilitating joint ventures, improving market of MSMEs products, foreign collaborations, etc.</p> <p>The eligible items for visit of MSME delegations and the scale of assistance would be as under:</p> <table border="1" data-bbox="268 1554 1441 2007"> <thead> <tr> <th data-bbox="268 1554 363 1715">Sr.No</th> <th data-bbox="371 1554 571 1715">Eligible Items of expenditure</th> <th data-bbox="579 1554 1441 1715">Scale of Assistance</th> </tr> </thead> <tbody> <tr> <td data-bbox="268 1720 363 1995">A</td> <td data-bbox="371 1720 571 1995">Air Fare</td> <td data-bbox="579 1720 1441 1995"> For Micro, Small and Medium entrepreneurs:  100% of the economy class airfare subject to a maximum of Rs.1.50 lakhs or actual fare paid, whichever is lower (for one representative from each participating enterprise).  For office bearer(s) of the applicant organisation:  100% of the economy class airfare subject to a maximum of Rs.1.50 lakhs or actual fare paid, whichever is lower. </td> </tr> </tbody> </table>		Sr.No	Eligible Items of expenditure	Scale of Assistance	A	Air Fare	For Micro, Small and Medium entrepreneurs: 100% of the economy class airfare subject to a maximum of Rs.1.50 lakhs or actual fare paid, whichever is lower (for one representative from each participating enterprise). For office bearer(s) of the applicant organisation: 100% of the economy class airfare subject to a maximum of Rs.1.50 lakhs or actual fare paid, whichever is lower.
Sr.No	Eligible Items of expenditure	Scale of Assistance						
A	Air Fare	For Micro, Small and Medium entrepreneurs: 100% of the economy class airfare subject to a maximum of Rs.1.50 lakhs or actual fare paid, whichever is lower (for one representative from each participating enterprise). For office bearer(s) of the applicant organisation: 100% of the economy class airfare subject to a maximum of Rs.1.50 lakhs or actual fare paid, whichever is lower.						

B	Duty allowance	Office Bearer to get US Dollar 150 per day towards duty allowance. It may be noted that no other items of expenditure towards hotel accommodation, fooding, local transport etc. are reimbursable separately to Office Bearer.
C	Assistance for Government Official	In case any Government official participates in the delegation, his/her expenses (air fare, hotel accommodation, local transport and daily allowance) as per his/her entitlement will be in addition to the above sanctioned amount on actual basis. This amount may be reimbursed to the applicant organization.

Note:

- i. A delegation under the scheme would normally comprise of a minimum of 05 entrepreneurs and 01 Office Bearer.
- ii. Government Official is entitled for air fare, DA and hotel accommodation and local transport as per his/her entitlement prescribed by the Government. The applicant organization shall bear the expenditure and claim the same in their reimbursement claim bills.

**b. Visit & Participation of MSME delegation in International Exhibitions/Trade Fairs/Buyer Seller Meets held in foreign countries:**

Assistance would be provided under the scheme to the eligible applicant organisations for visit & participation in International Exhibitions/ Trade Fairs/ Buyer-Seller Meets held in foreign countries in order to showcase Indian technologies, expose Indian MSMEs to the latest foreign technologies, access international buyers and sellers and forge business alliances etc.

The eligible items for such participation of MSMEs and the scale of assistance would be as under:

Sr.No	Eligibility Items of expenditure	Scale of Assistance
A	Space Rent (Stall Charges)	For Micro, Small and Medium entrepreneurs: 100% of the space rent subject to a maximum of Rs.1.00 lakh or actual rent paid, whichever is lower (for one representative from each participating enterprise). Note: Office Bearer is not eligible for Space Rent.
B	Air Fare	For Micro, Small and Medium entrepreneurs: 100% of the economy class airfare subject to a maximum of Rs.1.50 lakhs or actual fare paid, whichever is lower (for one representative from each participating enterprise).  For office bearer(s) of the applicant organisation:

		100% of the economy class airfare subject to a maximum of Rs.1.50 lakhs or actual fare paid, whichever is lower.
C	Duty allowance	Office Bearer to get US Dollar 150 per day towards duty allowance. It may be noted that no other items of expenditure towards hotel accommodation, fooding, local transport, etc. are reimbursable separately to Office Bearer.
D	Air fare, hotel accommodation, local transport and daily allowance for Government Official.	In case any Government official participates in the delegation, his/her expenses (air fare, hotel accommodation, local transport and daily allowance) as per his/her entitlement will be in addition to the above sanctioned amount on actual basis. This amount may be reimbursed to the applicant organization.

Note: i. A delegation for participation in an event under the scheme would normally comprise of a minimum of 05 Entrepreneurs and 01 Office Bearer. ii. Government Official is entitled for air fare, DA and hotel accommodation and local transport as per his/her entitlement prescribed by the Government. The applicant organization shall bear the expenditure and claim the same in their reimbursement claim bills.

**C. Participation in International exhibitions/ trade fairs held in India:** Assistance may be provided under the scheme for participation of Indian MSMEs in events like India International Trade Fair (IITF) organised by India Trade Promotion Organisation (ITPO) or such other reputed international exhibitions/ trade fairs held in India as may be approved by the Ministry under the scheme. Items of expenditure for which assistance may be considered are specified below:

Sr.No	Eligible Items of expenditure	Scale of Assistance
A	Space Rent (Stall Charges)	For Micro, Small and Medium entrepreneurs: 100% of the space rent subject to a maximum of Rs.1.00 lakh or actual rent paid, whichever is lower (for one representative from each enterprise).

Note: The maximum assistance would be limited to Rs.5.00 lakh per event per applicant organisation.

**d. Organisation of International Conferences/ Seminars in India:** Assistance may be provided under the scheme for organisation of International Conferences/ Seminars in India wherein the foreign participants/ foreign speakers are 50% or more of the total participants/speakers. Items of expenditure for which assistance may be considered are specified below:

Sr.No	Eligible Items of expenditure	Scale of Assistance
A	Air Fare for Foreign Resource Persons.	The amount of assistance for Airfare by economy class is subject to a maximum of Rs.1.50 lakh for foreign resource persons. The number of foreign resource persons to be supported per event would be three or 50% of the total resource persons of the event, whichever is lower.
Note: The maximum assistance would be limited to Rs.4.50 lakh per event per applicant organisation.		

