

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

UNSTARRED QUESTION NO:4203  
ANSWERED ON:20.04.2015  
MARKETING ASSISTANCE SCHEME  
Muddahanumegowda Shri S.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 the Marketing Assistance Scheme:

(b) if so, the details thereof: and

(c) the details of funds allocated and released under the said scheme during each of the last three years ?

**Answer**

MINISTER OF STATE IN THE MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES (SHRI GIRIRAJ SINGH)

(a): Yes Madam, Government of India provides assistance to enhance marketing competitiveness of the Micro, Small and Medium Enterprises (MSMEs).

(b): (I) Office of the Development Commissioner (MSME) Ministry of MSME provides Marketing Assistance and Technology Upgradation (MATU) scheme which is a strategic initiative for adoption of Modern Marketing techniques by MSMEs consistent with the requirement of domestic and global market. It involves eight sub components for which Government of India (GOI) funding assistance is available. The components are:

# Technology Upgradation in Packaging.

# Skill Upgradation/ Development for modern marketing techniques.

# Competition studies.

# Special component for North Eastern Region.

# New markets through State/District level local exhibitions/Trade Fairs.

# Corporate Governance practices.

# Marketing Hubs.

# Reimbursement to ISO 18000/22000/27000 certification.

(II) Office of the Development Commissioner (MSME) M/o MSME has a scheme for participation in International Exhibition/Fair under Marketing Development Assistance (MDA) scheme which envisages participation by Micro & Small Enterprises in International Trade Fairs/Exhibitions. Its objective is to encourage Micro & Small exporters in their efforts at tapping and developing overseas market and enhance the exports from Micro/Small manufacturing enterprises..

(III) National Small Industries Corporation (NSIC) is implementing the scheme on behalf of M/o MSME. NSIC acts as a facilitator to promote marketing efforts and enhance the competency of the small enterprises for capturing new market opportunities by way of organizing / participating in various domestic & international exhibitions/ trade fairs, buyers-sellers meets intensive campaign/seminars and consortia formation..

(c): The details of funds allocated and released under above Schemes during last three years are given below.

Sl. No.	Name of the Scheme	(Rs. In Lakhs)					
		2012-13		2013-14		2014-15	
		Funds allocated	Funds released	Funds allocated	Funds released	Funds allocated	Funds released
		allo cated	rele ased	allo cated	rele ased	allo cated	rele ased
		(Rs. in	(Rs. in	(Rs. in	(Rs. in	(Rs. in	(Rs. in

Lakhs) Lakhs) Lakhs) Lakhs) Lakhs) Lakhs)

1	Marketing Assistance & Technology Upgradation (MATU) Scheme	800.00	94.10	500.00	36.42	500.00	111.05
2	Marketing Development Assistance (MDA) Scheme	885 363	600 371	600 378			
3	Marketing Assistance Scheme of M/o MSME (NSIC)	1090 863	1400 1088	1400 1168			