

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

STARRED QUESTION NO:202

ANSWERED ON:05.02.2014

COMPETITIVENESS OF MSMEs

Majhi Shri Pradeep Kumar;Patel Shri Kishanbhai Vestabhai

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

- (a) whether the Government provides assistance to enhance the marketing competitiveness of Micro, Small and Medium Enterprises (MSMEs);
- (b) if so, the details of various schemes under which such assistance is given to MSME sector; and
- (c) the details of funds allocated, expenditure incurred, targets fixed and achieved under each of the schemes during the last three years and current year?

Answer

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

(a) to (c) A statement is laid on the Table of the House

Statement referred to in reply to Part (a) to (c) in respect of Lok Sabha Starred Question No. 202 for answer on 05.02.2014

(a) to (c) Ministry of Micro Small and Medium Enterprises provides assistance to enhance the marketing competitiveness of Micro, Small and Medium Enterprises (MSMEs) through National Manufacturing Competitiveness Programme (NMCP) which consists of the schemes like Lean Manufacturing Competitiveness Scheme for MSMEs, Design Clinics scheme for MSMEs, Marketing Assistance and Technology Up gradation Scheme, adoption of Bar code, protecting Intellectual Property Rights (IPR), Technology and Quality Up gradation Support to MSMEs, Enabling Manufacturing Sector to be Competitive through Quality Management Standards (QMS) and Quality Technology Tools (QTT). These schemes make MSMEs competitive by building their abilities to acquire, assimilate, develop new technologies, reduce production cost, cut-down delivery time, practice total quality management, enhance productivity and customer service. In addition, Credit Linked Capital Subsidy Scheme (CLCSS) for Technology Upgradation is also being implemented to enhance the competitiveness of the MSMEs. Under Marketing Assistance Scheme, market access is provided to MSEs domestically and internationally by encouraging them to participate in domestic and international fairs. Market Development Assistance is also provided to the institutions in Coir sector and Khadi and Village sector.

The details of fund allocation, expenditure, target, achievement under these schemes during last three years and current year are at Annexure-I.