**e.Holding/organising International conferences/seminars/ workshops in India by Ministry of MSME or organizations under it:**

Ministry of MSME or organizations under it organize international conference/ events/meets/trade fairs in India with participation by foreign countries/delegations/MSMEs. Expenditure may be incurred for organizing such conferences/parties/meets/trade fairs in India from IC Scheme. Expenditure could be incurred for the air fares for delegates, local hospitality including accommodation and transport, payment of per diem allowance, venue of the event, food, holding of an exhibition along with conference/meet/holding of buyer seller meeting etc. Approval of Minister for MSME should be taken for organizing these events as well as incurring of expenditure under this head. For each event, Ministry of MSME would seek approval for the Budget from Minister for MSME after consulting IFW.

**e. Quantum of Assistance:** The quantum of financial assistance to the applicant organizations will be decided on the basis of the budget estimate & the eligible items of expenditure, subject to the following limits:

1	International Events held in foreign countries:	Rs. 25.00 lakh per event
2	International Events held in India	Rs. 5.00 lakh per event for participation in International exhibitions/trade fairs and Rs.4.50 lakh for organization of International Conferences/Seminars.
3	Holding/organising International conferences/seminars/workshops in India by Ministry of MSME or organizations under it.	For each event, Administrative Wing of the Ministry of MSME would seek the approval for the budget from Minister of MSME after consulting IFW.

Who is Eligible	Besides the Ministry of MSME, events under the Scheme can be organised by: (a) State/Central Government Organisations; (b) Registered Industry/Enterprise Associations; and (c) Societies/Trusts and Organisations associated with promotion and development of MSME Sector.
How to apply	Can apply online <a href="http://msme.gov.in/sme-division-scheme">http://msme.gov.in/sme-division-scheme</a> <a href="http://msme.gov.in/sites/default/files/Revised-IC-Scheme%20Guidelines%2016.12.2016_New.PDF">http://msme.gov.in/sites/default/files/Revised-IC-Scheme%20Guidelines%2016.12.2016_New.PDF</a> or else Can send the Applications for seeking financial assistance, to the Director (International Cooperation), Ministry of MSME, Udyog Bhavan, New Delhi 110 011.

### **9. R & D / Innovation's / Institution's / University:**

Name of Scheme	<b>a. SUPPORT FOR ENTREPRENEURIAL AND MANAGERIAL DEVELOPMENT OF SMES THROUGH INCUBATORS UNDER NMCP</b>
Name of Ministry/ Dept.	DC (MSME) , Ministry of MSME
Description	<b>Objective:</b> 1. The main objective of the scheme is to promote emerging technological and knowledge based innovative ventures that seek the nurturing of ideas from professionals beyond the traditional activities of Micro, Small & Medium Enterprises (MSMEs). 2. Hence the need arises for incubation centres: to promote and support untapped creativity of individual innovators and to assist them to become technology based entrepreneurs. 3. It also seeks to promote networking and forging of linkages with other constituents of the innovation chain for commercialization of their developments. 4. To assist Incubation of Innovative Ideas (Business Incubator (BI)) and to provide early stage funding for nurturing innovative business ideas (new indigenous technology, processes, products, procedure etc.) which could be commercialized in a year.
Who is Eligible	Individual, New / Existing Entrepreneurs, Institutes /University
Nature of assistance	Funding support for setting up of 'Business Incubators', infrastructure development and pilot projects. <b>Government Assistance:</b> • Govt. Grant (Max. 85%) Rs. 4 - 8 lakhs per Idea/Incubatee subject to the ceiling of Rs.62.5 lakh for each BI. Items @ per BI • Each BI to Assist 10 Ideas / Units • Eligibility institutions: Research Institutions,Engineering colleges.Item @ per BI a) Upgradation of infrastructure Rs. 2.5Lakh



	<p>b) Orientation / Training Rs. 1.28Lakh  c) Administrative Expenses Rs. 0.22Lakh  Thus the total assistance per BI- Rs. 66.50 Lakhs  • <b><u>PARTICIPATION IN A PUBLIC PRIVATE PARTNERSHIP MODE (PPP MODE):</u></b>  <b>GoI contribution:</b> 75 -85%  <b>Beneficiary Contribution:</b> 15% to 25% (Participation In a Public Private Partnership Mode (PPP MODE))</p>
How to Apply (Guidelines & Application)	<p><a href="http://www.dcmsme.gov.in/schemes/Incubators10.pdf">http://www.dcmsme.gov.in/schemes/Incubators10.pdf</a>  1. If you are an individual or MSME, contact your nearest host institution.  2. If you are a host institution click on Apply Now button below to apply online  3. Any individual or MSME having innovative idea near commercialization can apply to the host institution (e.g. (IITs , NITs, Technical colleges, research institutes etc. ) . The host Institutions can apply to office of DC-MSME or their nearest DIs for application.</p>
Whom to Contact	<p>1. The incubational support will be provided by Host Institutions, like:  (i) Indian Institutes of Technology (IITs)  (ii) National Institutes of Technology ( NITs) Engineering Colleges  (iii) Technology Development Centres, Tool Rooms, etc  (vi) Other recognised R&amp;D&amp;/or Technical Institutes/Centres, Development Institutes of DIP&amp;P in the field of Paper, Rubber, Machine Tools, etc.  2. MSME – DI  3. DC (MSME), Ministry of MSME, GOI, New Delhi  <a href="http://msme.gov.in/sites/default/files/Sch-vol1-151214.pdf-sri.pdf">http://msme.gov.in/sites/default/files/Sch-vol1-151214.pdf-sri.pdf</a></p>

Name of Scheme	<b>b. 'Building Awareness on Intellectual Property Rights' (IPR)</b>							
Related Scheme	Scheme for 'Building Awareness on Intellectual Property Rights' (IPR) for the Micro, Small & Medium Enterprises- an NMCP Scheme: Funding support for conducting assessment of IPR related needs of MSMEs:							
Description	<p><b>Objective:</b>  1.To enhance awareness of MSME about Intellectual Property Rights (IPRs) to take measure for the protecting their ideas and business strategies. Effective utilisation of IPR tools by MSMEs would also assist them in technology upgradation and enhancing competitiveness  2.The support programs aims to promote assessment studies to identify the IPR needs of identified MSME clusters/industries and to recommend measures for strengthening of IP portfolio.</p>							
Nature of assistance:	<p>Funding support for conducting assessment studies.  <b>Government Assistance:</b> Under this programme financial assistance is being provided for taking up the identified initiatives below:</p> <table border="1"> <thead> <tr> <th>Sr.No</th> <th>Activity</th> <th>Maximum grant per application / proposal (Rs.</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>		Sr.No	Activity	Maximum grant per application / proposal (Rs.			
Sr.No	Activity	Maximum grant per application / proposal (Rs.						

