

**MSME CENTRE**

**SCHEMES**

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## Schemes for MSME (Central Schemes) :

### 1. Credit:

Name of Scheme	<b>a. CREDIT GUARANTEE FUND TRUST FOR MICRO AND SMALL ENTERPRISES (CGTMSE)</b>										
Name of Ministry/ Dept.	DC (MSME), Ministry of MSME										
Description	<p><b>Objective:</b> 1. Government of India launched Credit Guarantee Scheme (CGS) so as to strengthen credit delivery system and facilitate flow of credit to the MSE sector. To operationalise the scheme, Government of India and SIDBI set up the <b>Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE)</b>.</p> <p>2. Banks and financial institutions are provided funding assistance under this scheme so that they can in turn lend Collateral Free Loans &amp; Working Capital for New Entrepreneur and Existing Entrepreneur. <b>75% of the loan amount to the bank is guaranteed by the Trust Fund.</b></p>										
Who is Eligible	<p>1. Both existing and new enterprises are eligible under the scheme.</p> <p>2. New / Existing Entrepreneurs with a maximum credit cap of <b>Rs.200 lakh (Rupees Two Hundred lakh only)</b> are eligible to be covered.</p> <p>3. Banks and financial institutions can apply to office of DC-MSME/MSME-DIs for availing support.</p> <p>4. MSMEs need to directly contact the respective banks for getting credit.</p>										
Nature of assistance	<p><b>Government Assistance:</b> Funding support for lending <i>collateral-free credit &amp; Credit Guarantee cover up to Rs.2.00 Crs. to MSMEs.</i></p> <p>Extent of the guarantee: The Trust shall provide guarantee as under :</p> <table border="1"> <thead> <tr> <th>Category</th> <th colspan="3">Maximum extent of Guarantee where credit facility is</th> </tr> </thead> <tbody> <tr> <td></td> <td>Upto Rs.5 lakh</td> <td>Above Rs.5 lakh upto Rs.50 lakh</td> <td>Above Rs.50 lakh upto Rs.100 lakh</td> </tr> </tbody> </table>			Category	Maximum extent of Guarantee where credit facility is				Upto Rs.5 lakh	Above Rs.5 lakh upto Rs.50 lakh	Above Rs.50 lakh upto Rs.100 lakh
Category	Maximum extent of Guarantee where credit facility is										
	Upto Rs.5 lakh	Above Rs.5 lakh upto Rs.50 lakh	Above Rs.50 lakh upto Rs.100 lakh								

	Micro Enterprises	85% of the amount in default subject to a maximum of Rs.4.25 lakh	75% /Rs.37.50 lakh	Rs.37.50 lakh plus 50% of amount in default above Rs.50 lakh subject to overall ceiling of Rs.62.50 lakh
	Women entrepreneurs/ Units located in North East Region (incl. Sikkim) other than credit facility upto Rs.5 lakh to micro enterprises	80% of the amount in default subject to a maximum of Rs.40 lakh		Rs.40 lakh plus 50% of amount in default above Rs.50 lakh subject to overall ceiling of Rs.65 lakh
	All other category of borrowers	75% /Rs.37.50 lakh		Rs.37.50 lakh plus 50% of amount in default above Rs.50 lakh subject to overall ceiling of Rs.62.50 lakh

#### **Guarantee Fee and Annual Service Fee**

(i) One-time guarantee fee at specified rate ((a)currently 1.00% in the case of credit facility upto Rs. 5 Lakh and 1.5% in the case of credit facility above Rs. 5 Lakh (b) 0.75%, in case of credit facilities upto Rs.50 lakh sanctioned to units in North Eastern Region including State of Sikkim) of the credit facility sanctioned (comprising term loan and / or working capital facility) shall be paid upfront to the Trust by the institution availing of the guarantee within 30 days from the date of first disbursement of credit facility.

(ii) The annual service fee at specified rate (currently 0.50% in the case of credit facility upto Rs. 5 Lakh and 0.75% in the case of credit facility above Rs. 50 Lakh)

How to Apply	<ol style="list-style-type: none"> <li>1. <a href="http://www.cgtmse.in/About_us.aspx">http://www.cgtmse.in/About_us.aspx</a></li> <li>2. <a href="http://www.dcmsme.gov.in/schemes/sccrguarn.htm">http://www.dcmsme.gov.in/schemes/sccrguarn.htm</a></li> <li>3. Financial institutions can directly contact office of DC-MSME and can also apply online.</li> <li>4. MSME can directly contact the respective banks/financial institutions as listed in the scheme guidelines.</li> </ol>
Whom to Contact	<ol style="list-style-type: none"> <li>1. Small Industries Development Bank of India (SIDBI),</li> <li>2. Nationalized Banks and financial institutions</li> <li>3. MSME - DI &amp; its braches</li> <li>4. Contact person</li> </ol>

	<p>( 1) CEO, CGT SME Ph: 022-61437805 Email: pradeepm[at]cgtmse[dot]in</p> <p>2) ADC, O/o DC, MSME Ph: 011-23062241 Email : arun_kumar[at]nic[dot]in )</p> <p>3) JDC, O/o DC, MSME Ph: 011-23061726 Email : deepak[dot]rao[at]nic[dot]in</p>
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Name of Scheme	<b>b. Interest Equalisation Scheme on pre and post shipment rupee export credit.</b>
Name of Ministry/ Dept.	DC (MSME), Ministry of MSME, Cabinet Committee on Economic Affairs
Description	<p>Cabinet Committee on Economic Affairs has given its approval for 3% Interest Equalisation Scheme (earlier called Interest Subvention Scheme) for SME exporters on Pre &amp; Post Shipment Rupee Export Credit with effect from 1st April, 2015 for five years. The scheme will be evaluated after three years. The scheme, earlier called Interest Subvention Scheme. <b>The features are:</b></p> <ul style="list-style-type: none"> <li>• The rate of interest equalisation is 3%. (The scheme would be available to all exports of MSME and 416 specified tariff lines).</li> <li>• The scheme would not be available to merchant exporters. The duration of the scheme is for five years with effect from 1.4.2015.</li> <li>• On completion of three years of operation of the scheme, Department of Commerce may initiate a study on impact of the scheme on export promotion and its further continuation (study may be done through one of the IIMs.)</li> <li>• Ministry of Commerce &amp; Industry may place funds in advance with RBI for requirement of one month and reimbursement can be made on a monthly basis through a revolving fund system.</li> <li>• The operational instructions of the scheme would be issued by RBI shortly.</li> <li>• The scheme covers mostly labour intensive and employment generating sectors.</li> </ul>
Who is Eligible	(The scheme would be available to all exports of MSME and 416 specified tariff lines). The scheme would not be available to merchant exporters
Nature of assistance	The rate of interest equalisation is 3% for SME exporters on Pre & Post Shipment Rupee Export Credit with effect from 1st April, 2015 for five years
How to Apply	<p>1. Financial institutions can directly contact office of DC-MSME and can also apply online.</p> <p>2. MSME can directly contact the respective banks/financial institutions as listed in the scheme guidelines.</p>

Whom to Contact	1. Small Industries Development Bank of India (SIDBI), 2. Nationalized Banks and financial institutions 3. MSME - DI & its braches
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Name of Scheme	<b>c. PRIME MINISTER'S EMPLOYMENT GENERATION PROGRAMME (PMEGP)</b>
Name of Ministry/ Dept	KVIC, Ministry of MSME
Description	<p>Scheme provides Subsidy Loans for Term Loan &amp; Working Capital for New Micro Entrepreneur. The Scheme is implemented by Khadi and Village Industries Commission (KVIC), as the nodal agency at the National level. At the State level, the Scheme is implemented through State KVIC Directorates, State Khadi and Village Industries Boards (KVIBs) and District Industries Centres (DICs) and banks. The Government subsidy under the Scheme is routed by KVIC through the identified Banks for eventual distribution to the beneficiaries / entrepreneurs in their Bank accounts.</p> <p><b>Objectives:</b></p> <p><b>(i)</b> To generate employment opportunities in rural as well as urban areas of the country through setting up of new self-employment ventures/ projects/ micro enterprises.</p> <p><b>(ii)</b> To bring together widely dispersed traditional artisans/ rural and urban unemployed youth and give them self-employment opportunities to the extent possible, at their place.</p> <p><b>(iii)</b> To provide continuous and sustainable employment to a large segment of traditional and prospective artisans and rural and urban unemployed youth in the country, so as to help arrest migration of rural youth to urban areas.</p> <p><b>(iv)</b> To increase the wage earning capacity of artisans and contribute to increase in the growth rate of rural and urban employment.</p>
Who is Eligible	<p>New Entrepreneurs can apply. Any individual, above 18 years of age. At least VIII standard pass for projects costing above Rs.10 lakh in the manufacturing sector and above Rs. 5 lakh in the business / service sector. Only new projects are considered for sanction under PMEGP. Self Help Groups (including those belonging to BPL provided that they have not availed benefits under any other Scheme), Institutions registered under Societies Registration Act,1860; Production Co-operative Societies, and Charitable Trusts are also eligible.</p> <p>Existing Units (under PMRY, REGP or any other scheme of Government of India or State Government) and the units that have already availed Government Subsidy under any other scheme of Government of India or State Government are NOT eligible.</p>
Nature of Assistance	<b>Government Assistance:</b> Government provides assistance of 15 - 35% subsidy, The maximum cost of the project/unit admissible under manufacturing sector is Rs.25 lakh and under business/service sector is Rs.10 lakh. General category

	<p>beneficiaries can avail of margin money subsidy of 25 % of the project cost in rural areas and 15% in urban areas. For beneficiaries belonging to special categories such as scheduled caste/scheduled tribe /women the margin money subsidy is 35% in rural areas and 25% in urban areas.</p> <p><b>Beneficiary Contribution:</b> Own contribution 5 -10% of project cost.</p>
How to Apply	<p><a href="http://my.msme.gov.in/MyMsme/Reg/COM_PMEGPForm.aspx">http://my.msme.gov.in/MyMsme/Reg/COM_PMEGPForm.aspx</a></p> <p>The State/Divisional Directors of KVIC in consultation with KVIB and Director of Industries of respective states (for DICs) will give advertisements locally through print &amp; electronic media inviting applications along with project proposals from prospective beneficiaries desirous of establishing the enterprise/ starting of service units under PMEGP.</p> <p>The beneficiaries can also submit their application online at <a href="https://www.kviconline.gov.in/pmegpeportal/pmegphome/index.jsp">https://www.kviconline.gov.in/pmegpeportal/pmegphome/index.jsp</a> and take the printout of the application and submit the same to respective offices along with Detailed Project Report and other required documents.</p>
Whom to Contact	<p>1. Khadi &amp; Village Industries Board (KVIB) - Rural area (State Director, KVIC Address available at <a href="http://www.kviconline.gov.in">http://www.kviconline.gov.in</a> Dy. CEO (PMEGP), KVIC, Mumbai Ph: 022-26711017 Email: ykbaramatikar[dot]kvic[at]gov[dot]in )</p> <p>2. MSME- DI, &amp; its braches</p> <p>3. District Industries Centres (DIC)</p>

## **2. Technology Upgradation and Quality Certification (TEQUP):**

### **Objective:**

1. To sensitize the manufacturing MSME sector in India about use of energy efficient technologies and manufacturing processes so as to reduce cost of production and the emissions of GHGs.
2. To improve the product quality of MSMEs and to encourage them towards becoming globally competitive.

### **MAJOR ACTIVITIES UNDER THE SCHEME:**

- 1) Capacity Building of MSME Clusters for Energy Efficiency/Clean Development Interventions and other technologies mandated as per the global standards.



- 2) Assistance in Implementation of Energy Efficient Technologies (EET) in MSME units.
- 3) Setting up of Carbon Credit Aggregation Centres (CCA) for introducing and popularising clean development mechanism (CDM) in MSME clusters.
- 4) Encouraging MSMEs to acquire Product certification/licences from National/International bodies and adopt other technologies mandated as per the global standards.
- 5) Study of Impact of the scheme, administrative and other miscellaneous item

Name of Scheme	<b>2A. Financial Support to MSMEs in ZED Certification Scheme</b>
Name of Ministry/ Dept.	DC (MSME), Ministry of MSME
Description	<p>The objectives of the scheme include inculcating Zero Defect &amp; Zero Effect practices in manufacturing processes, ensure continuous improvement and supporting the Make in India initiative.</p> <p>The ZED Certification scheme is an extensive drive to create proper awareness in MSMEs about ZED manufacturing and motivate them for assessment of their enterprise for ZED and support them. After ZED assessment, MSMEs can reduce wastages substantially, increase productivity, expand their market as IOPs, become vendors to CPSUs, have more IPRs, develop new products and processes etc.</p> <p>The scheme envisages promotion of Zero Defect and Zero Effect (ZED) manufacturing amongst MSMEs and ZED Assessment for their certification so as to:</p> <p>Develop an Ecosystem for Zero Defect Manufacturing in MSMEs.</p> <p>Promote adaptation of Quality tools/systems and Energy Efficient manufacturing.</p> <p>Enable MSMEs for manufacturing of quality products.</p> <p>Encourage MSMEs to constantly upgrade their quality standards in products and processes.</p> <p>Drive manufacturing with adoption of Zero Defect production processes and without impacting the environment.</p> <p>Support 'Make in India' campaign.</p> <p>Develop professionals in the area of ZED manufacturing and certification.</p>
Who is Eligible	All manufacturing Micro, Small and Medium enterprises (MSME) having Udyog Adhar Memorandum can apply.

Nature of assistance	<p>Assessment &amp; Rating/Re-rating/Gap analysis/Hand holding</p> <p>The subsidy provided by the Government of India for Micro, Small &amp; Medium Enterprises will be 80%, 60% and 50% respectively. There shall be an additional subsidy of 5% for MSMEs owned SC/ST/women and MSMEs located in NER and J&amp;K for assessment &amp; rating/re-rating/gap analysis/hand holding:</p> <p>a) Assessment/Rating by empanelled Credit Rating Agencies/other Agencies valid for 4 years (Ministry of MSME will subsidize* 80% of Micro, 60% of Small, 50% of Medium Enterprises' Certification Fee: average 70% of Fee) (Assessment Fee Rs. 10,000/- &amp; Rs 80,000/- per enterprise respectively for Desktop Assessment and ZED rating Complete Assessment).</p> <p>b) Additional rating for Defence angle i.e. Defence ZED by empanelled Credit Rating Agencies/other Agencies valid for 4 years (Ministry of MSME will subsidize* 80% of Micro, 60% of Small, 50% of Medium Enterprises' Certification Fee: average 70% of Fee) (Assessment Fee Rs. 40,000/- per enterprise.)</p> <p>c) Gap Analysis, Handholding, Consultancy for improving rating of MSMEs by Consultants through QCI/NPC, Field formations of O/o DC-MSME viz. MSME-DI, MSME-TC including its autonomous bodies, BEE etc. (Ministry of MSME will subsidize* 80% of Micro, 60% of Small, 50% of Medium Enterprises' Consultancy charges: average 70% of Fee) (Hand holding charges Rs. 1.9 Lakh per enterprise whereas in case of MSMEs owned by SC/ST entrepreneurs additional support of Rs 10,000/- will be provided.)</p> <p>d) Re-Assessment/Re-Rating by Credit Rating Agencies &amp; Other Agencies (Ministry of MSME will subsidize* 80% of Micro, 60% of Small, 50% of Medium Enterprises' Certification Fee: average 70% of Fee) (Assessment Fee Rs. 40000/- per enterprise.).</p>
How to Apply	<p>The ZED Certification Scheme is a 4 steps process:</p> <p>Step 1 : Register free on the online portal of ZED (<a href="http://www.zed.org.in">www.zed.org.in</a>), using the following link:</p> <p><a href="http://assessment.zed.org.in/Assessment/Assessment_BeforeLogin.aspx">http://assessment.zed.org.in/Assessment/Assessment_BeforeLogin.aspx</a>, using the valid (Indian) mobile number and email address.</p> <p>Step 2 : Online self-assessment on the ZED parameters followed by Desktop Assessment.</p> <p>Step 3 : Site-assessment, if selected on the basis of Desktop Assessment.</p> <p>Step 4 : Consultancy: Rated MSMEs will have the option to avail the service of an authorized ZED consultant for gap-analysis and handholding.</p>
Whom to Contact	<p>Registration and Online self-assessment: Mr. Akash Agrawal Site-assessment and Consultancy: Mr. Sameer Parashar Address: IMA Building, 3rd Floor, I P Estate, Ring Road, New Delhi - 110002, India</p>

Email: zed[at]qcin[dot]org  
 Phone no: 011-23708371  
 The guidelines of ZED scheme is available on  
[www.dcmsme.gov.in/schemes/nmcp\\_scm.htm](http://www.dcmsme.gov.in/schemes/nmcp_scm.htm)

## 2B. ( National Manufacturing Competitiveness Program (NMCP) )

Name of Scheme	<b>2B.i. CREDIT LINKED CAPITAL SUBSIDY SCHEME FOR TECHNOLOGY UPGRADATION (CLCSS-TU)</b>
Name of Ministry/ Dept.	DC (MSME), Ministry of MSME
Description	<p>MSMEs can get a 15% capital subsidy (~15%) on term loan/ credit availed for technology upgradation.</p> <p><b>Objective:</b> The revised scheme aims at facilitating technology upgradation by providing 15 per cent upfront capital subsidy with effect from the 29th September, 2005 (12 per cent prior to 29.09.2005) to SSI units, including tiny, khadi, village and coir industrial units (hereinafter referred to as SSI units), on institutional finance availed of by them for induction of well established and improved technologies in the specified subsectors / products approved under the scheme.</p> <p>List of technologies is available at <a href="http://www.dcmsme.gov.in">http://www.dcmsme.gov.in</a></p> <p>Units looking to replace existing equipment/technology with the same equipment/technology will not qualify for subsidy under this scheme. Similarly, units upgrading with used machinery would not be eligible under this scheme.</p> <p><b>The CLCSS has been amended as follows :</b> (a). the ceiling on loans under the Scheme has been raised from Rs. 40 lakh to Rs. 1 crore; (b). the rate of subsidy has been enhanced from 12 per cent to 15 per cent; (c). the admissible capital subsidy is to be calculated with reference to the purchase price of plant and machinery, instead of the term loan disbursed to the beneficiary unit; (d). the practice of categorisation of SSI units in different slabs on the basis of their present investment for determining the eligible subsidy has been done away with ; and (e). the operation of the Scheme has been extended upto 31 st March, 2007.</p>
Who is Eligible	<ol style="list-style-type: none"> <li>1. The eligible beneficiaries include sole Proprietorships, Partnerships, Co-operative societies, Private and Public limited companies in the SSI sector. Priority shall be given to Women entrepreneurs.</li> <li>2. Banks and financial institutions can apply to DC-MSME for availing support.</li> <li>3. MSMEs need to directly contact the respective banks for getting credit and capital subsidy.</li> <li>4. Existing Entrepreneurs registered with the State Directorate of Industries, which upgrade their existing plant and machinery with the state- of -the -art</li> </ol>

	<p>technology, with or without expansion.</p> <p>5. New SSI units which are registered with the State Directorate of Industries and which have set up their facilities only with the appropriate eligible and proven technology duly approved by the GTAB/TSC.</p>
Nature of assistance	<p><b>Financial assistance for availing credit and loan.</b></p> <p><b>Government Assistance: Government provides 15 % Capital Subsidy ( Max. subsidy limit is Rs.15 lakh )</b> <i>The maximum limit of eligible loan under the revised scheme is Rs.100 lakh.</i></p> <p><i>The revised scheme aims at facilitating technology upgradation of Micro and Small Enterprises (MSEs) by providing 15% capital subsidy (limited to maximum Rs.15 lakhs) whichever is lower on institutional finance for purchase of Plant &amp; Machinery &amp; for induction of well established and improved technologies in the specified subsectors / products approved under the scheme.</i></p> <p><b>Beneficiary Contribution: Min 85%</b></p>
How to Apply	<p><a href="http://www.dcmsme.gov.in/schemes/Credit_link_Scheme.htm">http://www.dcmsme.gov.in/schemes/Credit_link_Scheme.htm</a>  <a href="http://www.dcmsme.gov.in/schemes/SCLCS_FOR_TU_SSI_UNITS.pdf">http://www.dcmsme.gov.in/schemes/SCLCS_FOR_TU_SSI_UNITS.pdf</a></p> <ol style="list-style-type: none"> <li>1. Financial institutions can apply Online</li> <li>2. Financial institutions can also directly contact the Office of DC-MSME.</li> <li>3. MSME can directly contact the respective banks/financial institutions as listed in the scheme guidelines.</li> </ol>
Whom to Contact	<ol style="list-style-type: none"> <li>1. MSME - DI, &amp; its branches</li> <li>2. DC(MSME), New Delhi (Director (CLCSS), O/o DC, MSME Ph: 011-23062241, Email: anshumohanti[at]gmail[dot]com )</li> <li>3. SIDBI &amp; NABARD : The Small Industries Development Bank of India (SIDBI) and the National Bank for Agriculture and Rural Development (NABARD) will continue to act as the Nodal Agencies for the implementation of this scheme.</li> </ol>

