

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

UNSTARRED QUESTION NO:3111
ANSWERED ON:16.03.2010
BRAND CREATION FOR SMES
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Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

- (a) whether the Government has launched any initiative for brand creation for Small and Medium Enterprises (SMEs) functioning in the country;
- (b) if so, the details of the plan worked out so far for the purpose; and
- (c) the reaction of the Government thereto alongwith the views of the industry, stakeholders and experts in this regard?

Answer

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

(a)to(c) The Government has taken several initiatives for providing marketing assistance to Micro, Small &Medium Enterprises (MSMEs). These initiatives include Design Clinic Scheme, Marketing Assistance Scheme and scheme on Building awareness on Intellectual Property Rights, which comprises of activities on awareness generation regarding importance of brand building amongst MSME units.

Khadi and Village Industries Commission (KVIC) has created brands namely 'Khadi', 'Sarvodaya' and 'Desi Aahar' for the products produced by the enlisted Khadi and Village Industries. Under the Khadi reform programme, provisions have been made for setting up of marketing organization through private participation that will work jointly with KVIC in management of 'Khadi Mark'. Further, the Coir Board has registered the coir products manufactured in the Ambalapuzha and Chertalla Tehsils of Alleppey District in Kerala as "Alleppey Coir" under the Geographical Indications. These schemes have been formulated by Government in consultation with stakeholders.