		in lakh)
1	Awareness / Sensitisation Programmes on IPR.	1.00
2	Pilot Studies for Selected Clusters/ Groups of Industries.	2.50
3	Interactive Seminars / Workshops.	2.00
4	Specialized Training. (i) Short term (ST) (ii) Long term (LT)	(i) ST- 6.00 (ii) LT-45.00
5	Assistance for Grant on Patent/ GI Registration. (i) Domestic Patent (ii) Foreign Patent (iii) GI Registration	(i) 0.25 (ii) 2.00 (iii) 1.00
6	Setting up of 'IP Facilitation Centre for MSME'.	65.00
7	Interaction with International Agencies. (i) Domestic Intervention (ii) International Exchange Programme	(i) 5.00 (ii) 7.50

**Beneficiary Contribution:** Beneficiaries will have to contribute minimum 10% of the GoI financial support for availing assistance under the scheme

Who is Eligible	Industry associations and other technical experts.
How to apply	Can apply online. <a href="http://www.dcmsme.gov.in/schemes/IPRDetail.html">http://www.dcmsme.gov.in/schemes/IPRDetail.html</a> Database On IPR , Please Visit <a href="http://www.ipindia.nic.in">www.ipindia.nic.in</a> <a href="http://www.dcmsme.gov.in/schemes/IPR10.pdf">http://www.dcmsme.gov.in/schemes/IPR10.pdf</a> or else Can contact nearest MSME-DI to apply.
Whom to Contact	1. MSME - DI, & its branches 2. DC (MSME), Ministry of MSME, GoI, New Delhi 3. Intellectual Property Rights / Patent Office

Name of Scheme	<b>c. OPENING OF SHOWROOMS AND WAREHOUSES,(MARKETING PROJECTS ABROAD)</b>
Name of Ministry/ Dept.	Department of Commerce, Ministry of Commerce & Industries
Description	Showrooms/ warehouses would be setup in leased or rental accommodation for identified products at identified centres identified on the basis of marketing studies/Surveys.
Who is Eligible	Existing Entrepreneurs
Nature of Assistance	<b>Government Assistance:</b> 75%, 50%, 33%, of leasing/rental charges in the first, second and the third year, respectively, would be provided as assistance. There would be a ceiling of Rs. 100 lakhs for each market/product per annum, in

	cases of multi product showrooms/ warehouses the ceiling would be Rs.500 lakhs for each market per annum. <b>Beneficiary Contribution:</b> Rest by Beneficiary
How to Apply	<a href="http://commerce.nic.in/trade/mai_guide.pdf">http://commerce.nic.in/trade/mai_guide.pdf</a>
Whom to Contact	1. Department of Commerce, Udyog Bhawan, New Delhi

## **10. Human Resource Development Training:**

Name of Scheme	<b>a. ENTREPRENEURSHIP DEVELOPMENT PROGRAMMES (IMC/ EDP/ ESDP/ MDP)</b>
Name of Ministry/ Dept.	DC (MSME) , Ministry of MSME
Description	<p>Objective: Train potential entrepreneurs in improving their techno/managerial knowledge and skill with a view to facilitate them to establish MSEs in Various field.</p> <p>MSME-DIs, organize number of training programmes to train potential entrepreneurs in improving their techno/managerial knowledge and skill with a view to facilitate them to establish MSEs in various fields.</p> <p>The four kind of training programmes conducted by MSME-DIs include <b>Motivation Campaigns, Entrepreneurship Development Programmes, Entrepreneurship Skill Development Programme, and Management Development Programmes</b>, which cover diverse skill set need of new and existing entrepreneurs.</p> <p><b><u>The programmes covered include the following:</u></b></p> <p><b>i. Industrial Motivation Campaigns (IMCs):</b> Industrial Motivation Campaigns are organized to identify and motivate traditional / non-traditional entrepreneurs having potential for setting up MSEs so as to lead them towards self-employment.</p> <p><b>ii. Entrepreneurship Development Programmes (EDPs):</b> Entrepreneurship Development Programmes are being organized to nurture the talent of youth by enlightening them on various aspects of industrial activity required for setting up MSEs. These EDPs are generally conducted in ITIs, Polytechnics and other technical institutions, where skill is available to motivate them towards self-employment.</p> <p><b>iii. Entrepreneurship Skill Development Programme (ESDPs) :</b> Comprehensive training programmes are organized to upgrade skills of prospective entrepreneurs, existing workforce and also develop skills of new workers and technicians of MSEs by organising various technical cum skill development training programmes with the basic objective of providing training for their skill up gradation and to equip them with better and</p>

	<p>improved technological skills of production. The specific tailor made programmes for the skill development of socially disadvantaged groups (OBC, SC, ST, Minorities and women ) are organized in various regions of the states , including the less developed areas. The target group for these programmes are SC, ST, OBC, women, minorities and other weaker sections.</p> <p><b>iv. Management Development Programmes (MDPs):</b> The objective of imparting training on management practice system is to improve their decision-making capabilities resulting in higher productivity and profitability of existing &amp; potential entrepreneurs and developing new enterprises. Inputs on a variety of topics of managerial functions are provided to the participants by experts, which aims at dissemination of knowledge of scientific/ modern management techniques / practices.</p>
Who is Eligible	New / Existing Entrepreneurs, Individuals and MSMEs
Nature of Assistance	<p>1. Skill Development. 2. Participation in Entrepreneur Skill development programme is free of charge (No registration fees).</p> <p><b>Government Assistance:</b> 100%</p> <p><b>Beneficiary Contribution:</b> As applicable</p>
How to Apply	<p><a href="http://www.dcmsme.gov.in/EDPguidelinesnew.pdf">http://www.dcmsme.gov.in/EDPguidelinesnew.pdf</a></p> <p>Click on apply now (below) to view calendar and apply online for participating in the programs or else You can contact your near MSME-DI to apply for participation. Click Here to know the contact details of your nearest MSME-DI.</p>
Whom to Contact	<p>The Scheme is implemented through MSME-DIs and Branch MSME-DIs.</p> <p>1. MSME - DI, 2. DC (MSME), Ministry of MSME, GoI, New Delhi</p>

Name of Scheme	<b>b. Funding support for strengthening of infrastructure of EDIs:</b>
Related Scheme	Scheme 'Strengthening of Training Infrastructure of existing and new Entrepreneurship Development Institutions'
Description	The financial assistance will be provided to EDIs for improvement in areas like building, training aids/equipment and other support services .The State Govt. will examine the expansion/modernisation programmes of EDIs
Nature of assistance	Financial assistance to existing and new EDIs for infrastructure development.
Who is Eligible	All EDIs.
How to apply	Can apply online. or else Can contact nearest MSME-DI to apply.