Name of Scheme	<b>2B ii. Technology and Quality Upgradation Support to MSMEs ( <a href="#">National Manufacturing Competitiveness Program (NMCP)</a> )</b>
Name of Ministry/ Dept.	DC MSME
Description	The scheme advocates the use of energy efficient technologies (EETs) in manufacturing units so as to reduce the cost of production and adopt clean development mechanism.
Nature of assistance	<p>Capacity building of MSME clusters for energy efficiency/clean development and related technologies. Funding support of up to 75% for awareness programmes, subject to maximum of Rs 75,000 per programme;</p> <p>Implementation of energy efficient technologies in MSME units 75% of</p>

	<p>actual expenditure for cluster level energy audit and preparation of model DPR;</p> <p>Setting up of Carbon Credit Aggregation Centres. 50% of actual expenditure subject to maximum Rs 1.5 lakh per DPR towards preparation of subsequent detailed project reports for individual MSMEs on EET projects;</p> <p>Encouraging MSMEs to acquire product certification / licenses from National / International bodies. 75% of the actual expenditure, subject to a maximum Rs 15;</p> <p>25% of the project cost as subsidy by Government of India, balance amount to be funded through loan from SIDBI/banks/ financial Institutions. MSMEs are required to make the minimum contribution as required by the funding agency;</p> <p>75% subsidy towards licensing of products to national/ international standards; ceiling Rs 1.5 lakh for obtaining product licensing/marketing to National standards and Rs 2 lakhs for International standards.</p>
Who is Eligible	<p>Expert organisations like PCRA, BEE, TERI, IITs, NITs, etc. State Govt. agencies like MITCON, GEDA, etc. Cluster/industry based associations of MSMEs NGOs and Technical Institutions.</p>
How to apply	<p>Obtain product certification from national standardisation bodies (like BIS and BEE) or international product certifications (CE, UL, ANSI, etc.)</p> <p>Applicant applies in the specified format (given in annexure-IV of scheme guidelines) along with required documents for re-imbursalment of fees, forwarding it, to MSME-DI concerned.</p> <p><a href="http://www.dcmsme.gov.in/schemes/TEQUPDetail.htm">www.dcmsme.gov.in/schemes/TEQUPDetail.htm</a></p>
Whom to Contact	<p>JDC (TEQUP), O/o DC, MSME Ph : 011-23062394 Email : bisariya[dot]sanjay[at]nic[dot]in</p>

Name of Scheme	<b>2B. iii. ISO 9000/ISO 14001 Certification Reimbursement</b>
Name of Ministry/ Dept.	DC, MSME
Description	In order to enhance the competitive strength of SMEs, the scheme provides incentives to those SMEs/ancillary undertakings that have acquired ISO 9000/ISO 14001/HACCP certification. The scheme is enlarged so as to include reimbursement of expenses in the acquisition of ISO 14001 certification.
Nature of assistance	The scheme envisages reimbursement of charges incurred for acquisition of ISO-9000/ISO-14001/HACCP certification to the extent of 75% of expenditure, subject to a maximum of ₹75,000 in each case.
Who is Eligible	The scheme is applicable to MSEs/ancillary/SSSB units that have already acquired ISO-9000/ISO-14001/ HACCP certification.

How to apply	MSEs with their registration no. are required to submit their application, duly completed, to their local Director, MSME-DI, addresses given in the website: <a href="http://www.dcmsme.gov.in">http://www.dcmsme.gov.in</a> .
Whom to Contact	JDC, (ISO), O/o DC, MSME Ph: 011-23062680 Email : bisariya[dot]sanjay[at]nic[dot]in

Name of Scheme	<b>2B.iv.Marketing Support/Assistance to MSMEs (Bar Code)</b>
Name of Ministry/ Dept.	DC MSME
Description	Under this scheme the Ministry conducts seminars and reimburses registration fees for bar coding in order to encourage MSEs to use bar-codes.
Nature of assistance	Reimbursement of registration fee (one time and recurring for 3 years) for bar coding. Financial assistance for reimbursement of 75% of one-time registration fee (Under MSE-MDA) and 75% of annual recurring fee for first three years (Under NMCP) paid by MSEs to GS1 India for the use of bar coding.
Who is Eligible	All MSMEs with EM registration. The applicant Micro/Small Enterprise should suitably be registered through EM part II/ Udyog Aadhaar Memorandum (UAM) for availing financial benefits.
How to apply	After getting registration for use of barcode for products, ( <a href="http://www.gs1india.org">http://www.gs1india.org</a> ) The application form along with formats for supporting documents may be collected from the Director, MSME-DI, or download from <a href="http://www.dcmsme.gov.in/">http://www.dcmsme.gov.in/</a> Fill the prescribed application form for claiming reimbursement on bar code; Submit the filled-in application form with required documents to the office of MSME-DI.  The filled-in along with formats with required documents is to be submitted to the office of MSME-DI.
Whom to Contact	1. MSME - DI, & its branches 2. DC(MSME), Ministry of MSME, GoI ADC,O/o DC, MSME Ph : 011-23062396 Email : calsen[at]nic[dot]in

Name of Scheme	<b>2B. v. 'Lean Manufacturing' projects' ( National Manufacturing Competitiveness Program (NMCP) )</b>
Related Scheme	Scheme for 'Lean Manufacturing Competitiveness of Micro Small and Medium Enterprises (LMCS) '- an NMCP Scheme . The Scheme is basically a business initiative to reduce "waste" in manufacturing:
Description	<p>Providing funding support for implementing 'Lean Manufacturing' projects.</p> <p><b>Objective:</b> To enhance the manufacturing competitiveness of MSMEs through the application of various Lean Manufacturing (LM) techniques by:</p> <ul style="list-style-type: none"> <li>• Reducing waste;</li> <li>• Increasing productivity;</li> <li>• Introducing innovative practices for improving overall competitiveness;</li> <li>• Inculcating good management systems; and</li> <li>• Imbibing a culture of continuous improvement.</li> </ul>
Nature of assistance	<p>Financial assistance given to MSMEs for Lean Manufacturing Techniques.</p> <p><b>Government Assistance :</b> A financial support by the Government of India upto a maximum of 80% of the Consultant fees for each Mini Cluster will be provided.</p> <p><b>Beneficiary Contribution :</b> Remaining 20% is to be borne by the beneficiaries MSME units.</p> <p>Awareness programmes and workshops are being organized in order to create awareness among the entrepreneurs and further they are motivated to form mini cluster comprising of 6 to 10 units (ideally 10 units) for availing the scheme. LM consultants are deployed in the Special Purpose Vehicle (SPV)/Distinct Product Group (DPG) for LM Interventions for a period of 18 months. 80% of the cost of hiring the lean manufacturing consultant (LMC) is reimbursed through NMIUs to SPVs/Units and 20% of the cost is borne by the SPVs/units.</p> <p>Lean manufacturing consultants (LMCs) will raise bills for services provided to Special Purpose Vehicle (SPV). SPV will, in turn, pay the first installment of 20% to the LMC and will obtain reimbursement from the NMIU. Thereafter, Ministry of MSME will transfer funds to the NMIU. SPV payments to LMC will be on a milestone basis in 5 tranches, each of 20% of the amount fixed.</p>
Who is Eligible	<ol style="list-style-type: none"> <li>1. Interested industry associations.</li> <li>2. The scheme is open to all manufacturing MSEs. The units are required to form MC, ideally of 10 units each with a minimum 6, by signing among themselves a Memorandum of Understanding an MoU to participate in the scheme. Group of approx. 10 MSME units which qualify under MSME-Development Act, 2006 willing to form an SPV (Mini Cluster) can submit application in prescribed format to the National Productivity Council (NPC), Utpadakta Bhawan, Lodhi Road, New Delhi-110003.</li> <li>3. All Manufacturing sectors of Micro, Small &amp; Medium Enterprises.</li> </ol>
How to apply	<p>A group of SMEs can apply for the scheme. Either a recognised SPV can apply on its own, or a mini cluster can be formed by a group of 10 or more such units.</p> <p>The SPV can apply to the National Monitoring and Implementing Unit (National Productivity Council for the Scheme) in the given format.</p> <p>Can apply online. <a href="http://www.dcmsme.gov.in/schemes/lean-manufact.htm">http://www.dcmsme.gov.in/schemes/lean-manufact.htm</a> or else</p> <p>Can contact nearest MSME-DI to apply.</p>

Whom to Contact	JDC (LEAN), O/o DC, MSME Ph: 011-23062394 Email : bisariya[dot]sanjay[at]nic[dot]in
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Name of Scheme	<b>2B. vi. Design clinic scheme (Design Clinic Scheme for design expertise to MSMEs manufacturing sector) ( National Manufacturing Competitiveness Program (NMCP) )</b>
Description	<p><b>Objective: Funding support for implementing 'Design' projects</b></p> <ul style="list-style-type: none"> <li>• Design Clinic is a tested strategic model of design intervention, where a solution to an existing design problem is diagnosed and remedial steps suggested by a multi-disciplinary team of design experts. In this scheme, the value additions to an idea or a concept are imparted through interaction at a lesser cost to a specific industry/sector. It applies to a sector that requires intervention, like manufacturing etc, as the existing conventional models of design consultancy and training are not viable. These models bring design exposure to the door-step of industry clusters for design improvement, evaluation, analysis and adopting even long-term consultancy/design related intervention</li> <li>• The main objective of the Design Clinic is to bring the MSME sector and design expertise into a common platform, to provide expert advice and solutions on real time design problems, resulting in continuous improvement and value addition for existing products. It also aims at value added cost effective solutions. These Design Clinics in clusters of the country are to usher in a continuous competitive advantage to the MSMEs.</li> <li>• Improving manufacturing competitiveness Indian MSMEs through design hence to spread awareness on the importance of design and its learning.</li> <li>• Promote Export and/or substitute import by creating innovative products by developing new design strategies, get consultancy support from design experts and implement 'Design' projects.</li> <li>• To assist MSMEs by engaging external design expertise in the form of consultancy.</li> <li>• Provide financial support to take-up design project activity</li> </ul>
Nature of assistance	<ol style="list-style-type: none"> <li>1. Funding support for 'Design Awareness' workshops &amp; seminars</li> <li>2. Funding support for implementing 'Design' projects</li> <li>3. To facilitate MSMEs to develop new Design strategies and or design related products and services through project interventions and consultancy. (Government of India contribution @ 75% for micro, 60% for SMEs for the project range ₹15 lakh to ₹40 lakh.</li> <li>4. The broad activities planned under the scheme include creation of Design Clinics Centre along with four regional centres for intervention on the design needs of the MSME Sector. Further these centres will have linkages with engineering, management, design institutes of the country.</li> <li>5. GoI contribution of Rs.60,000 per seminar and 75% subject to a maximum of Rs.3.75 lakhs per workshop.</li> </ol>



Who is Eligible	<p>1. MSMEs or Group of MSMEs as prime applicants.</p> <p>2. Others (academic institutes, design consultants) as co-applicants along with a designated MSME (prime applicant).</p> <p>3. Individual (e.g. design students ) as co-applicants in collaboration with the academic institution and MSME (prime applicant) .</p> <p>4. Expert agencies (industry associations, technical institutions or other appropriate bodies), for conducting seminars and workshops</p> <p>Note: It is necessary for an MSME (prime applicant) to apply along with a design consultant as a co-applicant.</p>
How to apply	<p>Expert agencies can directly apply to design clinic centres expressing intent to conduct workshops and seminars.</p> <p>MSMEs can apply alone or along with a design company or a design consultant/academic institute for design projects by submission of a proposal to the Design Clinic Centre or through the internet by making an online application.</p> <p>Applicants can apply online at <a href="http://www.designclinicsmsme.org/">http://www.designclinicsmsme.org/</a> or download the form from <a href="http://www.dcmsme.gov.in/schemes">http://www.dcmsme.gov.in/schemes</a>.</p> <p>Apply online at: <a href="http://www.dcmsme.gov.in/schemes/DesignClinic.htm">www.dcmsme.gov.in/schemes/DesignClinic.htm</a></p> <p>A Udyami Helpline: Dial 1800-180-6763 [Toll Free Number] for queries relating to this Schemes.</p> <p>1. MSME or group of MSMEs can apply online. <a href="http://designclinicsmsme.org/download/ProfessionalDesignProjectGuideline.pdf">http://designclinicsmsme.org/download/ProfessionalDesignProjectGuideline.pdf</a> or else Can contact your nearest MSME-DI to apply.</p> <p>2. Co-applicant can collaborate with an MSME or academic institution to apply for a project.</p> <p>3. For conducting workshops and seminars, expert agencies can directly apply to design clinic centres.</p> <p>4. For design projects, application can be made by MSMEs without a design company or along with design consultant/academic institution, by submitting the proposal to Design Clinic Centre, or through internet.</p>
Whom to contact	<p>JDC (Design Clinic),O/o DC, MSME Ph : 011-23062394 Email : bisariya[dot]sanjay[at]nic[dot]in</p>

Name of Scheme	<b>2B. vii. Enabling Manufacturing Sector to be Competitive through QMS &amp; QTT ( <u>National Manufacturing Competitiveness Program (NMCP)</u> )</b>
Name of Ministry/ Dept.	<b>DC MSME</b>

Description	The scheme endeavours to sensitize and encourage MSEs to understand and adopt latest Quality Management Standards (QMS) and Quality Technology Tools (QTT).
Nature of assistance	<p>Funding support for introduction of appropriate course modules in technical institutions through expert organisations.</p> <p>Funding support up to Rs 79,000/- per programme for conducting QMS/QTT awareness campaign for MSEs through expert organisations.</p> <p>Funding support up to Rs 2.5 lakh per unit for implementation of QMS and QTT in selected MSMEs through expert organisations.</p> <p>Funding support for conducting C-watch study for product having threat from foreign goods.</p>
Who can apply?	Expert organisations like Quality Council of India (QCI), National Recruitment Board for Personnel and Training, Consultancy Development Corporation, National Productivity Council, Standardisation, Testing & Quality Certification (STQC, a Society under the Ministry of IT), IIQM (Indian Institute of Quality Management), Industry Associations that have taken active interest in QMS/QTT, Technical Institutions, Engineering Colleges, Tool Rooms and similar bodies and MSEs can apply for assistance under this scheme.
How to apply?	MSEs or clusters may contact Office of the DC- MSME. The DC office will finalise the MSME clusters for conducting the Awareness Programme on Quality Management Standards and Quality Technology Tools (QMS/QTT). Web link: <a href="http://www.dcmsme.gov.in/schemes/QmsQtt.htm">www.dcmsme.gov.in/schemes/QmsQtt.htm</a>
Whom to contact	JDC (QMS/QTT), O/o DC, MSME Ph: 011-23062394 Email : bisariya[dot]sanjay[at]nic[dot]in

Name of Scheme	<b>2B viii. (INCUBATION SCHEME) SUPPORT FOR ENTREPRENEURIAL AND MANAGERIAL DEVELOPMENT OF SMES THROUGH INCUBATORS UNDER NMCP</b>
Name of Ministry/ Dept.	DC (MSME) , Ministry of MSME
Description	<p><b>Objective:</b></p> <ol style="list-style-type: none"> <li>1. The main objective of the scheme is to promote emerging technological and knowledge based innovative ventures that seek the nurturing of ideas from professionals beyond the traditional activities of Micro, Small &amp; Medium Enterprises (MSMEs).</li> <li>2. Hence the need arises for incubation centres: to promote and support untapped creativity of individual innovators and to assist them to become technology based entrepreneurs.</li> <li>3. It also seeks to promote networking and forging of linkages with other constituents of the innovation chain for commercialization of their developments.</li> </ol>

	4. To assist Incubation of Innovative Ideas (Business Incubator (BI)) and to provide early stage funding for nurturing innovative business ideas (new indigenous technology, processes, products, procedure etc.) which could be commercialized in a year.
Who is Eligible	Individual, New / Existing Entrepreneurs, Institutes / University
Nature of assistance	<p>Funding support for setting up of 'Business Incubators' (BI), infrastructure development and pilot projects.</p> <p><b>Government Assistance:</b></p> <ul style="list-style-type: none"> <li>• Govt. Grant (Max. 85%) Rs. 4 - 8 lakhs per Idea/Incubatee subject to the ceiling of Rs.62.5 lakh for each BI. Items @ per BI</li> <li>• Each BI to Assist 10 Ideas / Units</li> <li>• Eligibility institutions: Research Institutions, Engineering colleges .Item @ per BI</li> </ul> <p>a) Upgradation of infrastructure Rs. 2.5Lakh  b) Orientation / Training Rs. 1.28Lakh  c) Administrative Expenses Rs. 0.22Lakh</p> <p>Thus the total assistance per BI- Rs. 66.50 Lakhs</p> <ul style="list-style-type: none"> <li>• <b><u>PARTICIPATION IN A PUBLIC PRIVATE PARTNERSHIP MODE (PPP MODE):</u></b></li> </ul> <p><b>GoI contribution:</b> 75 -85%  <b>Beneficiary Contribution:</b> 15% to 25% (Participation In a Public Private Partnership Mode (PPP MODE))</p>
How to Apply (Guidelines & Application)	<p><a href="http://www.dcmsme.gov.in/schemes/Incubators10.pdf">http://www.dcmsme.gov.in/schemes/Incubators10.pdf</a></p> <ol style="list-style-type: none"> <li>1. If you are an individual or MSME, contact your nearest host institution.</li> <li>2. If you are a host institution click on Apply Now button below to apply online</li> <li>3. Any individual or MSME having innovative idea near commercialization can apply to the host institution (e.g. (IITs , NITs, Technical colleges, research institutes etc. ) . The host Institutions can apply to office of DC-MSME or their nearest DIs for application.</li> </ol>
Whom to Contact	<ol style="list-style-type: none"> <li>1. The incubational support will be provided by Host Institutions, like: <ol style="list-style-type: none"> <li>(i) Indian Institutes of Technology (IITs)</li> <li>(ii) National Institutes of Technology ( NITs) Engineering Colleges</li> <li>(iii) Technology Development Centres, Tool Rooms, etc</li> <li>(vi) Other recognised R&amp;D&amp;/or Technical Institutes/Centres, Development Institutes of DIP&amp;P in the field of Paper, Rubber, Machine Tools, etc.</li> </ol> </li> <li>2. MSME - DI</li> <li>3. DC (MSME), Ministry of MSME, GOI, New Delhi  (JDC, O/o DC, MSME  Ph: 011-23062394  Email : bisariya[dot]sanjay[at]nic[dot]in )  <a href="http://msme.gov.in/sites/default/files/Sch-vol1-151214.pdf-sri.pdf">http://msme.gov.in/sites/default/files/Sch-vol1-151214.pdf-sri.pdf</a></li> </ol>

