

विकास आयुक्त का कार्यालय
(सूक्ष्म, लघु एवं मध्यम उद्यम)
सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय
(भारत सरकार)

निर्माण भवन, सातवीं मंजिल, मौलाना आजाद रोड,
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All Director/ Dy. Director in-charge,
MSME-DIs

Subject: Promotion of scheme "Participation of manufacturing MSEs in International Trade Fairs/ Exhibitions" a component of MATU scheme in backward districts

It is being observed that the MSEs recommended by MSME-DIs for availing benefit under the subject scheme are mostly either from the urban areas or are repetitive during the annual financial years. In order to widen the gamut of beneficiaries under the subject scheme and to enhance the reach of scheme to backward areas of the states and to reach those units in far-off areas, hereby, all the MSME-DIs are directed to motivate the entrepreneurs from the backward districts to avail the benefit of the scheme.

(S.R.Samuel)

Joint Development Commissioner

Copy for information to:

- i) Director (SENET), O/o DC (MSME), Nirman Bhawan, New Delhi – with request to upload at the official web portal of this office