Name of Scheme	<b>C. Programs in Entrepreneurs Club</b>
Related	Scheme for 'Supporting 5 selected universities / colleges to run 1200

Scheme	entrepreneurship clubs per annum'
Description	The E-clubs are intended to create a platform for entrepreneurs to come together through workshops/seminars, discuss common issues and identify solutions in areas such as obtaining certifications, participating in trade fairs, implementing of Quality Management Tools etc.
Nature of assistance	Funding support is available for for formation of entrepreneurship clubs, conduct meetings and management training activities. Free registration for club members.
Who is Eligible	SISI, Universities, Club members/committee.
How to apply	Contact your nearest entrepreneurship club for free registration.

### **11. Trade Related Entrepreneurship Assistance and Development**

**(TREAD) Scheme for Women:** The Ministry of Small Scale Industries (SSI) in the Government of India has launched a scheme titled "Trade Related Entrepreneurship Assistance and Development" (TREAD) for economic empowerment of women through the development of their entrepreneurial skills in non-farm activities. The Office of the Development Commissioner (SSI) in the Ministry of SSI is responsible for the implementation of this scheme. The three main components of this scheme are as under:

- a. Funding support for conducting programs for empowerment of women**
- b. Need-based Government of India grant**
- c. Loan related assistance to women**

Name of the scheme	<b>a. Funding support for conducting programs for empowerment of women: Selected training institutions and NGOs conducting training programmes for empowerment of women beneficiaries</b>
Related Scheme	Scheme for ' <b>Trade Related Entrepreneurship Assistance and Development (TREAD) Scheme toWomen'</b>
Description	Training organizations conducting training programmes for empowerment of women beneficiaries identified under the scheme would be provided a grant upto maximum limit of Rs. 1.00 lakh per programme provided such institutions also bring their share to the extent of minimum 25%(10% in case of NER) of the Government grant. The batch size for such a training activity will be at least 20 participants. Duration of the training programme will be minimum one month.
Nature of assistance	Funding support for conducting training program for women empowerment.
Who is Eligible	Micro, Small and Medium Enterprises (MSMEs), Entrepreneurship Development Institutes (EDIs), NISIET and the NGOs.
How to apply	Apply online.or else Can contact nearest MSME-DI to apply.

Name of	<b>b. Need-based Government of India grant</b>
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Scheme	
Related Scheme	Scheme for ' <b>Trade Related Entrepreneurship Assistance and Development (TREAD) Scheme to Women</b> '
Description	Need-based GoI grant upto Rs.5 lakh per project is provided to National Entrepreneurship Development Institutions (EDIs) viz. National Institute of Small Industry Extension Training (NISIET), National Institute of Entrepreneurship and Small Business Development (NIESBUD), Indian Institute of Entrepreneurship (IIE), EDIs sponsored by the State Government, Small Industries Service Institutes (SISIs), and any other institution of repute primarily for undertaking field surveys, research studies, evaluation studies, designing of training modules, etc.
Nature of assistance	Need-based GoI grant upto Rs.5 lakh per project
Who is Eligible	Women entrepreneurs
How to apply	The details will be provided by the respective organizer (MSMEs, NGOs, EDIs or other expert organisations) or else Can contact your nearest MSME-DI for more information.

Name of the scheme	<b>C. Loan related assistance to women: Assistance in the form of the Government of India (GoI) grant</b>
Related Scheme	Scheme for ' <b>Trade Related Entrepreneurship Assistance and Development (TREAD) Scheme to Women</b> '
Description	The support programs aims to provide grant (up to 30% of the total project cost as appraised by lending institutions) to provide adequate security demanded by banks in the form of collaterals. GOI Grant and the loan portion from the lending agencies to assist such women shall be routed through eligible NGOs engaged in assisting poor women through any kind of income generating activities in non-farm sector.
Nature of assistance	Ease in availability of credit for women-led enterprises
Who is Eligible	The NGOs engaged in assisting poor women through any kind of income generating activities in non farm sector can apply to Office of DC-MSME/nearest DIs for financial assistance. Women led MSMEs can contact NGOs engaged in assisting poor women through any kind of income generating activities in non farm sector for assistance
How to apply	NGO (working for women groups or entrepreneurs) directly apply to DC-MSME or lending institution. Women led MSME, contact the concerned NGO.

## **12.Award**

Name of Scheme	<b>a. NATIONAL AWARD FOR OUTSTANDING ENTREPRENEURSHIP IN MICRO &amp; SMALL ENTERPRISES ENGAGED IN MANUFACTURING &amp; RENDERING SERVICES</b>
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Name of Ministry/ Dept.	DC (MSME) , Ministry of MSME
Description	To recognize the efforts and contribution of Micro, Small & Medium Enterprises to give National Award annually to selected entrepreneurs and enterprises under the scheme of National Award
Who is Eligible	Existing Entrepreneurs. All MSMEs with EM registration
Nature of assistance	All MSMEs with EM registration <b>MANUFACTURING Sector:</b> <b>Government Assistance:</b> 1. First National Award: Rs.1,00,000/- cash prize, a trophy and a certificate. 2. Second National Award: Rs.75,000/- cash Prize, a Trophy and a Certificate. 3. Third National Award: Rs.50,000/- cash prize, a Trophy and a Certificate. 4. Special National Award to outstanding Women Entrepreneur: Rs.100,000/- cash prize, a Trophy and a Certificate. 5. Special National Award to outstanding SC/ST Entrepreneur: Rs.1,00,000/- Cash prize, a Trophy and a Certificate. 6. Special National Award to outstanding Entrepreneur from NER including Sikkim: Rs.1,00,000/- Cash prize, a Trophy and a Certificate. <b>Beneficiary Contribution: -----</b>  <b>RENDERING SERVICES/Service Sector:</b> <b>Government Assistance:</b> 1. First National Award: Rs. 1,00,000/- cash prize, a Trophy and a Certificate. 2. Second National Award: Rs.75,000/- cash prize, a Trophy and a Certificate. <b>Beneficiary Contribution: -----</b>
How to Apply	<a href="http://www.dcmsme.gov.in/schemes/award_scheme.htm">http://www.dcmsme.gov.in/schemes/award_scheme.htm</a> <a href="http://www.dcmsme.gov.in/National_Award_for_OUTstanding_Entrepreneurs.pdf">http://www.dcmsme.gov.in/National_Award_for_OUTstanding_Entrepreneurs.pdf</a>
Whom to Contact	1. MSME - DI, & its branches 2. DC (MSME), Ministry of MSME, GoI, New Delhi 3. Can apply online.