Name of Scheme	<b>2B.ix. 'Building Awareness on Intellectual Property Rights' (IPR)</b>
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Related Scheme	Scheme for 'Building Awareness on Intellectual Property Rights' (IPR) for the Micro, Small & Medium Enterprises- an NMCP Scheme: Funding support for conducting assessment of IPR related needs of MSMEs:																									
Description	<p><b>Objective:</b></p> <p>1. To enhance awareness of MSME about Intellectual Property Rights (IPRs) to take measure for the protecting their ideas and business strategies. Effective utilisation of IPR tools by MSMEs would also assist them in technology upgradation and enhancing competitiveness.</p> <p>2. The support programs aims to promote assessment studies to identify the IPR needs of identified MSME clusters/industries and to recommend measures for strengthening of IP portfolio.</p>																									
Nature of assistance:	<p>Funding support for conducting assessment studies.</p> <p><b>Government Assistance:</b> Under this programme financial assistance is being provided for taking up the identified initiatives below:</p> <table border="1" data-bbox="320 752 1310 1912"> <thead> <tr> <th data-bbox="320 752 440 949">Sr.No</th> <th data-bbox="440 752 1086 949">Activity</th> <th data-bbox="1086 752 1310 949">Maximum grant per application / proposal (Rs. in lakh)</th> </tr> </thead> <tbody> <tr> <td data-bbox="320 949 440 1070">1</td> <td data-bbox="440 949 1086 1070">Awareness / Sensitisation Programmes on IPR. (Applicants in this case are MSME organisations and expert agencies)</td> <td data-bbox="1086 949 1310 1070">1.00</td> </tr> <tr> <td data-bbox="320 1070 440 1191">2</td> <td data-bbox="440 1070 1086 1191">Pilot Studies for Selected Clusters/ Groups of Industries. (Applicants in this case are MSME organisations and expert agencies)</td> <td data-bbox="1086 1070 1310 1191">2.50</td> </tr> <tr> <td data-bbox="320 1191 440 1312">3</td> <td data-bbox="440 1191 1086 1312">Interactive Seminars / Workshops. (Applicants in this case are MSME organisations and expert agencies)</td> <td data-bbox="1086 1191 1310 1312">2.00</td> </tr> <tr> <td data-bbox="320 1312 440 1473">4</td> <td data-bbox="440 1312 1086 1473">Specialized Training. (i) Short term (ST) (ii) Long term (LT) (Applicants - Expert agencies)</td> <td data-bbox="1086 1312 1310 1473">(i) ST- 6.00 (ii) LT-45.00</td> </tr> <tr> <td data-bbox="320 1473 440 1711">5</td> <td data-bbox="440 1473 1086 1711">Assistance for Grant on Patent/ GI Registration. (i) Domestic Patent (ii) Foreign Patent (iii) GI Registration (Applicants in this case are MSME units and MSME organisations)</td> <td data-bbox="1086 1473 1310 1711">(i) 0.25 (ii) 2.00 (iii) 1.00</td> </tr> <tr> <td data-bbox="320 1711 440 1794">6</td> <td data-bbox="440 1711 1086 1794">Setting up of 'IP Facilitation Centre for MSME'.</td> <td data-bbox="1086 1711 1310 1794">65.00</td> </tr> <tr> <td data-bbox="320 1794 440 1912">7</td> <td data-bbox="440 1794 1086 1912">Interaction with International Agencies. (i) Domestic Intervention (ii) International Exchange Programme</td> <td data-bbox="1086 1794 1310 1912">(i) 5.00 (ii) 7.50</td> </tr> </tbody> </table> <p><b>Beneficiary Contribution:</b> Beneficiaries will have to contribute minimum 10% of the GoI financial support for availing assistance under the scheme</p>		Sr.No	Activity	Maximum grant per application / proposal (Rs. in lakh)	1	Awareness / Sensitisation Programmes on IPR. (Applicants in this case are MSME organisations and expert agencies)	1.00	2	Pilot Studies for Selected Clusters/ Groups of Industries. (Applicants in this case are MSME organisations and expert agencies)	2.50	3	Interactive Seminars / Workshops. (Applicants in this case are MSME organisations and expert agencies)	2.00	4	Specialized Training. (i) Short term (ST) (ii) Long term (LT) (Applicants - Expert agencies)	(i) ST- 6.00 (ii) LT-45.00	5	Assistance for Grant on Patent/ GI Registration. (i) Domestic Patent (ii) Foreign Patent (iii) GI Registration (Applicants in this case are MSME units and MSME organisations)	(i) 0.25 (ii) 2.00 (iii) 1.00	6	Setting up of 'IP Facilitation Centre for MSME'.	65.00	7	Interaction with International Agencies. (i) Domestic Intervention (ii) International Exchange Programme	(i) 5.00 (ii) 7.50
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Who is Eligible	Registered MSME units/ Industry associations and other technical experts, consultancy firms, expert agencies.
How to apply	Can apply online. <a href="http://www.dcmsme.gov.in/schemes/IPRDetail.html">http://www.dcmsme.gov.in/schemes/IPRDetail.html</a> Database On IPR , Please visit <a href="http://www.ipindia.nic.in">www.ipindia.nic.in</a> <a href="http://www.dcmsme.gov.in/schemes/IPR10.pdf">http://www.dcmsme.gov.in/schemes/IPR10.pdf</a> or else Can contact nearest MSME-DI to apply.
Whom to Contact	1. MSME – DI, & its branches 2. DC (MSME), Ministry of MSME, GoI, New Delhi, JDC (IPR), O/o DC, MSME Ph: 011-23062394 Email : <a href="mailto:bisariya[sanjay@nic.in">bisariya[sanjay[at]nic[dot]in</a> 3. Intellectual Property Rights / Patent Office

Name of Scheme	<b>2B.x. 'Technology and Quality Upgradation (TEQUP) Support to MSMEs'</b>
Related Scheme	Scheme for 'Technology and Quality Upgradation (TEQUP) Support to MSMEs'-an NMCP Scheme
Description	Energy efficiency workshops will be conducted in MSME clusters. The primary objective of this Activity is to handhold the MSME clusters in adopting energy efficient processes. The awareness programme will normally be of one day duration with the participation of at least 30 MSMEs.
Nature of assistance	<p><b>Funding support for organizing training and awareness activities on energy efficiency.</b></p> <p><b>Objectives of the scheme</b></p> <p>The first objective of the scheme is to sensitize and encourage the manufacturing MSME sector in India to the use of Energy Efficient Technologies and Manufacturing Processes so as to reduce cost of production and emissions of GHGs.</p> <p>The second objective of the scheme is to create awareness and encourage the MSMEs to acquire Product Certification/ Licenses from National/ International Bodies.</p> <p><b>Salient Feature of the scheme</b></p> <p><b>Major activities:</b></p> <p>(i) To sensitize MSME Sector through <i>conducting Awareness Programmes</i> to adopt Energy Efficient Technologies and acquire Product Certification/ Licenses from National/ International Bodies.</p> <p>(ii) To provide <i>Financial Assistance</i> in the form of subsidy to the extent of 25% of the project cost for <i>implementation of Energy Efficient Technology (EET)</i>. The maximum amount of subsidy will be Rs. 10 Lakh for project cost of Rs. 40 Lakhs. This activity is implemented through various nodal banks.</p> <p>(iii) To provide <i>subsidy to MSME units</i> to the extent of 75% of the actual expenditure incurred by them for obtaining <i>Product Certification Licences</i>. The maximum GoI assistance allowed per MSME is Rs. 1.5 lakh for obtaining licencing/ marking to national standards and Rs. 2.00 lakh for obtaining international Certification.</p>

Who is Eligible	1. All MSME units from the selected clusters 2. Expert organizations like PCRA, BEE, TERI, IITs, NITs etc. or State Govt. agencies like MITCON, GEDA etc., Cluster/Industry based associations of MSMEs, NGOs, autonomous bodies of Central/State Govt are eligible to apply for funding support.
How to apply	<a href="http://msme.gov.in/sites/default/files/technology%26quality10.pdf">http://msme.gov.in/sites/default/files/technology%26quality10.pdf</a> Above mentioned Organizations can apply online. or else Can contact nearest MSME-DI to apply. The details of the workshop/training programme and registration facility will be provided by the respective organizer. The implementing agencies interested in preparing the cluster level model DPRs and the enterprise level DPRs are required to submit the details of their technical competencies and credentials in the Application format provided at website above.
Whom to contact	MSME DI

Name of Scheme	<b>2.C. Skill Upgradation / Development for Modern Marketing Techniques</b>
Related Scheme	Scheme for 'Marketing Assistance and Technology Up-gradation of MSMEs'- an NMCP Scheme/ Funding support for conducting skill development programs on 'Modern Marketing Techniques'
Description	The focus of this component will be on imparting training for upgrading the skills of cluster/product group members on modern marketing techniques such as use of internet, e-mail, on-line marketing techniques, use of website for marketing, need for branding etc. This includes designing and conducting specific need based skill development programmes for the employees of potential MSME clusters/product groups in adoption of modern marketing techniques. The training programmes will be designed and organized by the specialized institutes/industry associations by utilizing the services of the competent faculties from expert institutions. The programme will be designed for two days duration .The training of at least 20 persons in each cluster will be necessary.
Nature of assistance	Designing and conducting specific need based skill development programmes for clusters for adopting modern marketing techniques. <b>Government Assistance : 80%</b> . Maximum cost of upto Rs.6 lakh (GoI: unit :: 80:20) per cluster for skill upgradation programmes. <b>Beneficiary Contribution: 20%</b>
Who is Eligible	Competent agency as per the EOI(Expression of Interest) guidelines. The competent agencies for taking up the above activity will be selected by calling open Expression of Interest (EoI) duly observing guidelines issued by Department of Expenditure.
How to apply	1. Can apply online. or else 2. Can contact nearest MSME-DI to apply.

Name of Scheme	<b>2D. Competition studies: Scheme to provide funding support for conducting trade competition studies</b>
Related Scheme	Scheme for 'Marketing Assistance and Technology Up-gradation of MSMEs'- an NMCP Scheme
Description	<p><b>Objective: 1.</b> The support program aims to conduct studies is to identify sectors in which the products are threatened by international competition due to issues related to marketing/branding strategies.</p> <p><b>2.</b> The studies of product groups will aim at analysing the reasons for threat from outside products affecting local production and ways and methods to counter these challenges.</p> <p>Under this component, detailed studies will be conducted by competent agencies, in the perspective of World Trade Organization (WTO), Free Trade Agreements (FTAs) etc. on threatened products bringing out reasons for invasion by foreign products affecting local production and will suggest necessary marketing measures leading to better acceptability of local products into global market.</p>
Nature of assistance	<p>Detailed studies on threatened product groups/clusters bringing out reasons for invasion by outside products affecting local production and ways &amp; methods to counter these.</p> <p>Maximum cost: Rs. 8 lakh per trade competition study.(GoI : unit :: 80:20)</p> <p><b>Government assistance: 80%</b></p> <p><b>Beneficiary contribution: 20%</b></p>
Who is Eligible	Competent agency as per the EOI guidelines
How to apply	<p>1. Can apply online. <a href="http://www.dcmsme.gov.in/schemes/MarkAssis.pdf">http://www.dcmsme.gov.in/schemes/MarkAssis.pdf</a> or else</p> <p>2. Can contact nearest MSME-DI to apply.</p>

Name of Scheme	<b>2E. SPECIAL COMPONENTS FOR NORTH-EASTERN REGION (NER)</b>
Related Scheme	Scheme for 'Marketing Assistance and Technology Up-gradation of MSMEs'- an NMCP Scheme. Funding support to MSMEs belonging to North-East (NE) Regions for participation in marketing events
Description	<p><b>Objective:</b> Exposure to National exhibitions, participation, displaying products &amp; sponsoring entrepreneurs from MSMEs of NER to selected exhibitions. It is proposed that MSME manufacturing units of NE Region will be motivated and assisted to participate in the exhibitions(outside NE region) being organized by ITPO, NSIC, State Government and other competent organizations in different parts of the country, to enable them to display their products and extend their customer base.</p> <p>The Office of the DC (MSME) will identify MSME clusters / units of NE region for participation in this Special component for NER on the basis of the requests received through the MSME-DIs, Industries Associations and NGOs.</p>

Who is Eligible	NGOs and Industry associations can receive requests from MSMEs and apply to Office of DC-MSME/nearest MSME-DIs. An MSME can contact MSME-DIs, Industries Associations and NGOs for application.
How to apply	1. MSME, Industry Association or NGO, can apply online. or else 2. Can contact nearest MSME-DI to apply. (Remark- Application form will be different for MSME, Industry association, NGO in this case)

Name of Scheme	<b>2F. NEW MARKETS THROUGH STATE/DISTRICT LEVEL LOCAL EXHIBITIONS/TRADE FAIRS</b>
Related Scheme	<b>MARKETING ASSISTANCE &amp; TECHNOLOGY UPGRADATION (MATU) SCHEME:</b>
Name of Ministry/ Dept.	DC (MSME), Ministry of MSME
Description	<b>Objective:</b> To provide marketing platform to manufacturing MSMEs through their participation in State/District level exhibitions being organized by State/District Authorities/ Associations.
Who is Eligible	Existing Entrepreneurs/ All MSMEs with EM registration. The applicant Micro/Small Enterprise should suitably be registered through EM part II/ Udyog Aadhaar Memorandum (UAM) for availing financial benefits.
Nature of assistance	<p><b>1. Free registration</b> for participating in trade fairs. Note: The selection of participants would be done by the MSME-DIs post the submission of application.</p> <p><b>2. For General category entrepreneurs:</b> <u>Reimbursement of 50% of to and fro actual fare</u> by shortest distance/direct train (limited to AC II tier class) from the nearest railway station/bus fare to the place of exhibition and <u>50% space rental charges</u> for MSMEs will be reimbursed by GOI.</p> <p><b>3. For Women/SC/ST Entrepreneurs &amp; Entrepreneurs from North Eastern Region Govt. of India</b> will <u>reimburse 80%</u> of items listed above in Point (2). Note: <u>The total reimbursement</u> will be <u>max. Rs. 30,000/- per unit</u> for the <u>SC/ST/Women/Physically Handicapped entrepreneurs</u>, while for the <u>other units</u> the max. limit will be <u>Rs. 20,000/- per person per MSME unit</u> . Note: The participant is required to submit follow-up proofs post attending the event to claim reimbursement. The proofs can be submitted after logging in online under the section "My Applications" or directly contacting a DI office.</p> <p><b>4. In addition expenditure</b> upto Rs. 25,000/- per exhibition will also be allowed on publicity, advertisement, an, furniture, audio-visual, TA/DA, etc. to be incurred by the MSME-DI concerned.</p> <p><b>Government Assistance: Space charges:</b> Pavillion/stall/space charges upto 6.0 sq. mtr. General Category - 50% cost will be reimbursed by GOI For SC/ ST/Women/NER/PH - 80%</p>



	<p><b>For General Category:</b> limited to Rs.20,000 per unit or actual whichever is less.  <b>For SC/ ST/ Women/NER/PH Entrepreneurs:</b> Rs.30,000 per unit.</p> <p>The space rent will be subject to maximum booth/stall size of 6.0 Sq.mts or minimum booth/stall size provided by the fair organiser.(In case of technology trade fair/exhibition, maximum limit of space rent charges will be Rs.50,000/- in place of Rs.20,000/-)</p> <p><b>To and fro actual fare</b> by shortest distance / direct train (limited to AC II tier class) from the nearest railway Station / bus fare to the place of exhibition for one person:  General Category- 50% of fare.  For SC/ ST/Women/NER/ PH – 80% of fare.</p> <p><b>Contingency expenditure (include travel, publicity and freight):</b>100% of Contingency expenditure for all categories of units subject to maximum Rs.10,000/- or actual, whichever is less (travel expenditure for one representative from each participating unit).  (The entrepreneur would be allowed reimbursement under the scheme for maximum of 2 (two) events in a year)</p> <p><b>Beneficiary Contribution:</b> As applicable</p>
How to Apply	<p><a href="http://www.dcmsme.gov.in/schemes/MarkAssis.pdf">http://www.dcmsme.gov.in/schemes/MarkAssis.pdf</a>  Can apply online for participating in trade fairs or else Can also contact your nearest MSME DI or associations and NGOs apply for participation.</p>
Whom to Contact	<p>1. MSME – DI, &amp; its branches.  2. DC(MSME), Ministry of MSME, GoI.</p>

Name of Scheme	<b>2G. CORPORATE GOVERNANCE PRACTICES</b>
Related Scheme	<b>MARKETING ASSISTANCE &amp; TECHNOLOGY UPGRADATION (NMCP)</b>
Name of Ministry/ Dept.	DC (MSME), Ministry of MSME
Description	<p><b>Objective:</b> The primary objective of this activity will be:</p> <ol style="list-style-type: none"> <li>1. To encourage MSMEs to adopt good Corporate Governance Practices for improving their competitiveness, reducing operational risk factors, overcoming barriers to trade, successfully meeting the challenges of globalization, accessing lower cost of finance.</li> <li>2. To create awareness among MSMEs for adoption of good corporate governance practices, strengthening of accounts and audit procedures, transformation of company's structure, resource management, training, statutory corporate governance rating etc.</li> <li>3. To introduce a system of corporate governance to ensure the transparency, integrity and accountability of the management.</li> </ol>
Who is Eligible	Existing Entrepreneurs/ All MSMEs.

Nature of assistance	Financial assistance for adopting corporate governance practices. Re-imbusement up to 50% of total expenditure subject to maximum of Rs.45,000 per MSME for adopting corporate government practices. <b>Government Assistance:</b> 50% of the total expenditure (Ceiling limit: 0.5 Lakh) <b>Beneficiary Contribution:</b> 50%
How to Apply	<a href="http://www.dcmsme.gov.in/schemes/MarkAssis.pdf">http://www.dcmsme.gov.in/schemes/MarkAssis.pdf</a>
Whom to Contact	1. MSME - DI, & its branches: The applicant MSME unit will submit the claim along with required documents to the local MSME-DI office for re-imbusement in the prescribed format. 2. DC(MSME), Ministry of MSME, GoI 3. Also can apply Online.

Name of Scheme	<b>2 H. MARKETING HUBS</b>
Related Scheme	Scheme for 'Marketing Assistance and Technology Up-gradation of MSMEs'- an NMCP Scheme
Description	<b>Objective:</b> Funding support for setting up of 'Marketing Hubs': Marketing hubs are being set up to provide facilities for B2B meeting among MSMEs, wholesale and retail marketing of MSME products, exploring the export opportunities for the MSME products ,to attract new customers and enhance the marketing reach of the MSMEs.
Nature of assistance	<b>Government assistance &amp; Beneficiary contribution:</b> The covered area proposed is about 500 to 600 sq. ft. per hub. The proposed expenditure details will be as under: <b>(a)</b> For upgradation/renovation/modification in the existing facilities/space (furnishing, fixtures, modern amenities, air conditioning, false ceiling, floor tiles etc.) to convert it into Marketing hub - Rs. 30 lakh per hub (Only GoI contribution, no private contribution). <b>(b)</b> For Furniture, Computers, Internet and Communication equipments. Rs. 5 lakh per hub. (Only GoI contribution, no private contribution). <b>(c)</b> Recurring operating expenditure. Rs. 15 lakh per hub for two years. (GoI contribution 80% and private units 20%). The recurring charges will be towards the cost incurred on Financial assistance for infrastructure development. <b>Government assistance: 80%</b> <b>Beneficiary contribution: 20%</b>
Who is Eligible	Others
How to apply	1. Can apply online. <a href="http://www.dcmsme.gov.in/schemes/MarkAssis.pdf">http://www.dcmsme.gov.in/schemes/MarkAssis.pdf</a> or else 2. Can contact nearest MSME-DI to apply.

Name of Scheme	<b>2I. REIMBURSEMENT TO ISO 18000/22000/27000 CERTIFICATION ( National Manufacturing Competitiveness Program (NMCP) )</b>
Name of Ministry/ Dept.	DC (MSME), Ministry of MSME
Description	<b>Objectives:</b> To enhance the export and marketing potential, it is proposed for one time Reimbursement of the expenditure to those units which acquire ISO Certification on Food & Safety, Health and IT parameters. Office of the DC (MSME) will encourage MSME units for participating in this activity on reimbursement to ISO 18000/ISO 22000/ISO 27000 Certification.
Who is Eligible	Existing Entrepreneurs. All MSMEs with EM registration
Nature of assistance	<b>Government Assistance:</b> The GoI assistance will be by way of one-time reimbursement of expenditure to such MSME manufacturing units which acquire ISO 18000/ISO 22000/ISO 27000 Certification to the extent of 75% of the expenditure subject to a maximum of Rs 1.00 lakh in each case. <b>Beneficiary Contribution :</b> As applicable The reimbursement of charges will be towards; consultant fee certification fee, training of MSME employees in ISO adoption if required, etc. The amount of subsidy/ financial support if already received from the state Govt./ financial institution shall be adjusted against the admissible reimbursement under this scheme.
How to Apply	Can apply online : The application form is given along with the scheme guidelines at : <a href="http://www.dcmsme.gov.in/schemes/MarkAssis.pdf">http://www.dcmsme.gov.in/schemes/MarkAssis.pdf</a> or else Can contact nearest MSME-DI to apply. Fill in the application form and send it to the Regional MSME-DI along with supporting documents.
Whom to Contact	1. MSME - DI, & its branches 2. DC(MSME), Ministry of MSME, GoI (JDC, (ISO), O/o DC, MSME Ph: 011-23062680 Email : bisariya[dot]sanjay[at]nic[dot]in)

### **3. Marketing Promotion Schemes:**

The scheme consist of five components namely (i) Domestic Trade Fairs/Exhibitions; (ii) International Trade Fairs/Exhibition; (iii) National/ International workshop/Seminar on Marketing/ Public Procurement/Packaging etc ; (iv) Vendor Development Programmes & (v) Bar Code.

