

**GOVERNMENT OF INDIA
SMALL SCALE INDUSTRIES
LOK SABHA**

UNSTARRED QUESTION NO:3127
ANSWERED ON:23.12.2003
MARKETING OF SMALL ENTERPRISES PRODUCTS
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Will the Minister of SMALL SCALE INDUSTRIES be pleased to state:

- (a) whether the Union Government is planning to help small enterprises for marketing their products and services;
- (b) if so, the detailed strategy drawn therefor;
- (c) whether the Government has decided to take the help of large companies and buyers in identifying small enterprises in becoming their ancillaries, partners in joint ventures and sub- contracting; and
- (d) if so, the details thereof?

Answer

MINISTER OF STATE FOR SMALL SCALE INDUSTRIES AND DEVELOPMENT OF NORTH-EASTERN REGION (SHRI SIKDAR)

(a) & (b): Government of India is already providing various facilities to help small enterprises for marketing their products and services such as reservation of 358 items for exclusive purchase from SSI sector, tender facilities under Government Stores Purchase Programme, participation for SSI units in Trade Fairs/ Exhibitions at National and International level, Buyer-Seller Meets and Consortia marketing etc.

(c) & (d): National and State level Vendor Development Programmes-cum-Buyer-Sellers Meets and Exhibitions are organised regularly at different places in the country to take the help of large companies and other buyers in identifying small enterprises for becoming their ancillaries and partners in joint ventures and sub-contracting.