Name of Scheme	<b>b. NATIONAL AWARD FOR OUTSTANDING ENTREPRENEURSHIP IN MEDIUM ENTERPRISES ENGAGED IN MANUFACTURING &amp; IN SERVICE</b>
Name of Ministry/ Dept.	DC (MSME) , Ministry of MSME
Description	To recognize the efforts and contribution of Medium Enterprises to give National Award annually to selected entrepreneurs and enterprises under the scheme of National Award.
Who is Eligible	Existing Entrepreneurs.

Nature of Assistance	<p><b>MANUFACTURING Sector:</b>  <b>Government Assistance:</b>  1. First National Award: Rs. 1,00,000/- cash prize, a Trophy and Certificate.  2. Second National Award: Rs.75,000/- cash prize, a Trophy and Certificate.  <b>Beneficiary Contribution:</b> -----</p> <p><b>SERVICE Sector:</b>  <b>Government Assistance:</b>  1. National Award: Rs. 1,00,000/- cash prize, a Trophy and a Certificate.  <b>Beneficiary Contribution:</b> -----</p>
How to Apply	<a href="http://www.dcmsme.gov.in/schemes/award_scheme.htm">http://www.dcmsme.gov.in/schemes/award_scheme.htm</a> <a href="http://www.dcmsme.gov.in/National_Award_for_OUTstanding_Entrepreneurs.pdf">http://www.dcmsme.gov.in/National_Award_for_OUTstanding_Entrepreneurs.pdf</a>
Whom to Contact	1. MSME – DI, & its branches 2. DC (MSME), Ministry of MSME, GoI, New Delhi

Name of Scheme	<b>c. NATIONAL AWARD FOR RESEARCH &amp; DEVELOPMENT EFFORTS IN MICRO &amp; SMALL ENTERPRISES &amp; MEDIUM ENTERPRISES</b>
Name of Ministry/ Dept.	DC (MSME) , Ministry of MSME
Description	To recognize the efforts and contribution of Micro, Small Enterprises & Medium Enterprises to give National Award for R & D annually to selected entrepreneurs and enterprises under the scheme of National Award. This award encourages in-house R&D efforts, promote qualitative development of MSMEs
Who is Eligible	Existing Entrepreneurs.
Nature of Assistance	<p><b>MICRO &amp; SMALL ENTERPRISES &amp; MEDIUM ENTERPRISES:</b>  Rewards and recognition to MSMEs along with financial assistance upto 1 lakh  <b>Government Assistance:</b>  1. First National Award: Rs. 1,00,000/- cash prize, a Trophy and a Certificate.  2. Second National Award: Rs.75,000/- cash prize, a Trophy and a Certificate  <b>Beneficiary Contribution:</b> -----</p>
How to Apply	<a href="http://www.dcmsme.gov.in/schemes/award_scheme.htm">http://www.dcmsme.gov.in/schemes/award_scheme.htm</a> <a href="http://www.dcmsme.gov.in/National_Award_for_Research_and_Development.pdf">http://www.dcmsme.gov.in/National_Award_for_Research_and_Development.pdf</a>
Whom to Contact	1. MSME – DI, & its branches 2. DC (MSME), Ministry of MSME, GoI, New Delhi

Name of Scheme	<b>d. NATIONAL AWARD FOR QUALITY IN SELECTED PRODUCTS IN MICRO &amp; SMALL ENTERPRISES.</b>
Name of Ministry/ Dept.	DC (MSME) , Ministry of MSME



Description	To recognize the efforts and contribution of Micro, Small Enterprises to give National Award annually for Quality in Selected products groups to selected entrepreneurs and enterprises under the scheme of National Award. This award is to encourage MSE to produce quality products conforming to national and international standards
Who is Eligible	Existing Entrepreneurs, All MSMEs with EM registration.
Nature of Assistance	Rewards and recognition to MSMEs along with financial assistance upto 1 lakh. <b>Government Assistance:</b> Rs.1,00,000/- a Cash Prize, a Certificate and a Trophy One Award will be given for each Product Group covered in the list of Select Product Groups for the year of the Award. <b>Beneficiary Contribution:</b> -----
How to Apply (Guidelines & Application)	<a href="http://www.dcmsme.gov.in/schemes/award_scheme.htm">http://www.dcmsme.gov.in/schemes/award_scheme.htm</a> <a href="http://www.dcmsme.gov.in/National_Award_for_Quality_Products.pdf">http://www.dcmsme.gov.in/National_Award_for_Quality_Products.pdf</a> Can apply online or else Can contact nearest MSME-DI to apply.
Whom to Contact	1. MSME - DI, & its branches 2. DC (MSME), Ministry of MSME, GoI, New Delhi

### **13. Raw Materials:**

Name of Scheme	<b>RAW MATERIAL ASSISTANCE</b>
Name of Ministry/ Dept.	NSIC
Description	<b>Objective:</b> 1. Raw Material Assistance Scheme aims at helping MSMEs by way of financing the purchase of Raw Material (both indigenous & imported). This gives an opportunity to MSMEs to focus better on manufacturing quality products. 2. To facilitate the MSMEs for availing of Raw materials Purchase, Financial Assistance for procurement of raw materials up to 90 days 3. MSMEs helped to avail Economics of Purchases like bulk purchase; cash discount etc 4. NSIC takes care of all the procedures, documentation & issue of Letter of credit in case of imports.
Who is Eligible	Existing Entrepreneurs
Government Assistance	Assistance against the security of BG/SDR/FDR <b>Terms and Conditions:</b> <ul style="list-style-type: none"> <li>• Security in the form of Bank Guarantee from Approved/Nationalised Banks.</li> <li>• The rate of interest would be as under :</li> </ul> <p><b>Assistance against the security of BG :</b> (A)Where outstanding dues are within 270 Days</p>

Particulars	Effective Rate of Interest(w.e.f. 13.01.2017)	
Normal Interest	Micro	Small & Medium
(i) Units having valid SE 1A / MSE 1 rating	10.50	11.00
(ii) Units having valid SE 2A /1B / MSE 2 rating	11.00	11.50
(iii) Other units	11.50	12.00

The additional interest on delayed payments would be charged@ 1% for every cycle of 90 days on the amount outstanding for more than 90 days.

