

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

UNSTARRED QUESTION NO:80  
ANSWERED ON:09.11.2010  
LACK OF ADVERTISEMENT OF MSME PRODUCTS  
Roy Shri Nripendra Nath

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

(a) whether the inadequate consumption of Micro Small and Medium Enterprises (MSMEs) products could be attributed to lack of advertisement; and

(b) if so, the steps taken by the Government to promote the products of the MSME sector in the country.

**Answer**

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

(a) and (b): One of the major problems faced by micro, small and medium enterprises (MSMEs) relates to marketing of products produced by the MSMEs. To assist the MSMEs in this endeavour, the Government is implementing a Marketing Development Assistance (MDA) Scheme under which, inter alia, assistance is provided to the MSMEs for participating in the international trade fairs/exhibitions, adoption of Bar Coding, etc. The Government has also reserved 358 items for purchase exclusively from the micro and small enterprises by the Central Ministries/Departments/Public Sector Undertakings. Further, the Government has taken initiative to promote Khadi Brand for high fashioned design garments and marketing of various products produced by Khadi & Village Industries through departmentally managed sales outlets and around 7050 retail sales outlets located in length and breadth of the country.