

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

UNSTARRED QUESTION NO:2088  
ANSWERED ON:03.08.2015  
Marketing Assistance Scheme  
Kachhadia Shri Naranbhai;Mahato Shri Bidyut Baran

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

- (a) whether the government provides any assistance in order to promote marketing competition among Micro, Small and Medium Enterprises (MSME) in the country;
- (b) if so, the details thereof; and
- (c) the details of the funds allocated and spent as well as target fixed and achieved under each scheme during each of the last three years and the current year?

**Answer**

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

(a): Yes, Madam,

(b): Ministry of Micro, Small and Medium Enterprises provide Marketing assistance to MSMEs through various schemes. The details of schemes operated by this office are as under;

Marketing Assistance and Technology Upgradation (MATU) Scheme  
Financial support to participate in State/District level local exhibitions/trade fairs is provided under the Scheme.

Vendor Development Programme (VDP)  
A platform to bring Buyers and Sellers together for business promotion.

Marketing Development Assistance (MDA)  
Financial assistance to Micro and Small enterprises to participate in overseas exhibitions and to implement Bar Code.

(c): The details of the funds allocated and spent as well as target fixed and achieved under each scheme during last three years and the current year are given at Annexure-I.