**Processing Fee :**

Processing fee	Micro	Small and Medium
a. On new sanctions	1	1
b. On Renewal	0.50	1

How to Apply

<http://www.nsic.co.in/rma.asp>  
 The Entrepreneurs are required to apply for Raw Material Assistance only on the prescribed application forms. The application forms downloaded from the link given below may be filled and submitted to the concerned Branch Office. The blank forms are also available free of charge from the Branch offices.  
<http://nsicnet.com/EOP/RegPubSTD.aspx?sch=RM> ( Raw material assistance online request form)  
[http://www.nsic.co.in/forms/RMA\\_APPFORM072015.PDF](http://www.nsic.co.in/forms/RMA_APPFORM072015.PDF) ( Download Application Form)

Whom to Contact

NSIC

## 14. Information and Communication Technologies Schemes (ICT Schemes)

**Name of Scheme:**

Information and Communication Technologies

Related Scheme

Scheme for 'Promotion of ICT in Indian Manufacturing Sector (ICT)'- an NMCP Scheme.

Description

**a. Funding support for conducting ICT(Information and Communication Technologies) Awareness Workshop:** The objective of the scheme is to encourage and assist the potential manufacturing MSME clusters to adopt ICT

tools and applications in their production and business process, and thereby, improve their productivity and competitiveness in national and international markets.

The broad activities planned under the scheme include, identifying target cluster for ICT intervention, setting up of E-readiness infrastructure, developing web portals for clusters, skill development of MSME staff in ICT application, preparation of local software solution for MSMEs to enhance their competitiveness, construction of e-catalogue, e-commerce etc. and networking MSME cluster portal on to National level Portal in order to outreach MSMEs.

The following deliverables will be from the scheme:

- a. 100 potential cluster across the country will reap the benefit from the scheme.
- b. Forward and back ward integration.
- c. Reduction in inventory level.
- d. Increased value addition in the product.
- e. Increased in indirect labour productivity.
- f. Improved Competitiveness.
- g. Enhanced market share in domestic & export market.

**b.Funding support for establishing National portal/ Soft infrastructure**

**upgradation** : The scope of this activity includes setting up a National level portal connected with web portals at cluster level to facilitate e-commerce & e-catalogue related facility to MSMEs.

**C.Funding support for ICT infrastructure upgradation:** To support upgradation of ICT infrastructure of MSMEs in the selected clusters, a one-time subsidy of 25 per cent,(subject to the prescribed ceiling,)will be provided to the MSMEs on the institutional finance availed by them for procurement of ICT related hardware and software.

**d.Funding support for setting up of 'E-readiness Centre':** E-readiness centre will be set up for providing local solution and training of MSME staff.

To establish an e-RC, the concerned SPV will provide land & building as per the requirement set out in the cluster-specific DPR.

The necessary hardware and software for the centre will be set up by the selected hardware vendor

**Nature of Assistance:** Financial assistance for infrastructure development

Note: The concerned SPV will provide land & building as per the requirement set out in the cluster-specific DPR. The necessary hardware and software for the centre will be provided by the selected hardware vendor

**Who can apply** : The designated nodal agency along with SPV and IT vendors. Please click on the button 'Eligibility Criteria' for further details.

Nature of assistance

Financial assistance for conducting training and awareness activity.

Who is Eligible	Technology providers and IT partners as selected as per the guidelines in EOI. Any Govt. agency / IT company selected on the basis of EOI, MSME's The incubational support will be provided by Host Institutions, like: 1. Indian Institutes of Technology (IITs) 2. National Institutes of Technology (NITs) 3. Engineering Colleges 4. Technology Development Centres, Tool Rooms, etc 5. Other recognized R&D&/or Technical Institutes/Centres, Development Institutes of DIP&P in the field of Paper, Rubber, Machine Tools, etc
How to apply	Can apply online <a href="http://www.dcmsme.gov.in/schemes/ICTDetail.html">http://www.dcmsme.gov.in/schemes/ICTDetail.html</a> or else Can contact nearest MSME-DI to apply.

	<b>15. The Small Exporter's Policy</b>	
Name of Scheme:	<b>The Small Exporter's Policy</b>	
Related Scheme	Central Government Scheme	
Description	<p>The Small Exporter's Policy is basically the Standard Policy, incorporating certain improvements in terms of cover, in order to encourage small exporters to obtain and operate the policy. It is issued to exporters whose anticipated export turnover for the period of one year does not exceed Rs. 5 crores.</p> <p>The Maximum Liability under the SEP shall be fixed as per laid down guidelines, but shall not exceed Rs. 2 crores. The nature of commercial risks and political risks cover is similar to that of the Shipment Comprehensive Risk (SCR) or Standard policy.</p>	

Nature of assistance	<p><b>Period of Policy:</b> 12 Months</p> <p><b>Minimum Premium:</b> Premium payable will be determined on the basis of projected exports on an annual basis subject to a minimum premium of Rs. 5000/- for the policy period. No claim bonus in the premium rate is granted every year at the rate of 5%.</p> <p><b>Declaration of Shipments:</b> Shipments need to be declared monthly.</p> <p><b>Declaration of overdue payments:</b> Small exporters are required to submit monthly declarations of all payments remaining overdue by more than 60 days from the due date, as against 30 days in the case of exporters holding the Standard Policy.</p> <p><b>Waiting Period for Claims:</b> The normal waiting period of 4 months under the Standard Policy has been halved in the case of claims arising under the Small Exporter's Policy.</p> <p><b>Change in terms of payment of extension in credit period:</b> In order to enable small exporters to deal with their buyers in a flexible manner, the following facilities are allowed:</p> <ul style="list-style-type: none"> <li>• A small exporter may, without prior approval of ECGC convert a D/P bill into DA bill, provided that he has already obtained suitable credit limit on the buyer on D/A terms.</li> <li>• Where the value of this bill is not more than Rs.3 lacs, conversion of D/P bill into D/A bill is permitted even if credit limit on the buyer has been obtained on D/P terms only, but only one claim can be considered during the policy period on account of losses arising from such conversions.</li> <li>• A small exporter may, without the prior approval of ECGC extend the due date of payment of a D/A bill provided that a credit limit on the buyer on D/A terms is in force at the time of such extension.</li> </ul>
How to apply	<p><b>Proposal Form:</b> <a href="https://www.ecgc.in/wp-content/themes/pcwebecgc/images/pcECGPagePDF/DoDontsPDF/SmallExportersPolicy.pdf">https://www.ecgc.in/wp-content/themes/pcwebecgc/images/pcECGPagePDF/DoDontsPDF/SmallExportersPolicy.pdf</a></p> <p><a href="https://www.ecgc.in/wp-content/themes/pcwebecgc/images/pcECGPagePDF/SmallExporters/form121">https://www.ecgc.in/wp-content/themes/pcwebecgc/images/pcECGPagePDF/SmallExporters/form121</a>.</p>