#### **Objectives:**

- (i) To encourage manufacturing Micro and Small Enterprises (MSEs) in their efforts of tapping and developing domestic / overseas markets as well as adoption of the Bar Coding on products.
- (ii) To facilitate marketing linkages especially in the view of Public Procurement

Policy for MSEs Order 2012.

(iii) To create consciousness and to educate the MSMEs by organising International & National Workshop/ Seminar on marketing /packaging/ topics relevant to MSME sector.

### **MAJOR ACTIVITIES UNDER THE SCHEME:**

The objectives of the scheme will be achieved by performing the following major activities for MSMEs through Government of India financial assistance in the manner laid down in these guidelines : (i) Technology Upgradation in Packaging. (ii) Skill Upgradation/Development for modern marketing techniques. (iii) Competition Studies. (iv) Special component for North-Eastern Region. (v) New markets through State/District level local Exhibitions/Trade fairs. (vi) Corporate Governance Practices. (vii) Marketing Hubs. (viii) Reimbursement to ISO 18000/ISO 22000/ISO 27000 certification.

### **3.A. International Cooperation Scheme:**

Name of Scheme	<b><u>International Cooperation Scheme-</u></b> Scheme for 'Providing financial assistance on International Cooperation'(SME DIVISION SCHEME)
Related Scheme	International Cooperation Scheme / Revised Guidelines of International Cooperation (IC) Scheme
Description	<p><b><u>Revised Guidelines of International Cooperation (IC) Scheme</u></b></p> <p>The Scheme would cover the following activities:</p> <p>(i) Visit of MSME business delegations to other countries for exploring new areas of technology infusion/upgradation, facilitating joint ventures, improving market of MSMEs products, foreign collaborations, to visit international exhibitions/ trade fairs, etc.</p> <p>(ii) Visit &amp; participation by Indian MSMEs in international exhibitions, trade fairs and buyer seller meets in foreign countries.</p> <p>(iii) Participation in International exhibitions/ trade fairs held in India in which there is international participation.</p> <p>(iv) Holding international conferences and seminars on topics and themes of interest to the Indian MSMEs.</p> <p>(v) Holding/organising International conferences/seminars/ workshops in India by Ministry of MSME or organizations under it.</p> <p>(vi) Sending a delegation of the Ministry of MSME to an International Exhibition/Fairs/Conference in foreign countries.</p>
Nature of assistance	<p>IC Scheme provides financial assistance on reimbursement basis for airfare, space rent, freight charges, advertisement &amp; publicity charges and entry/registration fee on reimbursement basis in case of participation in international exhibitions/trade fairs. Assistance is provided on the basis of size and the type of the enterprise.</p> <p><b>Scale of Assistance and Eligible Items of Expenditure:</b> Items of expenditure for which assistance may be considered under the scheme are specified below:</p>

**a. Visit of MSME delegations to other countries in international exhibitions/ trade fairs, conferences/ summits/workshops etc. for exploring new areas of technology, infusion/upgradation, joint ventures, improving market of MSMEs products, etc.**

The minimum number of the MSME units must not be less than 10 in a delegation. One Office Bearer of the participating Industry Association/organization/Society/Trust can be considered for travel along with the delegation, if necessary.

The eligible items for such participation of MSME units and the scale of assistance would be as under:

Sr.No	Eligible Items of expenditure	Scale of Assistance
A	Air Fare	For Micro, Small and Medium entrepreneurs: 100% of the economy class airfare subject to a maximum of Rs.1.00 lakhs or actual fare paid, whichever is lower (for one representative from each participating enterprise). For office bearer(s) of the applicant organisation: 100% of the economy class airfare subject to a maximum of Rs.1.00 lakhs or actual fare paid, whichever is lower.
B	Duty allowance	Office Bearer to get US Dollar 150 per day for a maximum of 3 days of the approved period of event towards duty allowance.
C	Air fare, hotel accommodation local transport, daily allowance, etc. for Government Official	For Government official: In case any Government official participates in the delegation, his/her expenses (air fare, hotel accommodation, local transport, daily allowance, etc.) as per his/her entitlement will be reimbursed from the Ministry. The amount excludes from the amount sanctioned to Industry Associations/organisations.

**b. Visit & Participation of MSME delegation in International Exhibitions/Trade Fairs/Buyer Seller Meets held in foreign countries:**

The minimum number of the MSME units must not be less than 10 in a delegation. One Office Bearer of the participating Industry Association /organization/Society/Trust can be considered for travel along with the delegation, if necessary.

The eligible items for such participation of MSMEs and the scale of assistance would be as under:

Sr.No	Eligibility Items of expenditure	Scale of Assistance
A	Space Rent (Stall Charges)	For Micro, Small and Medium entrepreneurs: 100% of the space rent subject to a maximum of Rs.1.25 lakh or actual rent paid, whichever is lower (for one MSME unit). Office Bearer is not eligible for Space Rent.
B	Air Fare	For Micro, Small and Medium entrepreneurs: 100% of the economy class airfare subject to a maximum of Rs.1.00 lakh or actual fare paid, whichever is lower (for one MSME unit). For office bearer of the applicant organisation: 100% of the economy class airfare subject to a maximum of Rs.1.00 lakh or actual fare paid, whichever is lower.
C	Duty allowance	Office Bearer will get USD 150 per day for a maximum of 3 days of the approved period of event towards duty allowance.
D	Freight charges	Actuals subject to maximum of 25,000/- per MSME unit (Rs.37,500/- per MSME unit for Latin American countries).
E	Advertisement and publicity charges	Maximum of Rs.5.00 lakh or actual, whichever is less subject to the condition that the minimum MSME Units must be 20.
F	Entry/ registration fee	Maximum of Rs.5,000/- per MSME unit or actual whichever is less
G	Air fare, hotel accommodation, local transport and daily allowance for Government Official.	For Government official: In case any Government official participates in the delegation, his/her expenses (air fare, hotel accommodation, local transport, daily allowance, etc.) as per his/her entitlement will be reimbursed from the Ministry. The amount excludes from the amount sanctioned to Industry Associations/organisations

**C. Holding/ organizing International conferences/ summits/ workshops/ seminars relating to MSME sector to be organized in India by the Industry Associations/ Government Organizations.** The quantum of assistance would be as under:

(i)	Charges for holding/organizing the International conferences/	A maximum of Rs.4.50 lakh or the actuals, whichever is lower subject to the condition
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	summits/ workshops/ seminars in India by Industry Associations including charges for venue rent, catering, advertisement & publicity, security arrangement, etc	that the international event should not be held in any five-star hotel.
(ii)	Airfare for foreign speakers/ experts/ resource persons only.	A maximum of Rs.2.50 lakh or actuals, whichever is lower for minimum of 3 foreign speakers/ experts/ resource persons

**d. Holding/organizing mega international exhibition or fair and international conferences/seminars/workshops, Joint Committee Meetings/Joint Working Group Meetings/Government to Government bilateral meetings with outer countries in India by Ministry of MSME or organizations under it.**

There is no expenditure ceiling for these events to be organized by the Ministry of MSME or any of its organization. The expenditure to be incurred will be decided by the competent authority i.e. Secretary (MSME) in consultation with the IFW.

**e. Sending a delegation of the Ministry of MSME to an International Exhibitions/Fairs/Conference:**

10% of the Budget allocated for the Scheme will be spent under this head for sending the delegation of the Ministry to an International Exhibitions/Trade fair/Conference consisting the executive members of the industry associations/owners of the MSME units and officials of the Ministry including Hon'ble Minister of MSME. The size of the delegation should not be more than 15. The members of Industry Associations/owners of MSME units will be reimbursed up and down air fare and DA @ 150\$ per day to the maximum period of three days. The Selection of the delegates will be done by a committee headed by Secretary (MSME). DC (MSME), JS (ARI), JS(SME) and Director (IC) will be the other members of the Committee.

**f. "Score Card" for selection of the MSME units participating in the International Fairs/ Exhibitions abroad.**

There shall be a "Score Card" as indicated at Annexure-III for selection of the MSME units visiting/participating in the International Fairs/ Exhibitions abroad. The Industry Associations/Organizations etc. will furnish the Score Card, duly filled up, along with the application and also give a self-undertaking to the effect that information furnished in the Score Card is correct and nothing has been

	<p>concealed. The minimum qualifying score/ points should be 60% of the Score Card. Claim will be accepted only in respect of those MSME Units whose names have been submitted by the Industry Associations/Government Institutions in the list submitted along with the application form</p>
<p>Who is Eligible</p>	<p><b>ELIGIBLE ORGANISATIONS:</b>          Besides the Ministry of MSME and organizations under the Ministry, events under the Scheme can be organised by:          (a) State/Central Government Organisations          (b) Registered Industry/Enterprise Associations; and          (c) Societies/Trusts and Organisations associated with promotion and development of MSME Sector</p> <p><b><u>ELIGIBILITY CONDITIONS:</u></b>          The eligibility conditions for seeking financial assistance under the Scheme are:          a) The applicant organization should be suitably registered under the relevant Act (i.e. companies under the Companies Act, Societies under the Societies Act, etc.) with the primary objective of promotion and development of MSME.          b) The applicant organisation must be engaged in MSME development such activities for at least in last 3 years and have a good track record.          c) The applicant organization should have regular audited accounts for the past 3 years.          d) Events, for which financial support under the Scheme is sought, must have significant international importance.</p> <p><b><u>OTHER CONDITIONS</u></b>          a) Financial assistance to one organisation would normally be restricted to two events in a financial year. The Screening Committee may, however, recommend relaxation of this condition for reasons to be recorded.          b) The quantum of assistance shall only be supplemental in nature to the contribution of organizer. IC Scheme Guidelines – June 2018 F.No.4/92/2017-IC Page 2          c) Selection of the participating units shall be the sole responsibility of the applicant organization. While selecting entrepreneurs/participants, the applicant organization should ensure that the selection is done in a fair and transparent manner, taking into consideration factors like track record, growth potential, export potential, etc.          d) In order to make representation in such events more inclusive and equitable, following guidelines must be followed:          (i) Adequate representation would be given to SC/ST/Minority/Women entrepreneurs in such events, subject to condition that the best products would be showcased.          (ii) While selecting entrepreneurs as well as representative(s) of the participating units, priority should be given to persons who have not participated in such events earlier with Government grant.</p>



How to apply	Can apply online <a href="http://msme.gov.in/sme-division-scheme">http://msme.gov.in/sme-division-scheme</a> <a href="http://msme.gov.in/sites/default/files/Revised-IC-Scheme%20Guidelines%2016.12.2016_New.PDF">http://msme.gov.in/sites/default/files/Revised-IC-Scheme%20Guidelines%2016.12.2016_New.PDF</a> or else Can send the Applications for seeking financial assistance, to the Director (International Cooperation), Ministry of MSME, Udyog Bhavan, New Delhi 110 011.
Whom to contact	NSIC and Ministry of MSME Director (IC), M/o MSME Ph: 23063198, Fax: 23061756 Email : gs[dot]perni[at]nic[dot]in

### 3.B. Marketing Assistance & Technological Upgradation (MATU)

Name of Scheme	Marketing Assistance & Technological Upgradation (MATU)
Name of Ministry/ Dept.	DC MSME
Description	The scheme consist of five component namely (i) Domestic Trade Fairs/Exhibitions; (ii) International Trade Fairs/Exhibition; (iii) National/ International workshop/Seminar on Marketing/ Public Procurement/Packaging etc.; (iv) Vendor Development Programmes & (v) Bar Code. <b>Objectives:</b> (i) To encourage manufacturing Micro and Small Enterprises (MSEs) in their efforts of tapping and developing domestic / overseas markets as well as adoption of the Bar Coding on products. (ii) To facilitate marketing linkages especially in the view of Public Procurement Policy for MSEs Order 2012. (iii) To create consciousness and to educate the MSMEs by organising International & National Workshop/ Seminar on marketing / packaging/topics relevant to MSME sector.
Nature of assistance	The scheme offers reimbursement maximum of Rs 30,000 per unit for participation in Domestic Trade Fair/Exhibitions held across the country and upto Rs. 2.25 Lakhs per unit for participation in International Trade Fair/ Exhibition (A link may be created to download both the scheme guidelines, separately) held abroad.
Who is Eligible	Individual manufacturing MSEs. The applicant Micro/Small Enterprise should suitably be registered through EM part II/ Udyog Aadhaar Memorandum (UAM) for availing financial benefits.
How to Apply	Eligible MSEs may submit their application online or system in place. Refer MATU Scheme Guideline for Domestic Fairs Refer IC Scheme Guideline for International Fairs.
Whom to Contact	MSME-Development Institutes ADC, O/o DC, MSME Tel.: 011- 23061611 Email: anand[dot]sherkhane[at]nic[dot]in

### **1. Domestic Fairs / Exhibitions:**

**a. Implementing Agency:** MSME Development Institutes.

**b. Selection of Domestic Trade Fair/Exhibition and MSEs:** By three member Committee as per the guidelines.

**c. Financial Assistance to MSEs**

### **2. International Trade Fairs / Exhibitions:**

S.No	Eligible Items	Scale of assistance
1	Space Rent charges	80% of space rent paid for General category units and 100% for SC/ST/women/NER/PH units limited to Rs.20,000/- or actual whichever is less. The space rent will subject to maximum booth/stall size of 6 Sq. Mtrs. or minimum booth/stall size provided by the fair organiser. (In case of technology trade fair/exhibition, maximum limit of space rent charges will be Rs.50,000/- in place of Rs.20,000/-)
2	Contingency expenditure (include travel, publicity and freight).	100% of Contingency expenditure for all categories of units subject to maximum Rs.10,000/- or actual, whichever is less (travel expenditure for one representative from each participating unit).

**a. Implementing Agency:** MSME-Development Institutes.

**b. Selection of International Trade Fair/Exhibition:** International Trade Fairs/Exhibitions will be finalised by Office of DC (MSME).

**c. Selection of MSEs for International Fairs/Exhibitions:** An MSE may apply online/ in prescribed application format (or system in place), at least two months advance. The MSEs would be recommended by the three members Committee for approval of the O/o DC (MSME). The offer for participation will be available on first come first served basis.

**d. Financial Assistance to MSEs:**

S.No	Eligible Items	Scale of assistance
1	Space Rent	80% of the space rent for General Category units whereas 100% for SC/ST/Women/NER units subject to maximum Rs.1.00 lakh or actual rent paid, whichever is less. The space rent will subject to maximum booth/stall size of 6 Sq. Mtrs. or minimum booth/stall size provided by concerned Indian trade bodies (e.g. ITPO, FIEO etc.) or the Fair Organiser.

2	Air fare	100% of the economy class air fare for all categories of units subject to maximum Rs.1.25 lakh or actual air fare paid, whichever is less (for one representative from each participating enterprise).
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**3. International/National Workshops/Seminars on Marketing/Public Procurement/Packaging etc:**

- a. **Implementing Agency:** MSME-Development Institutes or any other agency approved by O/o DC-MSME depending upon the need of the event.
- b. **Financial Assistance:**

S.No	Eligible Items	Scale of assistance
1	National workshop / seminar	Rs. 2.5 Lakh per workshop/seminar anywhere in the country (or actual whichever is lower).
2	International workshop / Seminar	Rs. 2.5 Lakh per workshop/seminar anywhere in the country with an additional cost of Rs. 2.5 Lakh (maximum) towards cost of air travel, boarding & lodging etc. for international experts (or actual whichever is lower) subject to condition that international workshop/seminar should not be held in any five star hotel.

**4. Vendor Development Programmes:**

a. **Implementing Agency:** Vendor Development Programmes will be organised by MSME-Development Institutes.

**b. Financial Assistance:**

**(i) State level Vendor Development Programme:** These programmes will primarily focus Vendor-Vendee match making between MSMEs and CPSUs located in the State & other procuring agencies. The duration of these programmes will be one day. The funds for organizing these programme will be Rs. 30,000/- per programme.

**(ii) National Level Vendor Development Programme::** These programmes will focus on organizing Industrial Exhibition cum Buyer-Seller Meet with an objective of providing opportunity for MSME to display their products and competencies where as large buyer to display their product/services requirements. The participants will be nation wide. The duration of programme will be 2-3 days. Funds for organizing these programmes and recovery will be based on following:

"A" Class Cities		All Other Cities		NE States/J &K/	
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					Himachal Pradesh	
Max Sanction per programme	Minimum Recovery	Max Sanction per programme	Minimum Recovery	Max Sanction per programme	Minimum Recovery	
Rs. 8.00 lakh	60%	Rs. 6.00 Lakh	50%	Rs. 5:00 Lakh	20%	

MSMEs would be allowed to participate in these programmes convergence with PSUs/State Governments etc.

**5. Reimbursement on obtaining Bar code:**

**a. Implementing Agency:** MSME-Development Institutes.

**b. Financial Assistance to MSEs::** Providing 75% of one time registration fee and Annual recurring fee (for first three years) paid by MSEs to GS1 India. The claim may be submitted in prescribed format (or system in place).

Name of Scheme	<b>3.C. PUBLIC PROCUREMENT POLICY FOR MICRO &amp; SMALL ENTERPRISES (PPP)</b>
Name of Ministry/ Dept.	DC (MSME), Ministry of MSME
Description	<p>To improve MSE market access &amp; increased Participation in govt. store purchase / PSUs</p> <p><b>Salient features of the Policy:</b></p> <ul style="list-style-type: none"> <li>• Every Central Ministry /Department / PSUs shall set an annual target for 20% procurement from MSE Sector.</li> <li>• A sub-target of 4% out of 20% target of annual procurement earmarked for procurement from MSEs owned by SC/ST entrepreneurs.</li> <li>• Overall procurement goal of minimum 20% has become mandatory from 1st April 2015.</li> <li>• Tender sets free of cost and exemption from payment of earnest money to registered MSEs.</li> <li>• MSEs quoting price within price band L-1 + 15%, when L1 is from someone other than MSE, shall be allowed to supply at least 20% of tendered value at L-1 subject to lowering of price by MSEs to L-1.</li> <li>• 358 items are reserved for exclusive procurement from MSEs.</li> <li>• Ministry /Department/CPSUs shall prepare their annual procurement plan to be uploaded on their official website.</li> <li>• For enhancing participation of MSEs in government procurement, Ministry /Department/CPSUs shall conduct Vendor Development Programmes or Buyer Seller Meets for MSEs especially for SC/ST entrepreneurs.</li> </ul>

Who is Eligible	Existing Entrepreneurs
Nature of Assistance	Government Assistance: Procurement reservation from MSE by Govt. Dept. / Ministry/ PSU - 20% (Out of which 4% - SC /ST)
How to Apply	<a href="http://dcmsme.gov.in/notification.pdf">http://dcmsme.gov.in/notification.pdf</a> <a href="http://www.msmediagra.gov.in/writereaddata/FinalPressorder.pdf">http://www.msmediagra.gov.in/writereaddata/FinalPressorder.pdf</a>
Whom to Contact	1. MSME - DI, & its branches 2. DC(MSME), Ministry of MSME, GoI

### 3.D. 'Market Development Assistance (MDA) to MSMEs'

Name of the Scheme	<b>i. Enable participation of MSMEs in International trade fairs and provide funding support</b>
Related Scheme	Scheme for 'Market Development Assistance (MDA) to MSMEs'
Description	Encourage participation of representatives from MSMEs under MSME India stall at International Trade Fairs/ Exhibitions and tapping and developing overseas market.
Nature of assistance	<p>1. Free registration for participating in trade fairs. Note: The selection of participants would be done by the MSME-DIs post the submission of application.</p> <p>2. For General category entrepreneurs:75% of air fare by economy class and 50% space rental charges for MSMEs Note: The total subsidy on air fare &amp; space rental charges will be restricted to Rs.1.25 lakh per unit and one person per MSME unit.</p> <p>3. For Women/SC/ST Entrepreneurs &amp; Entrepreneurs from North Eastern Region : Govt. of India will reimburse 100% of space rent and economy class air fare.</p> <p><b>Selection of International Trade Fair/Exhibition:</b> International Trade Fairs/Exhibitions will be finalised by Office of DC (MSME).</p> <p><b>Selection of MSEs for International Fairs/Exhibitions:</b> An MSE may apply online/ in prescribed application format (or system in place), at least two months advance. The MSEs would be recommended by the three members Committee for approval of the O/o DC (MSME). The offer for participation will be available on first come first served basis.)</p> <p><b>Government Assistance: Space charges :</b> General Category - 50% cost For SC/ ST/Women/NER/ PH - 80%</p> <p>For General Category: Limited to Rs.1.00 lakh or actual rent paid whichever is less. For SC/ ST/ Women/NER/PH Entrepreneurs: Rs.30,000 per unit.</p>

