

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

UNSTARRED QUESTION NO:1817
ANSWERED ON:01.12.2011
MARKET ASSISTANCE SCHEME
Chitthan Shri N.S.V.

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

- (a) whether the National Small Industries Corporation (NSIC) is implementing Marketing Assistance Scheme to promote marketing competency of Micro, Small and Medium Enterprises;
- (b) if so, the details thereof;
- (c) the present status of the scheme in the country, State-wise;
- (d) the funds released under the scheme during each of the last three years and the current year, State-wise; and
- (e) the other steps taken by the Government to boost the Marketing of MSMEs products?

Answer

MINISTER OF MICRO, SMALL AND MEDIUM ENTERPRISES (SHRI VIRBHADRA SINGH)

(a)to(c): Yes, Madam. Under the Marketing Assistance Scheme (MAS) of the Union Government, National Small Industries Corporation (NSIC) Ltd. NSIC acts as a facilitator to promote marketing efforts and enhance the competency of the MSMEs for capturing the new market opportunities by way of organizing/ participating in various domestic & international exhibitions/trade fairs, buyers-seller meets, intensive campaigns and marketing promotion events, consortia formation, etc. The details of the guidelines of the scheme are available in the Ministry's website i.e. www.msme.gov.in.

During 2011-12 (upto October 2011), an amount of Rs. 7.41 crore has been availed under the Marketing Assistance Scheme in the country including Tamil Nadu.

(d): NSIC does not allocate the funds under the Marketing Assistance Scheme to the State/UT Governments. Funds are utilized by NSIC under this scheme through its Offices spread all over the country. Funds utilized by NSIC during the last three years and current year upto October 2011 in the country including the State of Tamil Nadu under the scheme are as under:

Year	Fund utilized (Rs. crore)
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2008-09	12.77
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2009-10	10.00
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2010-11	10.00
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2011-12 (upto October 2011)	7.41
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(e):The Ministry has taken several steps to boost the marketing of MSME products by implementing various schemes / programmes

relating to credit, infrastructural development, technology upgradation, marketing, entrepreneurial / skill development, etc., for assisting the MSE sector in meeting the challenges. Some of the major schemes / programmes being implemented are Credit Guarantee Scheme, Credit Linked Capital Subsidy Scheme, Performance and Credit Rating Scheme, Cluster Development Programme, National Manufacturing Competitiveness Programme, Prime Minister's Employment Generation Programme, Market Development Assistance Scheme and International Cooperation Scheme. The recently announced Public Procurement Policy envisages 20% of the total procurement to be made by Central Ministries / departments / PSUs, would be from MSEs.