## 16. National Small Industries Corporation (NSIC) Schemes

Name of Scheme	<b>a. MARKETING ASSISTANCE SCHEME (NSIC)</b>
Name of Ministry/ Dept.	NSIC
Description	<p>To provide marketing support to MSEs under Marketing Assistance Scheme. Ministry of Micro, Small &amp; Medium Enterprises, inter-alia, through National Small Industries Corporation (NSIC), a Public Sector Enterprise of the Ministry, has been providing marketing support to Micro &amp; Small Enterprises (MSEs) under Marketing Assistance Scheme.</p> <p><b>OBJECTIVES:</b> The broad objectives of the scheme, inter-alia, include: 1. To enhance marketing capabilities &amp; competitiveness of the MSMEs. 2. To showcase the competencies of MSMEs. 3. To update MSMEs about the prevalent market scenario and its impact on their activities. 4. To facilitate the formation of</p>

consortia of MSMEs for marketing of their products and services. 5. To provide platform to MSMEs for interaction with large institutional buyers. 6. To disseminate/ propagate various programmes of the Government. 7. To enrich the marketing skills of the micro, small & medium entrepreneurs.

Who is Eligible Industrial associations

**Government Assistance:**  
 MARKETING SUPPORT TO MSMEs Under the Scheme, it is proposed to provide marketing support to Micro, Small & Medium Enterprises through National Small Industries Corporation (NSIC) and enhance competitiveness and marketability of their products, through following activities:

**i. Organizing International Technology Exhibitions in Foreign Countries by NSIC and participation in International Exhibitions/Trade Fairs:**

**Scale of Assistance:**

<b>A. Organizing Technology Exhibitions in Foreign Countries:</b>		
<b>Sr.No</b>	<b>Eligible Items</b>	<b>Scale of Assistance</b>
<b>1</b>	Space rent (Built up stall)	<p><b>For General Category Entrepreneurs:</b></p> <ul style="list-style-type: none"> <li>• Micro Enterprises : 75% of the actual charges</li> <li>• Small Enterprises : 60% of the actual charges</li> <li>• Medium Enterprises: 25% of the actual charges</li> </ul> <p><b>For the Enterprises belonging to NE Region/ Women/ SC/ST entrepreneurs:</b></p> <ul style="list-style-type: none"> <li>• Micro Enterprises : 95% of the actual charges</li> <li>• Small Enterprises : 85% of the actual charges</li> <li>• Medium Enterprises: 50% of the actual charges</li> </ul>
<b>2</b>	<b>Freight charges</b> for the goods transported to the events.	Actuals subject to maximum of 25000/- (Rs. 37500/- for Latin American countries), each way per entrepreneur.
<b>3</b>	<b>Air Fare</b>	<p><b>For General Category Entrepreneurs:</b></p> <ul style="list-style-type: none"> <li>• Micro Enterprises : - 85% of the economy class return fare (for one representative from one enterprise).</li> <li>• Small Enterprises - 75% of the economy class return fare (for one representative from one enterprise).</li> <li>• Medium Enterprises: - 25% of the economy class return fare (for one representative from one enterprise).</li> </ul> <p><b>For the Enterprises belonging to NE Region/</b></p>

**Women/ SC/ST entrepreneurs:**

- Micro Enterprises: 95% of the economy class return fare (for one representative from one enterprise).
- Small Enterprises: 85% of the economy class return fare (for one representative from one enterprise).
- Medium Enterprises: 50% of the economy class return fare (for one representative from one enterprise).

**4**      **Maximum amount of Assistance towards air fare, space rental & shipping/ transportation charges:**

**General Category:**

	<u>Latin America</u>	<u>Other countries</u>
Micro Enterprises	Rs.2.40 lakh	Rs. 2.00 lakh
Small Enterprises	Rs. 2.10 lakh	Rs. 1.75lakh
Medium Enterprises	Rs. 1.25 lakh	Rs. 1.00 lakh

**Enterprises belonging to NE Region/ Women / SC/ST category:**

	<u>Latin America</u>	<u>Other countries</u>
Micro Enterprises	Rs. 2.70 lakh	Rs. 2.25 lakh
Small Enterprises	Rs. 2.40 lakh	Rs. 2.00 lakh
Medium Enterprises	Rs. 1.60 lakh	Rs. 1.25 lakh

**5**      Advertisement, publicity and theme pavilion

20% of the total subsidy admissible under the above four sub-heads subject to a maximum of Rs. 20 lakhs

Normally, in such events, at least 20 or more MSMEs should participate. However, the Screening Committee may also consider proposals of organising international technology exhibitions, wherein less than 20 MSMEs are participating, after recording reasons thereof. The Screening Committee shall also recommend the number of representatives of NSIC to be deputed for organising such events, keeping the number to the minimum possible. The Screening Committee would submit the proposal, with proper justification and recommendation, to CMD NSIC for approval. However, in case where budgetary support for an event exceeds Rs. 50 lakhs, the approval of the Administrative Ministry would be required.

**ii. Participation in International Exhibitions/Trade Fairs held in Foreign Countries:**

Sr.No	Eligible Items	Scale of Assistance
1	Space rent (Built up stall)	<b>For General Category Entrepreneurs:</b> <ul style="list-style-type: none"><li>• Micro Enterprises : 75% of the actual charges</li><li>• Small Enterprises : 60% of the actual charges</li><li>• Medium Enterprises: 25% of the actual charges</li></ul> <b>For the Enterprises belonging to NE Region/ Women/ SC/ST entrepreneurs:</b> <ul style="list-style-type: none"><li>• Micro Enterprises : 95% of the actual charges</li><li>• Small Enterprises : 85% of the actual charges</li><li>• Medium Enterprises: 50% of the actual charges</li></ul>
2	<b>Freight charges</b> for the goods transported to the events.	Actuals subject to maximum of 20000/- (Rs. 30000/- for Latin American countries), each way per entrepreneur.
3	<b>Air Fare</b>	<b>For General Category Entrepreneurs:</b> <ul style="list-style-type: none"><li>• <b>Micro Enterprises</b> :85% of the economy class return fare (for one representative from one enterprise).</li><li>• <b>Small Enterprises</b> : 75% of the economy class return fare (for one representative from one enterprise).</li><li>• <b>Medium Enterprises:</b>25% of the economy class return fare (for one representative from one enterprise).</li></ul> <b>For the Enterprises belonging to NE Region/ Women/ SC/ST entrepreneurs:</b> <ul style="list-style-type: none"><li>• <b>Micro Enterprises:</b> 95% of the economy class return fare (for one representative from one enterprise).</li><li>• <b>Small Enterprises:</b> 85% of the economy class return fare (for one representative from one enterprise).</li><li>• <b>Medium Enterprises:</b> 50% of the economy class return fare (for one representative from one enterprise).</li></ul>