	<p>The space rent will be subject to maximum booth/stall size of 6.0 Sq.mts or minimum booth/stall size provided by concerned Indian trade bodies (e.g. ITPO, FIEO etc.) or the Fair Organiser.</p> <p><b>Air fare:</b>100% of the economy class air fare for all categories of units subject to maximum Rs.1.25 lakh or actual air fare paid, whichever is less (for one representative from each participating enterprise). (Assistance shall be available for travel by one permanent employee/director/partner/proprietor of the participating unit.</p> <p>Beneficiary Contribution: As applicable</p>
Who is Eligible	All MSMEs with EM registration.
How to apply?	Candidates meeting eligibility criteria may send their application to office of DC (MSME) through concerned MSME-DIs

#### **4. Entrepreneurship and skill Development Program**

Name of Scheme	<b><u>Assistance to Training Institutions (ATI)</u></b>
Name of Ministry/ Dept.	Ministry of MSME
Description	The assistance is provided to National level training institutions operating under the Ministry of MSME, namely, NIMSME, KVIC, Coir Board, Tool Rooms, NSIC & MGIRI in the form of capital grant for the purpose of creation and strengthening of infrastructure and support for entrepreneurship development and skill development training programmes. Assistance is also provided to those State level EDIs that enter into partnership with NIMSME for capacity development for undertaking studies & research on MSME issues. The scheme also provides research grant upto Rs 15.00 lakh on MSME issues. MSME chair are also sanctioned in premier National academic institutions.
Who is Eligible	Select State level EDIs that enter into partnership with NIMSME and national level premier academic institutions are eligible to apply for the MSME chair.
Nature of Assistance	Revenue grant is provided to institutions on annual basis for the MSME chair. State level EDIs that enter into partnership with NIMSME are provided total grant upto Rs 2.5 cr.
How to Apply	Organisations wishing to apply for assistance for creation or strengthening of infrastructure may send their applications to the Deputy Secretary (EDI), Ministry of Micro, Small and Medium Enterprises, Udyog Bhawan, Rafi Marg, New Delhi - 110 107.
Whom to Contact	Deputy Secretary (EDI), M/o MSME Ph: 011- 23061636, Email : ak[dot]chaube[at]nic[dot]in

Name of the Scheme	<b>Scheme for providing establishment of new institutions (EDIs), strengthening the infrastructure for EDIs under ATI Scheme (SME DIVISION SCHEME), Scheme for Assistance to Training Institutions (ATI Scheme)</b>
Related Scheme	Scheme for Assistance to Training Institutions (ATI Scheme)
Description	<p>The objective of the ATI Scheme is to strengthen capacity for training for Skill Development, entrepreneurship, undertaking research and studies on MSME related issues, providing training to staff of DICs and related Government institutions dealing with MSMEs and strengthening overall capacity of National Institutions under Ministry of MSME to undertake these trainings.</p> <p>The assistance shall be provided to training institutions in the form of capital grant for creation/strengthening/expansion of infrastructure including opening of new branches/centres to training institutions of Ministry of MSME and for meeting revenue deficit, if any, of National Institute for Micro, Small and Medium Enterprises (NIMSME). Providing Programme support for conducting entrepreneurship development and skill development programmes.</p>
Nature of assistance	<p><b>Assistance to State Level EDIs:</b> The maximum assistance under the scheme to a State level EDI will be restricted to Rs.250 lakh in each case. This grant would be utilised for development of physical infrastructure, equipment, faculty training and development of capability in undertaking studies and research on issues related to MSME sector.</p> <p><b>Assistance for undertaking research and studies:</b> For major research projects, the maximum grant would be up to Rs.15 lakhs. The grant could be utilised for items like, equipment, books and journals, hiring of services, field officers, contingency travel and field work.</p> <p><b>Assistance for establishing MSME Chair:</b> Annual grant may be provided under the scheme to academic and research institutions of repute like, IITs and IIMs for establishing MSME Chair for undertaking studies and research on MSME issues.</p> <p><b>Assistance for Training Programmes:</b> Assistance may be provided under the scheme to conduct training programmes in the areas of Skill Development to the following Training Institutions: - (i) NIMSME, (ii) NSIC, (iii) KVIC, (iv) Coir Board, (v) Tool Rooms/ Technology Centres, and (vi) MGIRI.</p> <p>Assistance for skill development programmes under the scheme would be provided based on the duration of the NSQF compliant training programmes (number of hours of training inputs). The first instalment of the grant would be released in advance and the balance on reimbursement basis limited to the following rates:</p> <p>Category I Courses: Rs 38.50 per head per hour of training  Category II Courses: Rs 33.00 per head per hour of training  Category III Courses: Rs 27.50 per head per hour of training</p>



	(ii) Assistance for Training of Trainers (ToTs) programmes would be provided @ Rs.60 per trainee per hour (or, the rate prescribed under the common norm/NSQF, whichever is less). (iii) Assistance for other types of training programmes would be decided based on actual requirement in each case.
Who is Eligible	Any State/Union Territory Government, Training Institutions, NGOs and other development agencies can apply for assistance for creation or strengthening of infrastructure. Training Institutions who wish to conduct training programmes under the Scheme will have to enrol themselves with any of the three National Level EDIs of the Ministry viz, NIESBUD, Noida; IIE Guwahati and NIMSME, Hyderabad.
How to apply	<a href="http://msme.gov.in/sites/default/files/PDF%20REVISED%20ATI%20GUIDE%20LINES%20English%201.9.2016.pdf">http://msme.gov.in/sites/default/files/PDF%20REVISED%20ATI%20GUIDE%20LINES%20English%201.9.2016.pdf</a> <b>Organizations</b> who wish to apply can send their applications to the Director (EDI) <b>Entrepreneurship Development Institute</b> , Ministry of Micro, Small and Medium Enterprises, Udyog Bhawan, Rafi Marg, New Delhi 110 107.

## 5. INFRASTRUCTURE DEVELOPMENT PROGRAMME:

### 5.A. CLUSTER DEVELOPMENT PROGRAM (MSE-CDP : GROUP INITIATIVE)

Name of Scheme	<b>MICRO AND SMALL ENTERPRISES CLUSTER DEVELOPMENT PROGRAMME (MSE -CDP) :</b> Funding support for cluster related below programs in MSME clusters. <b>a. Soft interventions (awareness programs on 'Cluster Development') ,</b> <b>b. Hard interventions ,</b> <b>c. Preparing cluster level 'Detailed Project Report (DPR)',</b> <b>d. Preparing cluster level 'Diagnostic Study Report (DSR)' ,</b> <b>e. Setting up of 'Common Facility Centres' &amp;</b> <b>f. Setting up of ' Common display centres for Women' .</b>
Name of Ministry/ Dept.	DC (MSME) , Ministry of MSME
Description	The Ministry of MSME has adopted cluster development approach for enhancing productivity and competitiveness as well as capacity building of MSEs and their collectives in the country. A cluster is a group of enterprises located within an identifiable and as far as practicable, contiguous area and producing same / similar products / services. The essential characteristics of enterprises in a cluster are (a) Similarity or complementarity in the methods of production, quality control & testing, energy consumption, pollution control, etc., (b) Similar level of technology & marketing strategies / practices, (c) Similar channels for communication



among the members of the cluster, and (d) Common challenges & opportunities.

The Scheme supports financial assistance for establishment of Common Facility Centres (CFCs) for testing, training centres, R&D, Effluent Treatment, raw material depot, complementing production processes etc. and to create/upgrade infrastructural facilities (IDs) in the new/existing industrial areas/clusters of MSE's such as power distribution network, water, telecommunication, drainage and pollution control facilities, roads, banks, raw materials, storage and marketing outlets, common service facilities and technological backup services for MSEs in the new/existing industrial estates/areas.

**Objectives of the Scheme:**

- (i) To support the sustainability and growth of MSEs by addressing common issues such as improvement of technology, skills and quality, market access, access to capital, etc.
- (ii) To build capacity of MSEs for common supportive action through formation of self help groups, consortia, upgradation of associations, etc.
- (iii) To create/upgrade infrastructural facilities in the new/existing industrial areas/ clusters of MSEs.
- (iv) To set up common facility centres (for testing, training centre, raw material depot, effluent treatment, complementing production processes, etc).
- (v) To create & develop the existing MSE units Clusters specifically in the area of common infrastructure, Common facilities, R&D in MSE.

Given the diverse nature of the MSEs in terms of both geographical spread and sectoral composition, the MSE-CDP scheme aims at addressing needs of the industries, through well-defined clusters and geographical areas. This will enable achieving the economies of scale in terms of deployment of resources as well as focusing on the specific needs of similar industries. The capacity building of industries, setting up of Special Purpose Vehicles (SPVs) to set up Common Facility Centres (CFCs) are integral part of the scheme and would enable the MSEs to leverage their resources and also to have better access to public resources, linkages to credit so as to enhance their competitiveness.

**Following activities are suggested, which may be considered, while developing a cluster:**

**Components:**

**(i) Setting up of CFCs:** Creation of tangible "assets" as Common Facility Centers (CFCs) like Common Production/Processing Centre (for balancing/correcting/improving production line that cannot be undertaken by individual units), Design Centres, Testing Facilities, Training Centre, R&D Centres, Effluent Treatment Plant, Marketing Display/Selling Centre, Common Logistics Centre, Common Raw Material Bank/Sales Depot, etc. The GoI grant will be restricted to 70% of the cost of project of maximum Rs 15.00 crore. GoI

grant will be 90% for CFCs in NE & Hill States, Clusters with more than 50% (a) micro/ village (b) women owned (c) SC/ST units.

**(ii) Infrastructure Development:** Consist of projects for infrastructural facilities like power distribution network, water, telecommunication, drainage and pollution control facilities, roads, banks, raw materials storage and marketing outlets, common service facilities and technological backup services for MSEs in the new/ existing industrial estates/areas. The GoI grant will be restricted to 60% of the cost of project of Rs 10.00 crore. GoI grant will be 80% for projects in NE & Hill States, industrial areas/ estates with more than 50% (a) micro (b) women owned (c) SC/ST units.

**a. Soft interventions:** Soft activities under the programme may consist of activities which lead to creation of general awareness, counseling, motivation & trust building, exposure visits, market development including exports, participation in seminars, workshops and training programmes on technology upgradation, etc.

**b. Hard interventions (CFCs):** This support program aims to enhance and develop cluster infrastructure projects for facilities such as power distribution, water, telecommunication etc.

**c. Detailed Project Report (DPR):** (a)After diagnosis of cluster or identification of need for a Common Facility Centre (CFC), a Detailed Project Report (DPR) is required to be prepared for a technically feasible and economically viable Project. The indicative format for preparation of DPR is at Annexure-1. The DPR should include financial analysis like Internal Rate of Return, Break-even Point, Debt-service Coverage Ratio, Sensitivity Analysis, etc., using basic templates such as Projected Profit & Loss Account, Projected Balance Sheet, etc. (b)DPR should be appraised by a bank (if bank financing is involved) / independent Technical Consultancy Organization / SIDBI.

The State Level Project Steering Committee will deal with Diagnostic Study Report and Soft Interventions. It will have the final authority to sanction Diagnostic Study Report and to monitor the implementation of Soft Interventions. The Steering Committee at the National Level will only look into the Detailed Project Report. The Government of India will not give any grant for Diagnostic Study Report and Soft Interventions. However, if a Detailed Project Report is finally approved, a sum of Rs.10.00 lakh (ten lakh) will be considered as a contribution by the Special Purpose Vehicle (SPV) towards this purpose under the Project.

**d. Diagnostic Study Report (DSR):** The first and foremost activity in the cluster development process is to conduct a diagnostic study. The objective of conducting diagnostic study in a cluster is to map all the business processes of the cluster units viz. manufacturing processes, technology, marketing, quality control, testing, purchase, outsourcing, etc. to find out its Strengths, Weaknesses, Threats and Opportunities (SWOT), problems and impediments, suggestions and a well-drawn action plan for enhancing competitiveness of the

	<p>units of the cluster and to position the cluster on a self sustaining trajectory of growth.</p> <p><b>e. Common Facility Centres (CFC):</b> The support programs aims to set up CFCs including tangible “assets” like Testing Facility, Design Centre, Production Centre, Effluent Treatment Plant, Training Centre, R&amp;D Centre, Raw Material Bank/Sales Depot, Product Display Centre, Information Centre, and any other need based facility for balancing/correcting/improving production line that cannot be undertaken by individual units.</p> <p><b>f. Common display centres for Women:</b> The GoI financial assistance (upto 40% of the project cost) shall be available to Associations of Women Entrepreneurs for establishing exhibition centres at central places for display and sale of products of women owned micro and small enterprises.</p>
Who is Eligible	<p>Existing Group of Entrepreneurs / Clusters / SPV</p> <p><b>a. Soft interventions:</b> Implementing agencies like MSME-DIs, offices of state governments , national and international institutions engaged in development of the MSME sector, or any other institution/agency approved by the Ministry of MSME. (<b>Awareness programs on ‘Cluster Development’ - All MSME units</b>)</p> <p><b>b. Hard interventions (CFCs):</b> State/UT Governments through an appropriate state government agency with a good track record in implementing such projects</p> <p><b>c. Detailed Project Report (DPR):</b> Implementing agencies like MSME-DIs, offices of state governments , national and international institutions engaged in development of the MSE sector or any other institution/agency approved by the Ministry of MSME.</p> <p><b>d. Diagnostic Study Report (DSR):</b> Implementing agencies like MSME-DIs, offices of state governments , national and international institutions engaged in development of the MSE sector or any other institution/agency approved by the Ministry of MSME.</p> <p><b>e. Common Facility Centres (CFC):</b> Implementing agencies like offices of the Ministry of MSME, offices of state governments, national and international institutions engaged in development of the MSE sector or any other institution/agency approved by the Ministry of MSME.</p> <p><b>f. Common display centres for Women:</b> Association of women entrepreneurs.</p>
Nature of assistance	<p><b>Funding Support for :</b></p> <p><b>a. Soft interventions:</b> Conducting training and awareness activities./ (<b>Awareness programs on ‘Cluster Development’ - Skill development</b>)</p> <p><b>b. Hard interventions (CFCs):</b> Cluster infrastructure development.</p> <p><b>c. Detailed Project Report (DPR):</b> Conducting analytical studies.</p> <p><b>d. Diagnostic Study Report (DSR):</b> Conducting analytical studies.</p> <p><b>e. Common Facility Centres (CFC):</b> Conducting Infrastructure development.</p> <p><b>f. Common display centres for Women:</b> Conducting infrastructure development. GoI financial assistance (upto 40% of the project cost) shall be available.</p> <p><b>Government Assistance:</b></p>

	<p><b>a. Soft interventions</b> – Max eligible project cost of Rs.25 lakh, with GoI contribution of 75% (90% for NER/Special category states and for clusters with more than 50% women/micro/village/SC/ST units).</p> <p><b>b. Hard interventions (CFCs)</b> – Max eligible project cost of Rs.15 Cr, with GoI contribution of 70% (90% for NER &amp; for clusters with more than 50% women /micro /village /SC /ST units).</p> <p><b>c. Detailed Project Report (DPR)</b> - Maximum cost Rs. 5 lakhs.</p> <p><b>d. Diagnostic Study Report (DSR)</b> - Maximum cost Rs. 2.50 lakhs.</p> <p><b>Infrastructure Development</b> -.Max eligible project cost Rs.10Crs, with GoI contribution of 60% (80% for NER and for clusters with more than 50% women/micro/SC/ST units).</p> <p><b>Beneficiary Contribution:</b>  Soft interventions - 10 - 25 % (SPV/ Cluster units &amp; State Govt.).  Hard interventions - 10 - 30 % (SPV / Cluster units &amp; State Govt.).  Infrastructure Development - 20 - 40 % (SPV &amp; State Govt.)</p>
How to Apply	<p>Online applications can be filled at <a href="https://cluster.dcmsme.gov.in">https://cluster.dcmsme.gov.in</a> , Hardcopy of applications need to be sent through State Governments or their autonomous bodies or field institutes of the Ministry of MSME i.e., MSME- DIs. The proposals are to be approved by the Steering Committee of MSE-CDP.</p> <p>Website: <a href="http://www.dcmsme.gov.in/MSE-CDProg.htm">http://www.dcmsme.gov.in/MSE-CDProg.htm</a> Download The file ( bytes) htm Icon  <a href="http://www.dcmsme.gov.in/MSE-CDProg.htm">http://www.dcmsme.gov.in/MSE-CDProg.htm</a>  <a href="http://www.dcmsme.gov.in/schemes/ModifiedGuidelinesofMSE.pdf">http://www.dcmsme.gov.in/schemes/ModifiedGuidelinesofMSE.pdf</a>.  Can apply online or else Can contact nearest MSME-DI to apply.</p>
Whom to Contact	<p>1. MSME – DI, &amp; its branches  2. DC(MSME), Ministry of MSME, GoI  Director (CD),  Office of Development Commissioner, MSME  Ph: 011-23062561  Email : rk[dot]rai[at]nic[dot]in</p>

Name of Scheme	<b>5.B. ASIDE SCHEME (Assistance to States for Developing Export Infrastructure and other Allied Activities)</b>
Name of Ministry/ Dept.	Department of Commerce, Ministry of Commerce & Industry
Description	<p><b>Objective:</b> The objective of the scheme is to involve the states in the export effort by providing assistance to the State Governments/UT Administrations for creating appropriate infrastructure for the development and growth of exports.</p> <p>The scheme shall provide an outlay for development of export infrastructure which will be distributed to the States according to a pre-defined criteria. The existing EPIP, EPZ and CIB schemes shall be merged with the new scheme. The scheme for Export Development Fund (EDF) for the North East and Sikkim (implemented since 2000-2001) shall also stand merged with the new scheme. After the merger of the schemes in respect of EPIP,EPZ,CIB and EDF</p>

	<p>for NER and Sikkim with the new scheme, the ongoing projects under the schemes shall be funded by the States from the resources provided under the new scheme.</p> <p><b>Approved purposes for the scheme:</b> The activities aimed at development of infrastructure for exports can be funded from the scheme provided such activities have an overwhelming export content and their linkage with exports is fully established. The specific purposes for which the funds allocated under the Scheme can be sanctioned and utilised are as follows:</p> <ol style="list-style-type: none"> <li>1. Creation of new Export Promotion Industrial Parks/Zones (including Special Economic Zones (SEZs)/ Agri-Business Zones) and augmenting facilities in the existing ones.</li> <li>2. Setting up of electronic and other related infrastructure in export conclave.</li> <li>3. Equity participation in infrastructure projects including the setting up of SEZs.</li> <li>4. Meeting requirements of capital outlay of EPIPs/EPZs/SEZs</li> <li>5. Development of complementary infrastructure such as roads connecting the production centres with the ports, setting up of Inland Container Depots and Container Freight Stations,</li> <li>6. Stabilising power supply through additional transformers and islanding of export production centres etc.</li> <li>7. Development of minor ports and jetties of a particular specification to serve export purpose.</li> <li>8. Assistance for setting up common effluent treatment facilities for which guidelines are placed at Annexure I.</li> <li>9. Projects of national and regional importance.</li> </ol>
Who is Eligible	<p>State Development Corporation / Existing Entrepreneurs</p> <p>Under the scheme, funds for the approved projects may be sanctioned to: - i. Public Sector undertakings of Central / State Governments ii. Other agencies of Central / State Governments iii. Export Promotion Councils / Commodity Boards iv. Apex Trade bodies recognized under the EXIM policy of Government of India and other apex bodies recognized for this purpose by the Empowered Committee set up under para 8. v. Individual Production/ Service Units dedicated to exports.</p>
Nature of Assistance	<p><b>Government Assistance:</b></p> <p><b>i) State Component :</b> 90% of total outlay under State Component of ASIDE (State Component-- General) shall be earmarked for allocation to States / UTs on the basis of the approved criteria. The balance 10% of State Component of ASIDE i.e. ASIDE ( State Component-- Incentive ONER) will be allocated by DoC for incentivizing the better performance of ONER States / UTs (States / UTs other than NER including Sikkim) as per Incentive Guidelines</p> <p><b>ii) Central component:</b></p>

