

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

UNSTARRED QUESTION NO:500
ANSWERED ON:07.08.2013
SCHEMES TO ENHANCE ASSISTANCE
Karunakaran Shri P.

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

- (a) whether the Government provides assistance to enhance marketing competitiveness of the Micro, Small and Medium Enterprises (MSMEs) under various schemes including the Marketing Assistance Scheme;
- (b) if so , the details thereof;
- (c) the details of funds allocated under the said schemes during each of the last three years and current year;
- (d) the details of the targets fixed to support MSMEs under the said schemes during the said period; and
- (e) the details of expenditure , so far, incurred and the extent to which targets has been achieved?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) FOR MICRO, SMALL AND MEDIUM ENTERPRISES (SHRI K.H. MUNIYAPPA)

(a): Yes, Madam.

(b): (i) Following schemes under National Manufacturing Competitiveness Programme (NMCP) have been launched by Office of the Development Commissioner (MSME) to enhance the marketing competitiveness of MSMEs:

- (a) Lean Manufacturing Competitiveness Scheme
- (b) Design Clinic Scheme
- (c) Marketing Assistance and Technology Upgradation Scheme
- (d) Marketing Support / Assistance to SMEs (Bar Code)
- (e) National campaign for building awareness on Intellectual Property Right (IPR)
- (f) Technology and Quality Upgradation Support to MSMEs

(g) Enabling manufacturing sector to be competitive through Quality Management Standards / Quality Technology Tools (QMS / QTT).
(ii) In addition to NMCP schemes, Credit Linked Capital Subsidy Scheme (CLCSS) for Technology Up- gradation is also being implemented by Office of Development Commissioner (MSME), to enhance the competitiveness of MSMEs.

(iii) The details of Marketing Assistance Schemes being implemented by various Departments under Ministry of MSME are given below:

Sl. No.	Name of scheme	Implemented by
1.	International Cooperation Scheme	Ministry of MSME
2.	International Trade Fair / Exhibition Scheme	Office of Development Commissioner (MSME)
3.	Marketing Assistance scheme	National Small Industries Corporation (NSIC)
4.	Marketing Development Assistance Scheme	Coir Board
5.	Marketing Development Assistance Scheme	Khadi and Village Industries Commission (KVIC)

(c) to (e): The details of fund allocation, expenditure, target and achievement during the last three years and current year are given below:

Table - A: National Manufacturing Competitiveness Programme (NMCP)
(Rs in Crore)

Years	Fund Allocated	Expenditure	Target	Target Achieved
2010-11	52.05	16.65	Schemes are demand driven	Units benefitted =1248 nos. No. of Projects=21 No. of Awareness campaign / Workshops=179
2011-12	69.06	18.84	Units benefitted	=2324 nos. No. of Projects=44 No. of Awareness campaign / Workshops=227
2012-13	78.00	26.10	Units benefitted	=2412 nos. No. of Projects=98 No. of Awareness campaign / Workshops=161
2013-14	67.50	0.84	Units benefitted	=489 nos. No. of Projects=14 No. of Awareness campaign / Workshops=2

Table - B: Credit Linked Capital Subsidy Scheme (CLCSS)
(Rs in Crore)

Year	Fund Allocated	Expenditure Achieved	Target	Target Achieved
2010-11	249.81	249.81	Scheme is demand driven	Units benefitted =3984 nos.
2011-12	241.31	241.31	Units benefitted	=3248 nos.
2012-13	311.30	311.30	Units benefitted	=5714 nos.
2013-14	268.03	168.09	Units benefitted	=2446 nos.

Table - C: Marketing Assistance Scheme
(Rs in Crore)

Year	Fund Allocated	Expenditure	Target	Target Achieved
2010-11	133.30	122.39	No. of units =341	Units benefitted =892 nos. No. of Exhibitions =98 No. of Awareness Campaign=450
2011-12	167.50	122.00	No. of units =764	Units benefitted =762 nos. No. of Exhibitions =101 No. of Awareness Campaign=704
2012-13	187.80	117.97	No. of beneficiaries =576	Units benefitted =816 nos. No. of Exhibitions =169 No. of Awareness Campaign=607
2013-14	141.36	8.57	No. of beneficiaries =475	Units benefitted =210 nos. No. of Exhibitions =25 No. of Awareness Campaign=84