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<p>(i) Normally, in such events, at least 5 MSMEs should participate. In case of participation of up to 10 MSMEs, 1 representative each from the Ministry of MSME and the NSIC may accompany the participating MSMEs. However, in case of participation of more than 10 MSMEs, the Screening Committee may consider a proposal for deputing 1 additional NSIC official for such event depending upon the requirement. The Screening Committee, with proper justification and recommendation, would submit the proposal to CMD, NSIC.</p> <p>(ii) 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). In cases where budgetary support for an event exceeds Rs. 30 lakhs (Rs. 40 lakh for Latin American countries), the approval of the Administrative Ministry would be required.</p>																										
<p><b>iii) <u>Organizing Domestic Exhibitions and Participation in Exhibitions/ Trade Fairs in India:</u></b></p> <p><b>Scale of Assistance:</b> Built up space would be provided by the implementing agency i.e. NSIC, to MSMEs in various domestic exhibitions at subsidised rates to enable them to exhibit their products and services. Therates of subsidy available on space charges would be as under:</p>																										

**General Category**

Micro Enterprises : 75%

Small Enterprises : 60%

Medium Enterprises: 25%

**Enterprises belonging to NE Region/ Women / SC/ST category**

Micro Enterprises : 95%

Small Enterprises : 85%

Medium Enterprises: 50%

The budget for organising the Domestic exhibition/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 organising such exhibition/trade fair would normally be restricted to a maximum amount of Rs. 45 lakhs. The corresponding budgetary limit for participation in an exhibition/trade fair shall be Rs. 15 lakhs. In cases exceeding the above budgetary limits, the approval of Administrative Ministry would be required.

**iv) "Techmart" exhibition by NSIC**

NSIC has been organising "Techmart" exhibition every year during India International Trade Fair(IITF) in the month of November. This is an international exhibition showcasing the best MSME products, technologies and services of India. No subsidy would be available to General Category entrepreneurs participating in this exhibition. Upto 30% of the total area may be allocated for the entrepreneurs belonging to the Special Category i.e. Entrepreneurs belonging to NE Region/ Women /SC/ST category, keeping in mind the instructions and guidelines issued in this regard from time to time. The rates of subsidy available on space charges for the Special category would be as under:-

**Micro Enterprises : 95%**

**Small Enterprises : 85%**

**Medium Enterprises: 50%**

The total budgetary support for organizing "Techmart" would normally be restricted to Rs. 75 lakhs only. The proposal exceeding this limit would require approval of the Administrative Ministry.

**v. Support for Co-sponsoring of Exhibitions organized by other organisations/ industry associations/agencies:****Scale of Assistance:**

The scale of assistance to the applicant organisation/agency for co-sponsoring of an exhibition/trade fair would depend on the place of the event. The budgetary support towards partially meeting the expenditure on hiring of exhibition ground/hall, erection of stalls, publicity etc. for co-sponsoring the event and would be limited to 40 % of the net expenditure (gross expenditure - total income), subject to maximum amount of -  
Rs. 5 lakh in case of 'A' class cities.

Rs. 3 lakh in case of 'B' class cities.

Rs. 2 lakh in case of 'C' class cities.

Rs. 1 lakh in case of rural areas.

The assistance towards co-sponsoring the event shall be provided to the applicant organisation on reimbursement basis after the event, on submission of event report and other relevant documents.

**vi. Buyer-Seller Meets:**

**Scale of Assistance:**

No subsidy would be available to General Category entrepreneurs participating in such meets.

However, the entrepreneurs belonging to North-East/women/SC/ST category, would be provided space at subsidized rates for participation in Buyer-Seller Meets as per the rates mentioned hereunder:-

Micro Enterprises : 95%

Small Enterprises : 85%

Medium Enterprises: 50%

Upto 30% of the total area in such Buyer-Seller Meets may be allocated for the entrepreneurs belonging to the Special Category i.e. Entrepreneurs belonging to NE Region/ Women / SC/ST category, keeping in mind the instructions and guidelines issued in this regard from time to time.

The budget for organising the Buyer- Seller Meet would depend upon the various components of the expenditure, i.e. space rental, interior decoration, advertisement, printing material, transportation etc.

However, the net budgetary support for the Buyer-Seller Meet would be subject to the following limits:-

Rs. 5 lakh in case of the meet is held in 'A' class cities.

Rs. 3 lakh in case of the meet is held in 'B' class cities.

Rs. 2 lakh in case of the meet is held in 'C' class cities.

Rs. 1 lakh in case of the meet is held in rural areas.

**vii.Intensive Campaigns and Marketing Promotion Events:** Intensive Campaigns and Marketing Promotion Events are conducted all over the country to disseminate information about the various schemes for the benefit of the micro, small & medium enterprises. They are also facilitated to enrich their knowledge regarding latest developments, quality standards etc. and improve the marketing potential of their products and services.

**Scale of Assistance:**

Expenditure incurred for organizing Intensive Campaigns and Marketing Promotion Events would be met out of the budgetary support provided by the Government under the Scheme, subject to a maximum limit of :-

Rs. 80,000 in case of 'A' class cities.

Rs. 48,000 in case of 'B' class cities.

Rs. 32,000 in case of 'C' class cities.

Rs. 16,000 in case of rural areas.

No financial assistance would be given to the participating units for attending the event. The participating MSMEs have to attend these programmes at their own cost.

**viii. Other Support Activities:**

Under the Scheme, the following activities for supporting the marketing efforts of MSMEs may be undertaken by NSIC:

- 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.

The maximum amount of budgetary support for such activities would be limited to 5% of the total annual budget for the scheme and for an individual proposal, the maximum permissible limit for any of the above event/activity would be Rs. 5.00 lakh only.

How to Apply

<http://www.nsic.co.in/mkt.asp>

Whom to Contact

1. National Small Industries Corporation (NSIC)