	<p>90% of total outlay under Central Component of ASIDE E (Central Component--General) shall be earmarked at the central level to cater projects emanating from Central SEZs, other sector specific central agencies like spices Board, Tea Board, Gems and Jewellery Export Promotion Councils, Airports, Ports etc and any other activity considered important by the Central Government from the regional or the national perspective. The balance 10% of Central Component of ASIDE i.e. ASIDE (Central Component--Incentive NER) will be allocated by DoC for incentivizing the better perform.</p> <p><b>Beneficiary Contribution:</b> Nil</p>
How to Apply	<p><a href="http://commerce.gov.in/trade/national_tpa_assistance.asp">http://commerce.gov.in/trade/national_tpa_assistance.asp</a>  <a href="http://commerce.nic.in/trade/ASIDE_Revised_Guidelines_2012-17.pdf">http://commerce.nic.in/trade/ASIDE_Revised_Guidelines_2012-17.pdf</a></p>
Whom to Contact	1. Dept. Of Commerce, Ministry of Commerce & Industry, GOI

Name of Scheme	<b>5.C. INDUSTRIAL INFRASTRUCTURE UPGRADATION SCHEME (IIUS)-2009/ Modified Industrial Infrastructure Upgradation Scheme (MIIUS)-2013(Revised Scheme)</b>
Name of Ministry/ Dept.	Department of Industrial Policy & Promotion, Ministry of Commence & Industry
Description	<b>Objective:</b> The objective of enhancing industrial competitiveness of domestic industry by providing quality infrastructure through public private partnership in selected functional clusters/locations which have potential to become globally competitive.
Who is Eligible	New / Existing Industries. Projects are sanctioned to upgrade infrastructure in Industrial Estates/Parks/ Areas and Greenfield projects can also be supported in backward areas, including NER. However, priority is to be given to upgrade infrastructure in existing clusters over Greenfield projects. State Implementation Agencies (SIAs) such as SIDCs can apply for funding under the MIIUS.
Nature of Assistance	<b>Government Assistance:</b> 1. Central assistance upto 50% (for NER upto 80%) of project cost with ceiling of Rs. 50 crore, limiting sanction of 2 projects per State; 2. Projects implementation by State Implementation Agency (SIA) such as, State Industrial Development Corporation with their minimum mandatory contribution of 25% of the project cost and 10% in case of NER; 3. Projects have been sanctioned to upgrade infrastructure in Industrial Estates/ Parks/ Areas. Greenfield projects could be supported in backward areas, including NER; 4. Two Stage Approval Mechanism' from the previous recast IIUS guidelines has been retained;

	<p>5. Release of GoI grant (3 Installments viz. 30:40:30) subject to bringing upfront contributions from other Stakeholders;</p> <p>6. Central grant for Physical infrastructure is restricted to 25% of the central grant subject to a ceiling of Rs.12.5 crore;</p> <p>7. 'CETP' component of the project is considered subject to ceiling of assistance of Rs.15 crore/CETP (maximum Rs.1.50 crore/MLD) and for ZLD treatment (Zero Discharge) maximum assistance of Rs.20 crore/CETP (Rs.4.50 crore/MLD).</p> <p><b>Beneficiary Contribution:</b> As applicable</p>
How to Apply	<a href="http://dipp.nic.in/programmes-and-schemes/infrastructure/industrial-infrastructure-upgradation-scheme-iius">http://dipp.nic.in/programmes-and-schemes/infrastructure/industrial-infrastructure-upgradation-scheme-iius</a>
Whom to Contact	1. Dept. of Industrial Policy & Promotion, Ministry of Commerce & Industry, GOI

Name of Scheme	<b>5.D.'Strengthening of Training Infrastructure of existing and new Entrepreneurship Development Institutions' : Funding support for strengthening of infrastructure of EDIs</b>
Related Scheme	Scheme of providing financial support for 'Strengthening of Training Infrastructure of existing and new Entrepreneurship Development Institutions'
Description	<b>Objective:</b> 1.To Promote entrepreneurship culture in India by strengthening of infrastructure of EDIs. 2.To Promote innovation to further strengthen the competitiveness of MSME sector.
Who is Eligible	'Existing and new Entrepreneurship Development Institutions'
Nature of assistance	Financial assistance to existing and new EDIs for infrastructure development and for improvement in areas like building, training aids/equipment and other support services .The State Govt. will examine the expansion/modernisation programmes of EDIs.
Who can apply	All EDIs.
How to apply	Can apply online. <a href="http://theindianiris.com/funding-support-for-strengthening-of-infrastructure-of-entrepreneurship-development-institutions/">http://theindianiris.com/funding-support-for-strengthening-of-infrastructure-of-entrepreneurship-development-institutions/</a> or else Can contact nearest MSME-DI to apply.

## 6. Quality :

<b>Autonomous Bodies under DC-MSME</b>	Autonomous Bodies are set up whenever it is felt that certain functions need to be discharged outside the governmental set up with some amount of independence and flexibility without day-to-day interference of the Governmental machinery. These are set up by the Ministries/Departments concerned with the subject matter and are funded through grants-in-aid, either fully or partially, depending on the extent which such
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	<p>institutes generate internal resources of their own. These grants are regulated by the Ministry of Finance through their instructions as well as the instructions relating to powers for creation of posts and etc. They are mostly registered as societies under the Societies Registration Act and in certain cases they have been set up as statutory institutions under the provisions contained in various Acts.</p> <p>A total of 18 Autonomous Bodies fall within the purview of Development Commissioner (MSME). A complete list may be seen below:</p>
<b>(A) MSME-Tool Rooms (MSME-TRs)</b>	10 MSME-Tool Rooms have been setup to assist in their Technological upgradation by providing precision toolings, trained manpower & consultancy in the area of tool & die making.
<b>(B) MSME- Technology Development Centre (MSME-TDCs)</b>	MSME-Technology Development Centre (MSME-TDCs) are product specific Centres for looking into MSMEs specific problems and rendering technical services, developing and upgrading technologies and manpower development in specific product groups like Foundry & Forging, Electronics, Frgrance & Flavour, Sport Shoes, Electrical Measuring Instruments and Glass.
<b>(C) MSME-Training Institutes (MSME-TIs)</b>	The Central Footwear Training Institutes have been setup with State-of-the art machinery to impart training in the modern methods of footwear manufacturing. The primary objectives of the institutes is human resources development in the field of footwear sector.

Name of Scheme	<b>6A. 'Mini Tool Rooms' (Funding support for setting up 'Mini Tool Rooms')</b>
Related Scheme	Scheme for 'Setting up Mini Tool Room & Training Centres under PPP Mode'- an NMCP Scheme
Description	<p><b>Objective:</b> The objective of the scheme:</p> <p>(a) To improve the competitiveness of the MSMEs engaged in manufacturing activity by creating capacities in the private sector for designing and manufacturing quality tools also to provide training facilities in the related areas.</p> <p>(b) To bridge the gap between the demand and the supply of trained manpower in the industry.</p> <p>(c) To encourage Research &amp; Development, and optimization of cost and quality of delivery, leading to enhanced competitiveness of the manufacturing sector.</p> <p>Financial assistance would be provided by Govt of India (GOI) to set up Mini tool rooms through a Public Private Partnership mode. The mini tool rooms aim to provide facilities to MSMEs for design and manufacturing of toolings.</p>
Nature of Assistance	GOI would provide funds to meet a part of the project cost, the extent of which would be determined through a competitive bidding process.



	<p><b>(i) Model-I (Centre PPP Model):</b> Projects to be set up and operated by Private Partner (individual, company, association, NGO/society). The financial assistance will be given to meet the viability gap on a case-to-case basis and it will be restricted to 40% of the project cost (not exceeding Rs. 9 crore). The remaining resources will be required to be arranged by the Project Sponsor through equity, borrowings from Banks / Financial Institutions and other sources</p> <p><b>(ii) Model-II (State PPP Model):</b> Projects to be set up by State Governments in cooperation with NGOs (SPVs) who will run the projects on mutually agreed terms. The financial assistance will be equal to 90% of the cost of machinery, restricted to Rs. 9 crore. However, in order to retain a say in the management, at least 26% of the share should be with State Government. The remaining cost of machinery, land &amp; building, recurring cost, any other cost, etc. will be borne by the SPV. This Model would be resorted to only when it is not viable to establish a New Mini Tool Room under Model-I.</p> <p><b>(iii) Model-III (Centre State Model):</b> Projects to be set up and managed by State Government/ State Government Agencies. The financial assistance will be equal to 90% of the cost of machinery, restricted to Rs. 9 crore for setting up new Mini Tool Rooms. The financial assistance equal to 75% of the cost of the machinery, restricted to Rs. 7.50 crore, can also be sanctioned for upgradation of an existing State Tool Room. The remaining cost of machinery, land &amp; building, recurring cost, any other cost etc will be borne by the State Government/ State Government Agency. This model would be resorted to only where both the Model-I and Model-II fail.</p>
Who is Eligible	An individual, firm, company, association, NGO or society , SPVs set up by States in partnership with private partners, State Govt or State Agencies, other than NGOs. SME-Development Act, 2006 and form an SPV (Mini Cluster).
How to apply	Can apply online. <a href="http://www.dcmsme.gov.in/schemes/MTRDetail.pdf">http://www.dcmsme.gov.in/schemes/MTRDetail.pdf</a> <a href="http://www.dcmsme.gov.in/schemes/MTRGuidelines_New.pdf">http://www.dcmsme.gov.in/schemes/MTRGuidelines_New.pdf</a> or else Can contact nearest MSME-DI to apply

## 7. Human Resource Development Training:

Name of Scheme	<b>7.a. ENTREPRENEURSHIP DEVELOPMENT PROGRAMMES (IMC/ EDP/ ESDP/ MDP)</b>
Name of Ministry/ Dept.	DC (MSME) , Ministry of MSME
Description	Objective: Train potential entrepreneurs in improving their techno/managerial knowledge and skill with a view to facilitate them to establish MSEs in Various field. MSME-DIs, organize number of training programmes to train potential entrepreneurs in improving their techno/managerial knowledge and skill with a view to facilitate them to establish MSEs in various fields.

	<p>The four kind of training programmes conducted by MSME-DIs include <b>Motivation Campaigns, Entrepreneurship Development Programmes, Entrepreneurship Skill Development Programme, and Management Development Programmes</b>, which cover diverse skill set need of new and existing entrepreneurs.</p> <p><b><u>The programmes covered include the following:</u></b></p> <p><b>i. Industrial Motivation Campaigns (IMCs):</b> Industrial Motivation Campaigns are organized to identify and motivate traditional / non-traditional entrepreneurs having potential for setting up MSEs so as to lead them towards self-employment.</p> <p><b>ii. Entrepreneurship Development Programmes (EDPs) :</b> Entrepreneurship Development Programmes are being organized to nurture the talent of youth by enlightening them on various aspects of industrial activity required for setting up MSEs. These EDPs are generally conducted in ITIs, Polytechnics and other technical institutions, where skill is available to motivate them towards self-employment.</p> <p><b>iii. Entrepreneurship Skill Development Programme (ESDPs) :</b> Comprehensive training programmes are organized to upgrade skills of prospective entrepreneurs, existing workforce and also develop skills of new workers and technicians of MSEs by organising various technical cum skill development training programmes with the basic objective of providing training for their skill up gradation and to equip them with better and improved technological skills of production. The specific tailor made programmes for the skill development of socially disadvantaged groups (OBC, SC, ST, Minorities and women ) are organized in various regions of the states , including the less developed areas. The target group for these programmes are SC, ST, OBC, women, minorities and other weaker sections.</p> <p><b>iv. Management Development Programmes (MDPs):</b> The objective of imparting training on management practice system is to improve their decision-making capabilities resulting in higher productivity and profitability of existing &amp; potential entrepreneurs and developing new enterprises. Inputs on a variety of topics of managerial functions are provided to the participants by experts, which aims at dissemination of knowledge of scientific/modern management techniques /practices.</p>
Who is Eligible	New / Existing Entrepreneurs, Individuals and MSMEs
Nature of Assistance	<p>1. Skill Development. 2. Participation in Entrepreneur Skill development programme is free of charge (No registration fees).</p> <p><b>Government Assistance:</b> 100%</p> <p><b>Beneficiary Contribution:</b> As applicable</p>
How to Apply	<p><a href="http://www.dcmsme.gov.in/EDPguidelinesnew.pdf">http://www.dcmsme.gov.in/EDPguidelinesnew.pdf</a></p> <p>Click on apply now (below) to view calendar and apply online for participating in the programs or else You can contact your near MSME-DI to apply for participation. Click Here to know the contact details of your nearest MSME-DI.</p>

Whom to Contact	The Scheme is implemented through MSME-DIs and Branch MSME-DIs. 1. MSME - DI, 2. DC (MSME), Ministry of MSME, GoI, New Delhi
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Name of Scheme	<b>7.b. Funding support for strengthening of infrastructure of EDIs:</b>
Related Scheme	Scheme 'Strengthening of Training Infrastructure of existing and new Entrepreneurship Development Institutions'
Description	The financial assistance will be provided to EDIs for improvement in areas like building, training aids/equipment and other support services. The State Govt. will examine the expansion/modernisation programmes of EDIs
Nature of assistance	Financial assistance to existing and new EDIs for infrastructure development.
Who is Eligible	All EDIs.
How to apply	Can apply online. or else Can contact nearest MSME-DI to apply.

Name of Scheme	<b>7.c. Programs in Entrepreneurs Club</b>
Related Scheme	Scheme for 'Supporting 5 selected universities / colleges to run 1200 entrepreneurship clubs per annum'
Description	The E-clubs are intended to create a platform for entrepreneurs to come together through workshops/seminars, discuss common issues and identify solutions in areas such as obtaining certifications, participating in trade fairs, implementing of Quality Management Tools etc.
Nature of assistance	Funding support is available for for formation of entrepreneurship clubs, conduct meetings and management training activities. Free registration for club members.
Who is Eligible	SISI, Universities, Club members/committee.
How to apply	Contact your nearest entrepreneurship club for free registration.

## **8. Trade Related Entrepreneurship Assistance and Development**

**(TREAD) Scheme for Women:** The Ministry of Small Scale Industries (SSI) in the Government of India has launched a scheme titled "Trade Related Entrepreneurship Assistance and Development" (TREAD) for economic empowerment of women through the development of their entrepreneurial skills in non-farm activities. The Office of the Development Commissioner (SSI) in the Ministry of SSI is responsible for the implementation of this scheme. The three main components of this scheme are as under:

- a. Funding support for conducting programs for empowerment of women.**
- b. Need-based Government of India grant**
- c. Loan related assistance to women**

Name of the scheme	<b>8.a. Funding support for conducting programs for empowerment of women: Selected training institutions and NGOs conducting training programmes for empowerment of women beneficiaries</b>
Related Scheme	Scheme for ' <b>Trade Related Entrepreneurship Assistance and Development (TREAD) Scheme to Women</b> '
Description	Training organizations viz. Micro, Small and Medium Enterprises – Development Institutes (MSME-DIs), Entrepreneurship Development Institutes (EDIs), NIMSME, NIESBUD and NGOs conducting training programmes for empowerment of women beneficiaries identified under the scheme would be provided a grant up to maximum limit of Rs. 1.00 lakh per programme provided such institutions also bring their share to the extent of minimum 25% of the Government grant and 10% in case of NER, subject to the condition that applications from NER are recommended by NSIC/IIE, Guwahati. The batch size for such a training activity will be at least 20 participants. Duration of the training programme will be minimum one month.
Nature of assistance	Funding support for conducting training program for women empowerment.
Who is Eligible	Micro, Small and Medium Enterprises (MSMEs), Entrepreneurship Development Institutes (EDIs), NISIET and the NGOs.
How to apply	Apply online. or else Can contact nearest MSME-DI to apply.

Name of Scheme	<b>8.b.Need-based Government of India grant</b>
Related Scheme	Scheme for ' <b>Trade Related Entrepreneurship Assistance and Development (TREAD) Scheme to Women</b> '
Description	Need-based GoI grant upto Rs.5 lakh per project is provided to National Entrepreneurship Development Institutes (EDIs) viz. National Institute of Small Industry Extension Training (NISIET), National Institute of Entrepreneurship and Small Business Development (NIESBUD), Indian Institute of Entrepreneurship (IIE), EDIs sponsored by the State Government, Small Industries Service Institutes (SISIs), and any other institution of repute primarily for undertaking field surveys, research studies, evaluation studies, designing of training modules, etc.
Nature of assistance	Need-based GoI grant upto Rs.5 lakh per project
Who is Eligible	Women entrepreneurs
How to apply	The details will be provided by the respective organizer (MSMEs, NGOs, EDIs or other expert organisations) or else Can contact your nearest MSME-DI for more information.

Name of the scheme	<b>8.c.Loan related assistance to women: Assistance in the form of the Government of India (GoI) grant</b>
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Related Scheme	Scheme for 'Trade Related Entrepreneurship Assistance and Development (TREAD) Scheme to Women'
Description	The support programs aims to provide grant (up to 30% of the total project cost as appraised by lending institutions) to provide adequate security demanded by banks in the form of collaterals. GOI Grant and the loan portion from the lending agencies to assist such women shall be routed through eligible NGOs engaged in assisting poor women through any kind of income generating activities in non-farm sector.
Nature of assistance	Ease in availability of credit for women-led enterprises
Who is Eligible	The NGOs engaged in assisting poor women through any kind of income generating activities in non farm sector can apply to Office of DC-MSME/nearest DIs for financial assistance. Women led MSMEs can contact NGOs engaged in assisting poor women through any kind of income generating activities in non farm sector for assistance
How to apply	NGO (working for women groups or entrepreneurs) directly apply to DC-MSME or lending institution. Women led MSME, contact the concerned NGO.

## 9. Award

Name of Scheme	<b>9.a. NATIONAL AWARD FOR OUTSTANDING ENTREPRENEURSHIP IN MICRO &amp; SMALL ENTERPRISES ENGAGED IN MANUFACTURING &amp; RENDERING SERVICES</b>
Name of Ministry/ Dept.	DC (MSME) , Ministry of MSME
Description	To recognize the efforts and contribution of Micro, Small & Medium Enterprises to give National Award annually to selected entrepreneurs and enterprises under the scheme of National Award
Who is Eligible	Existing Entrepreneurs. All MSMEs with EM registration
Nature of assistance	All MSMEs with EM registration <b>MANUFACTURING Sector:</b> <b>Government Assistance:</b> 1. First National Award: Rs.1,00,000/- cash prize, a trophy and a certificate. 2. Second National Award: Rs.75,000/- cash Prize, a Trophy and a Certificate. 3. Third National Award: Rs.50,000/- cash prize, a Trophy and a Certificate. 4. Special National Award to outstanding Women Entrepreneur: Rs.100,000/- cash prize, a Trophy and a Certificate. 5. Special National Award to outstanding SC/ST Entrepreneur: Rs.1,00,000/- Cash prize, a Trophy and a Certificate. 6. Special National Award to outstanding Entrepreneur from NER including Sikkim: Rs.1,00,000/- Cash prize, a Trophy and a Certificate. <b>Beneficiary Contribution: -----</b>

	<b>RENDERING SERVICES/Service Sector:</b> <b>Government Assistance:</b> 1. First National Award: Rs. 1,00,000/- cash prize, a Trophy and Certificate. 2. Second National Award: Rs.75,000/- cash prize, a Trophy and Certificate. <b>Beneficiary Contribution: -----</b>
How to Apply	<a href="http://www.dcmsme.gov.in/schemes/award_scheme.htm">http://www.dcmsme.gov.in/schemes/award_scheme.htm</a> <a href="http://www.dcmsme.gov.in/National_Award_for_OUTstanding_Entrepreneurs.pdf">http://www.dcmsme.gov.in/National_Award_for_OUTstanding_Entrepreneurs.pdf</a>
Whom to Contact	1. MSME – DI, & its branches 2. DC (MSME), Ministry of MSME, GoI, New Delhi 3. Can apply online.

