

**GOVERNMENT OF INDIA
MICRO, SMALL AND MEDIUM ENTERPRISES
LOK SABHA**

UNSTARRED QUESTION NO:1857
ANSWERED ON:09.03.2010
MDA FOR SSI SECTOR
Meghwal Shri Arjun Ram

Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

- (a) Whether the marketing development assistance (MDA) has been introduced by the Government and
- (b) If so, the details of the facilities provided under the scheme to small industrial sector?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) FOR MICRO, SMALL AND MEDIUM ENTERPRISES (SHRI DINSHA PATEL)

(a) and (b) Government is implementing a number of schemes for Marketing Assistance for the promotion of Micro, Small and Medium Enterprises (MSME)/Small Industrial Sector. To promote participation by manufacturing MSME units in International Trade Fairs/Exhibitions, entrepreneurs from general categories are reimbursed with 50% of stall rental charges and 75% of airfare in economy class. For Women/SC/ST entrepreneurs and units from North Eastern region, there is full reimbursement for space rent and economy class airfare with an upper ceiling of Rs.1.25 lacs for all categories of entrepreneurs. There is also provision for reimbursement of 75% of one time registration fee as well as annual recurring fee to micro and small enterprises for adoption of Bar Code obtained from GS 1 India.

To promote marketing of khadi products, Government has approved Marketing Development Assistance scheme on production of khadi in place of existing scheme of Rebate on sale of khadi, which is being introduced with effect from 1 April 2010. The scheme envisages financial assistance at the rate of 20% of production value of khadi and polyvastra.

In Coir sector, financial assistance is provided to apex cooperative societies, manufacturing and Primary Societies, Public Sector Undertakings and sale depots of Coir Board at the rate of 10% of their annual sale turnover of Coir and coir products. This can be utilized for varying purposes like publicity, opening new show room, sales outlets, market study and upgradation of design facility etc.

The National Small Industries Corporation through its Marketing Assistance Scheme provides financial assistance to conduct studies to explore and assess new market and product ranges for domestic and international market, development and dissemination of advertising and publicity material, updation of Directory of Manufacturers/Suppliers/exporters for the benefit of MSMEs.