Name of Scheme	<b>9.b.NATIONAL AWARD FOR OUTSTANDING ENTREPRENEURSHIP IN MEDIUM ENTERPRISES ENGAGED IN MANUFACTURING &amp; IN SERVICE</b>
Name of Ministry/ Dept.	DC (MSME) , Ministry of MSME
Description	To recognize the efforts and contribution of Medium Enterprises to give National Award annually to selected entrepreneurs and enterprises under the scheme of National Award.
Who is Eligible	Existing Entrepreneurs.
Nature of Assistance	<b>MANUFACTURING Sector:</b> <b>Government Assistance:</b> 1. First National Award: Rs. 1,00,000/- cash prize, a Trophy and a Certificate. 2. Second National Award: Rs.75,000/- cash prize, a Trophy and a Certificate. <b>Beneficiary Contribution: -----</b>  <b>SERVICE Sector:</b> <b>Government Assistance:</b> 1. National Award: Rs. 1,00,000/- cash prize, a Trophy and a Certificate. <b>Beneficiary Contribution: -----</b>
How to Apply	<a href="http://www.dcmsme.gov.in/schemes/award_scheme.htm">http://www.dcmsme.gov.in/schemes/award_scheme.htm</a> <a href="http://www.dcmsme.gov.in/National_Award_for_OUTstanding_Entrepreneurs.pdf">http://www.dcmsme.gov.in/National_Award_for_OUTstanding_Entrepreneurs.pdf</a>
Whom to Contact	1. MSME – DI, & its branches 2. DC (MSME), Ministry of MSME, GoI, New Delhi

Name of Scheme	<b>9.c.. NATIONAL AWARD FOR RESEARCH &amp; DEVELOPMENT EFFORTS IN MICRO &amp; SMALL ENTERPRISES &amp; MEDIUM ENTERPRISES</b>
Name of Ministry/ Dept.	DC (MSME) , Ministry of MSME

Description	To recognize the efforts and contribution of Micro, Small Enterprises & Medium Enterprises to give National Award for R & D annually to selected entrepreneurs and enterprises under the scheme of National Award. This award encourages in-house R&D efforts, promote qualitative development of MSMEs
Who is Eligible	Existing Entrepreneurs.
Nature of Assistance	<b>MICRO &amp; SMALL ENTERPRISES &amp; MEDIUM ENTERPRISES:</b> Rewards and recognition to MSMEs along with financial assistance upto 1 lakh <b>Government Assistance:</b> 1. First National Award: Rs. 1,00,000/- cash prize, a Trophy and a Certificate. 2. Second National Award: Rs.75,000/- cash prize, a Trophy and a Certificate <b>Beneficiary Contribution: -----</b>
How to Apply	<a href="http://www.dcmsme.gov.in/schemes/award_scheme.htm">http://www.dcmsme.gov.in/schemes/award_scheme.htm</a> <a href="http://www.dcmsme.gov.in/National_Award_for_Research_and_Development.pdf">http://www.dcmsme.gov.in/National_Award_for_Research_and_Development.pdf</a>
Whom to Contact	1. MSME - DI, & its branches 2. DC (MSME), Ministry of MSME, GoI, New Delhi

Name of Scheme	<b>9.d. NATIONAL AWARD FOR QUALITY IN SELECTED PRODUCTS IN MICRO &amp; SMALL ENTERPRISES.</b>
Name of Ministry/ Dept.	DC (MSME) , Ministry of MSME
Description	To recognize the efforts and contribution of Micro, Small Enterprises to give National Award annually for Quality in Selected products groups to selected entrepreneurs and enterprises under the scheme of National Award. This award is to encourage MSE to produce quality products conforming to national and international standards
Who is Eligible	Existing Entrepreneurs, All MSMEs with EM registration.
Nature of Assistance	Rewards and recognition to MSMEs along with financial assistance upto 1 lakh. <b>Government Assistance:</b> Rs.1,00,000/- a Cash Prize, a Certificate and a Trophy One Award will be given for each Product Group covered in the list of Select Product Groups for the year of the Award. <b>Beneficiary Contribution: -----</b>
How to Apply (Guidelines & Application)	<a href="http://www.dcmsme.gov.in/schemes/award_scheme.htm">http://www.dcmsme.gov.in/schemes/award_scheme.htm</a> <a href="http://www.dcmsme.gov.in/National_Award_for_Quality_Products.pdf">http://www.dcmsme.gov.in/National_Award_for_Quality_Products.pdf</a> Can apply online or else Can contact nearest MSME-DI to apply.
Whom to Contact	1. MSME - DI, & its branches 2. DC (MSME), Ministry of MSME, GoI, New Delhi

## 10. Raw Materials:

Name of Scheme	<b>RAW MATERIAL ASSISTANCE</b>																			
Name of Ministry/ Dept.	NSIC																			
Description	<p><b>Objective:</b> <b>1.</b> Raw Material Assistance Scheme aims at helping MSMEs by way of financing the purchase of Raw Material (both indigenous &amp; imported). This gives an opportunity to MSMEs to focus better on manufacturing quality products.</p> <p><b>2.</b> To facilitate the MSMEs for availing of Raw materials Purchase, Financial Assistance for procurement of raw materials up to 90 days <b>3.</b> MSMEs helped to avail Economics of Purchases like bulk purchase; cash discount etc <b>4.</b> NSIC takes care of all the procedures, documentation &amp; issue of Letter of credit in case of imports.</p>																			
Who is Eligible	Existing Entrepreneurs																			
Government Assistance	<p>Assistance against the security of BG/SDR/FDR</p> <p><b>Terms and Conditions:</b></p> <ul style="list-style-type: none"> <li>• Security in the form of Bank Guarantee from Approved/Nationalised Banks.</li> <li>• The rate of interest would be as under :</li> </ul> <p><b><u>Assistance against the security of BG :</u></b>  <b>(A)Where outstanding dues are within 270 Days</b></p> <table border="1"> <thead> <tr> <th>Particulars</th> <th colspan="2">Effective Rate of Interest(w.e.f. 13.01.2017)</th> </tr> </thead> <tbody> <tr> <td>Normal Interest</td> <td>Micro</td> <td>Small &amp; Medium</td> </tr> <tr> <td>(i) Units having valid SE 1A / MSE 1 rating</td> <td>10.50</td> <td>11.00</td> </tr> <tr> <td>(ii)Units having valid SE 2A /1B / MSE 2 rating</td> <td>11.00</td> <td>11.50</td> </tr> <tr> <td>(iii) Other units</td> <td>11.50</td> <td>12.00</td> </tr> </tbody> </table> <p>The additional interest on delayed payments would be charged@ 1% for every cycle of 90 days on the amount outstanding for more than 90 days.</p> <p><b><u>Processing Fee :</u></b></p> <table border="1"> <tr> <td>Processing fee</td> <td>Micro</td> <td>Small and Medium</td> </tr> </table>		Particulars	Effective Rate of Interest(w.e.f. 13.01.2017)		Normal Interest	Micro	Small & Medium	(i) Units having valid SE 1A / MSE 1 rating	10.50	11.00	(ii)Units having valid SE 2A /1B / MSE 2 rating	11.00	11.50	(iii) Other units	11.50	12.00	Processing fee	Micro	Small and Medium
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Processing fee	Micro	Small and Medium																		



	a. On new sanctions	1	1
	b. On Renewal	0.50	1
How to Apply	<a href="http://www.nsic.co.in/rma.asp">http://www.nsic.co.in/rma.asp</a> The Entrepreneurs are required to apply for Raw Material Assistance only on the prescribed application forms. The application forms downloaded from the link given below may be filled and submitted to the concerned Branch Office. The blank forms are also available free of charge from the Branch offices. <a href="http://nsicnet.com/EOP/RegPubSTD.aspx?sch=RM">http://nsicnet.com/EOP/RegPubSTD.aspx?sch=RM</a> ( Raw material assistance online request form) <a href="http://www.nsic.co.in/forms/RMA_APPFORM072015.PDF">http://www.nsic.co.in/forms/RMA_APPFORM072015.PDF</a> ( Download Application Form)		
Whom to Contact	NSIC		

## 11. Information and Communication Technologies Schemes (ICT Schemes)

<b>Name of Scheme:</b>	Information and Communication Technologies
Related Scheme	Scheme for 'Promotion of ICT in Indian Manufacturing Sector (ICT)'- an NMCP Scheme.
Description	<p><b>a. Funding support for conducting ICT (Information and Communication Technologies) Awareness Workshop:</b> The objective of the scheme is to encourage and assist the potential manufacturing MSME clusters to adopt ICT tools and applications in their production and business process, and thereby, improve their productivity and competitiveness in national and international markets.</p> <p>The broad activities planned under the scheme include, identifying target cluster for ICT intervention, setting up of E-readiness infrastructure, developing web portals for clusters, skill development of MSME staff in ICT application, preparation of local software solution for MSMEs to enhance their competitiveness, construction of e-catalogue, e-commerce etc. and networking MSME cluster portal on to National level Portal in order to outreach MSMEs.</p> <p>The following deliverables will be from the scheme:</p> <ol style="list-style-type: none"> <li>a. 100 potential cluster across the country will reap the benefit from the scheme.</li> <li>b. Forward and back ward integration.</li> <li>c. Reduction in inventory level.</li> <li>d. Increased value addition in the product.</li> <li>e. Increased in indirect labour productivity.</li> <li>f. Improved Competitiveness.</li> <li>g. Enhanced market share in domestic &amp; export market.</li> </ol>

	<p><b>b. Funding support for establishing National portal/ Soft infrastructure upgradation :</b> The scope of this activity includes setting up a National level portal connected with web portals at cluster level to facilitate e-commerce &amp; e-catalogue related facility to MSMEs.</p> <p><b>c. Funding support for ICT infrastructure upgradation:</b> To support upgradation of ICT infrastructure of MSMEs in the selected clusters, a one-time subsidy of 25 per cent,(subject to the prescribed ceiling,)will be provided to the MSMEs on the institutional finance availed by them for procurement of ICT related hardware and software.</p> <p><b>d. Funding support for setting up of ‘E-readiness Centre’:</b> E-readiness centre will be set up for providing local solution and training of MSME staff. To establish an e-RC, the concerned SPV will provide land &amp; building as per the requirement set out in the cluster-specific DPR. The necessary hardware and software for the centre will be set up by the selected hardware vendor</p> <p><b>Nature of Assistance:</b> Financial assistance for infrastructure development  <b>Note:</b> The concerned SPV will provide land &amp; building as per the requirement set out in the cluster-specific DPR. The necessary hardware and software for the centre will be provided by the selected hardware vendor</p> <p><b>Who can apply :</b> The designated nodal agency along with SPV and IT vendors. Please click on the button ‘Eligibility Criteria’ for further details.</p>
Nature of assistance	Financial assistance for conducting training and awareness activity.
Who is Eligible	<p>Technology providers and IT partners as selected as per the guidelines in EOI. Any Govt. agency / IT company selected on the basis of EOI, MSME’s</p> <p>The incubational support will be provided by Host Institutions, like:</p> <ol style="list-style-type: none"> <li>1. Indian Institutes of Technology (IITs)</li> <li>2. National Institutes of Technology ( NITs)</li> <li>3. Engineering Colleges</li> <li>4. Technology Development Centres, Tool Rooms, etc</li> <li>5. Other recognized R&amp;D&amp;/or Technical Institutes/Centres, Development Institutes of DIP&amp;P in the field of Paper, Rubber, Machine Tools, etc</li> </ol>
How to apply	<p>Can apply online <a href="http://www.dcmsme.gov.in/schemes/ICTDetail.html">http://www.dcmsme.gov.in/schemes/ICTDetail.html</a> or else</p> <p>Can contact nearest MSME-DI to apply.</p>

## 12. National Small Industries Corporation (NSIC) Schemes

Name of Scheme	<b>12.A. MARKETING ASSISTANCE SCHEME (NSIC)</b>
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Name of Ministry/ Dept.	NSIC												
Description	<p>To provide marketing support to MSEs under Marketing Assistance Scheme. Ministry of Micro, Small &amp; Medium Enterprises, inter-alia, through National Small Industries Corporation (NSIC), a Public Sector Enterprise of the Ministry, has been providing marketing support to Micro &amp; Small Enterprises (MSEs) under Marketing Assistance Scheme.</p> <p><b>OBJECTIVES:</b> The broad objectives of the scheme, inter-alia, include: 1. To enhance marketing capabilities &amp; competitiveness of the MSMEs. 2. To showcase the competencies of MSMEs. 3. To update MSMEs about the prevalent market scenario and its impact on their activities. 4. To facilitate the formation of consortia of MSMEs for marketing of their products and services. 5. To provide platform to MSMEs for interaction with large institutional buyers. 6. To disseminate/ propagate various programmes of the Government. 7. To enrich the marketing skills of the micro, small &amp; medium entrepreneurs.</p>												
Who is Eligible	Industrial associations												
	<p><b>Government Assistance:</b> MARKETING SUPPORT TO MSMEs Under the Scheme, it is proposed to provide marketing support to Micro, Small &amp; Medium Enterprises through National Small Industries Corporation (NSIC) and enhance competitiveness and marketability of their products, through following activities:</p> <p><b><u>i. Organizing International Technology Exhibitions in Foreign Countries by NSIC and participation in International Exhibitions/Trade Fairs:</u></b></p> <p><b>Scale of Assistance:</b></p> <table border="1"> <thead> <tr> <th colspan="3">A. Organizing Technology Exhibitions in Foreign Countries:</th> </tr> <tr> <th>Sr.No</th> <th>Eligible Items</th> <th>Scale of Assistance</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Space rent (Built up stall)</td> <td> <p>For General Category Entrepreneurs:</p> <ul style="list-style-type: none"> <li>• Micro Enterprises : 75% of the actual charges</li> <li>• Small Enterprises : 60% of the actual charges</li> <li>• Medium Enterprises: 25% of the actual charges</li> </ul> <p>For the Enterprises belonging to NE Region/ Women/ SC/ST entrepreneurs:</p> <ul style="list-style-type: none"> <li>• Micro Enterprises : 95% of the actual charges</li> <li>• Small Enterprises : 85% of the actual charges</li> <li>• Medium Enterprises: 50% of the actual charges</li> </ul> </td> </tr> <tr> <td>2</td> <td>Freight charges for the goods transported to the events.</td> <td>Actuals subject to maximum of 25000/- (Rs. 37500/- for Latin American countries), each way per entrepreneur.</td> </tr> </tbody> </table>	A. Organizing Technology Exhibitions in Foreign Countries:			Sr.No	Eligible Items	Scale of Assistance	1	Space rent (Built up stall)	<p>For General Category Entrepreneurs:</p> <ul style="list-style-type: none"> <li>• Micro Enterprises : 75% of the actual charges</li> <li>• Small Enterprises : 60% of the actual charges</li> <li>• Medium Enterprises: 25% of the actual charges</li> </ul> <p>For the Enterprises belonging to NE Region/ Women/ SC/ST entrepreneurs:</p> <ul style="list-style-type: none"> <li>• Micro Enterprises : 95% of the actual charges</li> <li>• Small Enterprises : 85% of the actual charges</li> <li>• Medium Enterprises: 50% of the actual charges</li> </ul>	2	Freight charges for the goods transported to the events.	Actuals subject to maximum of 25000/- (Rs. 37500/- for Latin American countries), each way per entrepreneur.
A. Organizing Technology Exhibitions in Foreign Countries:													
Sr.No	Eligible Items	Scale of Assistance											
1	Space rent (Built up stall)	<p>For General Category Entrepreneurs:</p> <ul style="list-style-type: none"> <li>• Micro Enterprises : 75% of the actual charges</li> <li>• Small Enterprises : 60% of the actual charges</li> <li>• Medium Enterprises: 25% of the actual charges</li> </ul> <p>For the Enterprises belonging to NE Region/ Women/ SC/ST entrepreneurs:</p> <ul style="list-style-type: none"> <li>• Micro Enterprises : 95% of the actual charges</li> <li>• Small Enterprises : 85% of the actual charges</li> <li>• Medium Enterprises: 50% of the actual charges</li> </ul>											
2	Freight charges for the goods transported to the events.	Actuals subject to maximum of 25000/- (Rs. 37500/- for Latin American countries), each way per entrepreneur.											

3	Air Fare	<p><b>For General Category Entrepreneurs:</b></p> <ul style="list-style-type: none"> <li>• Micro Enterprises : - 85% of the economy class return fare (for one representative from one enterprise).</li> <li>• Small Enterprises - 75% of the economy class return fare (for one representative from one enterprise).</li> <li>• Medium Enterprises: - 25% of the economy class return fare (for one representative from one enterprise).</li> </ul> <p><b>For the Enterprises belonging to NE Region/ Women/ SC/ST entrepreneurs:</b></p> <ul style="list-style-type: none"> <li>• Micro Enterprises: 95% of the economy class return fare (for one representative from one enterprise).</li> <li>• Small Enterprises: 85% of the economy class return fare (for one representative from one enterprise).</li> <li>• Medium Enterprises: 50% of the economy class return fare (for one representative from one enterprise).</li> </ul>																								
4	Maximum amount of Assistance towards air fare, space rental & shipping/ transportation charges:	<p><b><u>General Category:</u></b></p> <table border="1" data-bbox="684 1137 1398 1460"> <thead> <tr> <th></th> <th><u>Latin America</u></th> <th><u>Other countries</u></th> </tr> </thead> <tbody> <tr> <td>Micro Enterprises</td> <td>Rs.2.40 lakh</td> <td>Rs. 2.00 lakh</td> </tr> <tr> <td>Small Enterprises</td> <td>Rs. 2.10 lakh</td> <td>Rs. 1.75 lakh</td> </tr> <tr> <td>Medium Enterprises</td> <td>Rs. 1.25 lakh</td> <td>Rs. 1.00 lakh</td> </tr> </tbody> </table> <p><b><u>Enterprises belonging to NE Region/ Women / SC/ST category:</u></b></p> <table border="1" data-bbox="684 1615 1398 1933"> <thead> <tr> <th></th> <th><u>Latin America</u></th> <th><u>Other countries</u></th> </tr> </thead> <tbody> <tr> <td>Micro Enterprises</td> <td>Rs. 2.70 lakh</td> <td>Rs. 2.25 lakh</td> </tr> <tr> <td>Small Enterprises</td> <td>Rs. 2.40 lakh</td> <td>Rs. 2.00 lakh</td> </tr> <tr> <td>Medium Enterprises</td> <td>Rs. 1.60 lakh</td> <td>Rs. 1.25 lakh</td> </tr> </tbody> </table>		<u>Latin America</u>	<u>Other countries</u>	Micro Enterprises	Rs.2.40 lakh	Rs. 2.00 lakh	Small Enterprises	Rs. 2.10 lakh	Rs. 1.75 lakh	Medium Enterprises	Rs. 1.25 lakh	Rs. 1.00 lakh		<u>Latin America</u>	<u>Other countries</u>	Micro Enterprises	Rs. 2.70 lakh	Rs. 2.25 lakh	Small Enterprises	Rs. 2.40 lakh	Rs. 2.00 lakh	Medium Enterprises	Rs. 1.60 lakh	Rs. 1.25 lakh
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5	Advertisement, publicity and theme pavilion	20% of the total subsidy admissible under the above four sub-heads subject to a maximum of Rs. 20 lakhs
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Normally, in such events, at least 20 or more MSMEs should participate. However, the Screening Committee may also consider proposals of organising international technology exhibitions, wherein less than 20 MSMEs are participating, after recording reasons thereof. The Screening Committee shall also recommend the number of representatives of NSIC to be deputed for organising such events, keeping the number to the minimum possible. The Screening Committee would submit the proposal, with proper justification and recommendation, to CMD NSIC for approval. However, in case where budgetary support for an event exceeds Rs. 50 lakhs, the approval of the Administrative Ministry would be required.

**ii. Participation in International Exhibitions/Trade Fairs held in Foreign Countries:**

Sr.No	Eligible Items	Scale of Assistance
1	Space rent (Built up stall)	<p><b>For General Category Entrepreneurs:</b></p> <ul style="list-style-type: none"> <li>• Micro Enterprises : 75% of the actual charges</li> <li>• Small Enterprises : 60% of the actual charges</li> <li>• Medium Enterprises: 25% of the actual charges</li> </ul> <p><b>For the Enterprises belonging to NE Region/ Women/ SC/ST entrepreneurs:</b></p> <ul style="list-style-type: none"> <li>• Micro Enterprises : 95% of the actual charges</li> <li>• Small Enterprises : 85% of the actual charges</li> <li>• Medium Enterprises: 50% of the actual charges</li> </ul>
2	<b>Freight charges</b> for the goods transported to the events.	Actuals subject to maximum of 20000/- (Rs. 30000/- for Latin American countries), each way per entrepreneur.
3	<b>Air Fare</b>	<p><b>For General Category Entrepreneurs:</b></p> <ul style="list-style-type: none"> <li>• <b>Micro Enterprises</b> : 85% of the economy class return fare (for one representative from one enterprise).</li> <li>• <b>Small Enterprises</b> : 75% of the economy class return fare (for one representative from one enterprise).</li> <li>• <b>Medium Enterprises:</b> 25% of the economy class return fare (for one representative from one enterprise).</li> </ul>

**For the Enterprises belonging to NE Region/ Women/ SC/ST entrepreneurs:**

- **Micro Enterprises:** 95% of the economy class return fare (for one representative from one enterprise).
- **Small Enterprises:** 85% of the economy class return fare (for one representative from one enterprise).
- **Medium Enterprises:** 50% of the economy class return fare (for one representative from one enterprise).

**4**      **Maximum amount of Assistance towards air fare, space rental & shipping/ transportation charges:**

**General Category:**

	<u>Latin America</u>	<u>Other countries</u>
Micro Enterprises	Rs.2.25 lakh	Rs. 2.00 lakh
Small Enterprises	Rs. 2.00 lakh	Rs. 1.75 lakh
Medium Enterprises	Rs. 1.50 lakh	Rs. 1.25 lakh

**Enterprises belonging to NE Region/ Women / SC/ST category:**

	<u>Latin America</u>	<u>Other countries</u>
Micro Enterprises	Rs. 2.50 lakh	Rs. 2.25 lakh
Small Enterprises	Rs. 2.25 lakh	Rs. 1.75 lakh
Medium Enterprises	Rs. 1.75 lakh	Rs. 1.50 lakh

**5**      Advertisement, publicity and theme pavilion

20% of the total subsidy admissible under the above four sub-heads subject to a maximum of Rs. 5 lakhs

**(i)** Normally, in such events, at least 5 MSMEs should participate. In case of participation of up to 10 MSMEs, 1 representative each from the Ministry of MSME and the NSIC may accompany the participating MSMEs. However, in case of participation of more than 10 MSMEs, the Screening Committee may consider a proposal for deputing 1 additional NSIC official for such event depending upon the requirement. The Screening Committee, with proper justification and recommendation, would submit the proposal to CMD, NSIC.  
**(ii)** The maximum net budgetary support for participating in an international exhibition/trade fair would normally be restricted to an overall ceiling of Rs. 30 lakh per event (Rs. 40 lakh for Latin American countries). In cases where

budgetary support for an event exceeds Rs. 30 lakhs (Rs. 40 lakh for Latin American countries), the approval of the Administrative Ministry would be required.

**iii) Organizing Domestic Exhibitions and Participation in Exhibitions/ Trade Fairs in India:**

**Scale of Assistance:**

Built up space would be provided by the implementing agency i.e. NSIC, to MSMEs in various domestic exhibitions at subsidised rates to enable them to exhibit their products and services. The rates of subsidy available on space charges would be as under:

**General Category**

Micro Enterprises : 75%

Small Enterprises : 60%

Medium Enterprises: 25%

**Enterprises belonging to NE Region/ Women / SC/ST category**

Micro Enterprises : 95%

Small Enterprises : 85%

Medium Enterprises: 50%

The budget for organising the Domestic exhibition/trade fair would depend upon the various components of the expenditure, i.e. space rental including construction and fabricating charges, theme pavilion, advertisement, printing material, transportation etc. However, the budgetary support towards net expenditure for organising such exhibition/trade fair would normally be restricted to a maximum amount of Rs. 45 lakhs. The corresponding budgetary limit for participation in an exhibition/trade fair shall be Rs. 15 lakhs. In cases exceeding the above budgetary limits, the approval of Administrative Ministry would be required.

**iv) "Techmart" exhibition by NSIC**

NSIC has been organising "Techmart" exhibition every year during India International Trade Fair(IITF) in the month of November. This is an international exhibition showcasing the best MSME products, technologies and services of India. No subsidy would be available to General Category entrepreneurs participating in this exhibition. Upto 30% of the total area may be allocated for the entrepreneurs belonging to the Special Category i.e.

Entrepreneurs belonging to NE Region/ Women /SC/ST category, keeping in mind the instructions and guidelines issued in this regard from time to time.

The rates of subsidy available on space charges for the Special category would be as under:-

**Micro Enterprises : 95%**

**Small Enterprises : 85%**

**Medium Enterprises: 50%**

The total budgetary support for organizing "Techmart" would normally be restricted to Rs. 75 lakhs only. The proposal exceeding this limit would require approval of the Administrative Ministry.

**v. Support for Co-sponsoring of Exhibitions organized by other organisations / industry associations/agencies:**

**Scale of Assistance:**

The scale of assistance to the applicant organisation/agency for co-sponsoring of an exhibition/trade fair would depend on the place of the event. The budgetary support towards partially meeting the expenditure on hiring of exhibition ground/hall, erection of stalls, publicity etc. for co-sponsoring the event and would be limited to 40 % of the net expenditure (gross expenditure - total income), subject to maximum amount of -

Rs. 5 lakh in case of 'A' class cities.

Rs. 3 lakh in case of 'B' class cities.

Rs. 2 lakh in case of 'C' class cities.

Rs. 1 lakh in case of rural areas.

The assistance towards co-sponsoring the event shall be provided to the applicant organisation on reimbursement basis after the event, on submission of event report and other relevant documents.

**vi. Buyer-Seller Meets:**

**Scale of Assistance:**

No subsidy would be available to General Category entrepreneurs participating in such meets.

However, the entrepreneurs belonging to North-East/women/SC/ST category, would be provided space at subsidized rates for participation in Buyer-Seller Meets as per the rates mentioned hereunder:-

Micro Enterprises : 95%

Small Enterprises : 85%

Medium Enterprises: 50%

Up to 30% of the total area in such Buyer-Seller Meets may be allocated for the entrepreneurs belonging to the Special Category i.e. Entrepreneurs belonging to NE Region/ Women / SC/ST category, keeping in mind the instructions and guidelines issued in this regard from time to time.

The budget for organising the Buyer- Seller Meet would depend upon the various components of the expenditure, i.e. space rental, interior decoration, advertisement, printing material, transportation etc.

However, the net budgetary support for the Buyer-Seller Meet would be subject to the following limits:-

Rs. 5 lakh in case of the meet is held in 'A' class cities.

Rs. 3 lakh in case of the meet is held in 'B' class cities.

Rs. 2 lakh in case of the meet is held in 'C' class cities.

Rs. 1 lakh in case of the meet is held in rural areas.

**vii. Intensive Campaigns and Marketing Promotion Events:** Intensive Campaigns and Marketing Promotion Events are conducted all over the country to disseminate information about the various schemes for the benefit of the micro, small & medium enterprises. They are also facilitated to enrich their



	<p>knowledge regarding latest developments, quality standards etc. and improve the marketing potential of their products and services.</p> <p><b>Scale of Assistance:</b>  Expenditure incurred for organizing Intensive Campaigns and Marketing Promotion Events would be met out of the budgetary support provided by the Government under the Scheme, subject to a maximum limit of : -  Rs. 80,000 in case of 'A' class cities.  Rs. 48,000 in case of 'B' class cities.  Rs. 32,000 in case of 'C' class cities.  Rs. 16,000 in case of rural areas.</p> <p>No financial assistance would be given to the participating units for attending the event. The participating MSMEs have to attend these programmes at their own cost.</p> <p><b>viii. Other Support Activities:</b>  Under the Scheme, the following activities for supporting the marketing efforts of MSMEs may be undertaken by NSIC:</p> <ul style="list-style-type: none"> <li>• Development of Display Centres, Show windows and hoarding etc. for promoting products and services of MSMEs.</li> <li>• Printing of Literature, Brochures and Product-specific Catalogues and CDs etc. and preparation of short films for disseminating information</li> <li>• Development of website/portal for facilitating the marketing of MSME products and services.</li> <li>• Development and dissemination of Advertising and Publicity material about various programmes / schemes for MSME sectors and events.</li> <li>• Preparation and Upgradation of MSME Manufacturers/Suppliers /Exporters Directory.</li> <li>• Documentation of the success stories of MSMEs.</li> <li>• Conducting studies to explore and assess new markets/businesses and product ranges for both domestic &amp; International markets.</li> <li>• Hosting international delegations and networking events.</li> </ul> <p>The maximum amount of budgetary support for such activities would be limited to 5% of the total annual budget for the scheme and for an individual proposal, the maximum permissible limit for any of the above event/activity would be Rs. 5.00 lakh only.</p>
How to Apply	<a href="http://www.nsic.co.in/mkt.asp">http://www.nsic.co.in/mkt.asp</a>
Whom to Contact	1. National Small Industries Corporation (NSIC)

Name of Scheme	<b>12. B.CREDIT SUPPORT:</b>
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	<b>12.B.i. PERFORMANCE AND CREDIT RATING SCHEME FOR MICRO &amp; SMALL ENTERPRISES</b>
Description	<p><b>Objective:</b> 1. The objective of the Scheme is to create awareness amongst micro &amp; small enterprises about the strengths and weaknesses of their operations and also their credit worthiness by 'providing financial assistance for performance and credit rating under PCR Scheme (SME DIVISION SCHEME)'. The Scheme is implemented by National Small Industries Corporation (NSIC) and Rating under the scheme is being carried out through the empanelled rating agencies i.e. CRISIL, ONICRA, ICRA, SMERA, Brickwork, India Ratings (earlier known as FITCH) and CARE. The enterprises are at liberty to select any of the rating agencies empanelled with NSIC.</p> <p><b>The major benefits accruing under the scheme to the rated units include:</b></p> <ul style="list-style-type: none"> <li>i) Rating is an independent, trusted third party opinion on capabilities and credit worthiness of MSEs.</li> <li>ii) Rating enables MSE units to ascertain the strengths and weaknesses of their existing operations and take corrective measures to enhance their organizational strength.</li> <li>iii) Good rating enables MSEs to access to funds at cheaper rates and better terms,</li> <li>iv) Rating facilitates prompter credit decisions from Banks on proposals of MSEs.</li> <li>v) Good rating enhances the acceptability of the MSEs with their customers and buyers. vi) Facilitate buyers in capability &amp; capacity assessment of MSEs before finalizing purchase contracts. vii) An independent evaluation of the strengths and weaknesses of the applicant unit will help Banks and Financial Institutions in taking faster credit decisions and leveraging their risks.</li> </ul>
Nature of assistance	<p><b>Government Assistance:</b></p> <p>(a) 75% of the rating fee subject to a maximum of Rs. 25,000/- will be reimbursed to the micro or small enterprise having a turnover upto Rs.50 lakh.</p> <p>(b) 75% of the rating fee subject to a maximum of Rs. 30,000/- will be reimbursed to the micro or small enterprise having a turnover above Rs.50 lakh to Rs.200 lakh.</p> <p>(c) 75% of the rating fee subject to a maximum of Rs. 40,000/- will be reimbursed to the micro or small enterprise having a turnover above Rs.200 lakh.</p> <p><b>Beneficiary Contribution:</b> 25%</p>
Who is Eligible	Any enterprise registered in India as a micro or small enterprise is eligible to apply
How to apply	Any micro or small enterprise wishing to apply for rating will have to fill up the prescribed application form and submit the same to the nearest branch of NSIC or to the rating agency chosen by it. <a href="http://msme.gov.in/sites/default/files/PCR_EN.pdf">http://msme.gov.in/sites/default/files/PCR_EN.pdf</a>
Whom to Contact	1. NSIC(General Manager-SG (Finance), NSIC Ph: 011-26920920 Email: pcrs[at]nsic[dot]co[dot]in )

## 2. Rating Agencies

<b>Name of Scheme</b>	<b>12.B.CREDIT SUPPORT: 12.B. ii. Credit Facilitation Through Bank/ Bank Credit Facilitation Scheme</b>																										
Description	To meet the credit requirements of MSME units, NSIC has entered into a Memorandum of Understanding with various Nationalized and Private Sector Banks. Through syndication with these banks, NSIC facilitates MSME in accessing credit support (fund based or non-fund based limits) from the banks. NSIC assists MSMEs in completion of the documentation for submitting the proposals to the banks and also does the follow up with the banks. These handholding support are provided by NSIC without any cost to the MSMEs. Names of banks.																										
Nature of assistance	<p>To send in your loan enquiries, please contact through email : <a href="mailto:hobts@nsic.co.in">hobts@nsic.co.in</a>. To download loan application forms from the banks under BANK CREDIT FACILITATION SCHEME the website address of the banks are given:-</p> <table border="1"> <thead> <tr> <th data-bbox="496 981 1050 1014"><b>Name of the Bank</b></th> <th data-bbox="1050 981 1465 1014"><b>Website</b></th> </tr> </thead> <tbody> <tr> <td data-bbox="496 1059 1050 1093">Bank of Maharashtra</td> <td data-bbox="1050 1059 1465 1093"><a href="http://www.bankofmaharashtra.in">www.bankofmaharashtra.in</a></td> </tr> <tr> <td data-bbox="496 1137 1050 1171">Oriental Bank of Commerce</td> <td data-bbox="1050 1137 1465 1171"><a href="http://www.obcindia.co.in">www.obcindia.co.in</a></td> </tr> <tr> <td data-bbox="496 1216 1050 1249">UCO Bank</td> <td data-bbox="1050 1216 1465 1249"><a href="http://www.ucobank.com">www.ucobank.com</a></td> </tr> <tr> <td data-bbox="496 1294 1050 1328">Yes Bank</td> <td data-bbox="1050 1294 1465 1328"><a href="http://www.yesbank.in">www.yesbank.in</a></td> </tr> <tr> <td data-bbox="496 1373 1050 1406">IndusInd Bank Ltd.</td> <td data-bbox="1050 1373 1465 1406"><a href="http://www.indusind.com">www.indusind.com</a></td> </tr> <tr> <td data-bbox="496 1451 1050 1485">Vijaya Bank.</td> <td data-bbox="1050 1451 1465 1485"><a href="http://www.vijayabank.com">www.vijayabank.com</a></td> </tr> <tr> <td data-bbox="496 1529 1050 1563">Federal Bank.</td> <td data-bbox="1050 1529 1465 1563"><a href="http://www.federal-bank.com">www.federal-bank.com</a></td> </tr> <tr> <td data-bbox="496 1608 1050 1641">Corporation Bank</td> <td data-bbox="1050 1608 1465 1641"><a href="http://www.corpbank.com">www.corpbank.com</a></td> </tr> <tr> <td data-bbox="496 1686 1050 1720">Indian bank</td> <td data-bbox="1050 1686 1465 1720"><a href="http://www.indianbank.in">www.indianbank.in</a></td> </tr> <tr> <td data-bbox="496 1765 1050 1798">Syndicate Bank</td> <td data-bbox="1050 1765 1465 1798"><a href="http://www.syndicatebank.in">www.syndicatebank.in</a></td> </tr> <tr> <td data-bbox="496 1843 1050 1877">Canara Bank</td> <td data-bbox="1050 1843 1465 1877"><a href="http://www.canarabank.in">www.canarabank.in</a></td> </tr> <tr> <td data-bbox="496 1921 1050 1955">Kotak Mahindra Bank</td> <td data-bbox="1050 1921 1465 1955"><a href="http://www.kotak.com">www.kotak.com</a></td> </tr> </tbody> </table>	<b>Name of the Bank</b>	<b>Website</b>	Bank of Maharashtra	<a href="http://www.bankofmaharashtra.in">www.bankofmaharashtra.in</a>	Oriental Bank of Commerce	<a href="http://www.obcindia.co.in">www.obcindia.co.in</a>	UCO Bank	<a href="http://www.ucobank.com">www.ucobank.com</a>	Yes Bank	<a href="http://www.yesbank.in">www.yesbank.in</a>	IndusInd Bank Ltd.	<a href="http://www.indusind.com">www.indusind.com</a>	Vijaya Bank.	<a href="http://www.vijayabank.com">www.vijayabank.com</a>	Federal Bank.	<a href="http://www.federal-bank.com">www.federal-bank.com</a>	Corporation Bank	<a href="http://www.corpbank.com">www.corpbank.com</a>	Indian bank	<a href="http://www.indianbank.in">www.indianbank.in</a>	Syndicate Bank	<a href="http://www.syndicatebank.in">www.syndicatebank.in</a>	Canara Bank	<a href="http://www.canarabank.in">www.canarabank.in</a>	Kotak Mahindra Bank	<a href="http://www.kotak.com">www.kotak.com</a>
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	<p>The South Indian Bank <a href="http://www.southindianbank.com">www.southindianbank.com</a></p> <p>HDFC Bank <a href="http://www.hdfcbank.com">www.hdfcbank.com</a></p> <p>Axis Bank <a href="http://www.axisbank.com">www.axisbank.com</a></p> <p>Tamilnad Mercantile Bank Ltd <a href="http://www.tmb.in">www.tmb.in</a></p> <p>Bestdealfinance.com Pvt. Ltd. (RUBIQUE) <a href="http://www.rubique.com">www.rubique.com</a></p> <p>Electronica Finance Limited</p> <p>Jammu and Kashmir Bank Limited <a href="http://www.jkbank.com">www.jkbank.com</a></p>
Who is Eligible	Any enterprise registered in India as a micro or small enterprise is eligible to apply
How to apply	Any micro or small enterprise wishing to apply for Credit can approach the banks / financial institutions and contact the nearest branch of NSIC for assistance in this regard.
Whom to Contact	<ol style="list-style-type: none"> <li>1. NSIC</li> <li>2. Banks and Institutions</li> </ol>

Name of Scheme	<b>12.B. CREDIT SUPPORT: 12.B.iii.RMA against Bank Guarantee</b>
Description	Raw Material Assistance Scheme aims at helping MSMEs by way of financing the purchase of Raw Material (both indigenous & imported). This gives an opportunity to MSMEs to focus better on manufacturing quality products.
Nature of assistance	<ul style="list-style-type: none"> <li>• Financial Assistance for procurement of Raw Material upto 90 days.</li> <li>• MSMEs helped to avail Economics of Purchases like bulk purchase; cash discount etc</li> <li>• NSIC takes care of all the procedures, documentation &amp; issue of Letter of credit in case of imports.</li> </ul>
Who is Eligible	<u>MSME's</u>
How to apply	The Entrepreneurs are required to apply for Raw Material Assistance only on the prescribed application forms. The application forms downloaded from the link given below may be filled and submitted to the concerned Branch Office. The blank forms are also available free of charge from the Branch offices.

	<p><b>The Process</b></p> <ul style="list-style-type: none"> <li>• Duly filled application form is to be submitted along with the Application</li> <li>• Preliminary appraisal and Unit inspection is carried out by NSIC.</li> <li>• Sanction of Limit to the Unit.</li> <li>• Signing of agreement between NSIC and Unit.</li> <li>• Disbursement of assistance to the unit.</li> </ul> <p>For more details please visit below website:  <a href="http://www.nsic.co.in/Schemes/Raw-Material-Against-BG.aspx">http://www.nsic.co.in/Schemes/Raw-Material-Against-BG.aspx</a></p>
Whom to Contact	<ol style="list-style-type: none"> <li>1. NSIC</li> <li>2. Banks</li> </ol>

Name of Scheme	<b>C. (ASPIRE) A Scheme for promoting Innovation, Rural Industry &amp; Entrepreneurship (ATI scheme)</b>
Description	The main objectives of the scheme are to: (i) Create new jobs and reduce unemployment (ii) Promote entrepreneurship culture in India (iii) Boost Grassroots economic development at district level (iv) Facilitate innovative business solution for un-met social needs, and (v) Promote innovation to further strengthen the competitiveness of the MSME sector.
Nature of assistance	NSIC/KVIC or Coir Board or any GoI or State Government agency to set up 80 Livelihood Business Incubators for the period 2014 to 2016. The objectives are: Promotion of Innovation, Entrepreneurship and Agro-Industry organisation of the M/o MSME, and one-time grant of 100% of cost of Plant & Machinery other than the land and infrastructure, or an amount up to Rs 100 lakhs, whichever is less is to be provided In case of incubation centres to be set up under PPP mode with NSIC, KVIC or Coir Board or any other Institution/agency of GoI/State Government, one- time grant of 50% of cost of Plant & Machinery, other than the land and infrastructure, or Rs 50.00 lakhs, whichever is less is to be provided.  Assistance towards the training cost of incubates will be met out of the ATI scheme of the Ministry as far as possible for both centres. Total budget plan is Rs 62.50 cr for 2014-2016.
Who is Eligible	The Scheme aims to implement the Incubation and Commercialisation of Business Ideas Programme through technical / research institutes, including those in the field of agro based industry. These would be designated as Knowledge Partners and would incubate new/existing technologies for their commercialisation.  The scheme also provides funds for the incubator/incubation

	and creates necessary synergy between this scheme and the Livelihood Business Incubators/Technology Business Incubators and Incubation schemes of MSME / NSIC / KVIC / Coir Board / Other Ministries/Departments as well as Private incubators
How to apply	Application can be sent to Aspire Scheme Steering Committee of the Ministry of MSME. The Scheme Steering Committee will be responsible for overall policy, coordination and management support. The Council will be chaired by Secretary, Ministry of MSME.
Whom to Contact	1) NSIC Deputy Secretary (ARI), M/o MSME Ph: 011-23062745, Email: samar[dot]nanda[at]nic[dot]in