No.5(1)/2016-MDA Dated 5 July 2016

The Director
All MSME-DIs

Subject: Implementation of Revised Marketing Assistance and Technology Upgradation (MATU) Scheme.

Sir,

The Guidelines of Revised MATU Scheme were issued vide OM of even No. dated 29th June 2016. A corrigendum in this regard has already been issued for making the guidelines effective with immediate effect instead of 1st August 2016. As five components have been included in the revised scheme, the following clarifications are being issued for smooth roll out of the revised MATU scheme:

i. Awareness programmes on Bar Code have been discontinued. Henceforth, no programme on Bar Code Awareness will be conducted. There is no change in the financial support for reimbursement of obtaining Bar Code by MSEs. However, the claim form for this has been simplified.

ii. Sanctions have been issued for conducting various Vendor Development programmes. For VDPs, if the advance has been drawn earlier, even then the expenditure will be made according to the lesser amount mentioned in either of the guidelines (earlier or revised).

AS&DC(MSME) has instructed that the Vendor development programmes should be conducted in association with all the PSUs/Purchasing organizations in the jurisdiction of the MSME DI. The venue of the VDPs should be within the districts where PSUs are situated so that maximum participation of local MSMEs is ensured. Udyog Adhaar of all participating MSMEs along with group photographs, feedback report, amount of business generated, etc should be submitted to headquarters within 15 days of organizing the event.

iii. As training programme on Packaging for Exports has been dropped, henceforth no programme on this topic will be organized. A new component namely, International/National Workshops on Marketing/ Public Procurement/ Packaging etc. for MSMEs has been introduced. It is requested to send suitable proposals for organizing this component.
iv. For participation of MSEs in Domestic Fairs/Exhibitions, the proposals received till date will continue to be supported with the amount mentioned in earlier guidelines. For new proposals, revised guidelines may be followed.

v. For participation of MSEs in International Trade Fairs/Exhibitions, the revised circulars for each event will be issued separately.

This issues with the approval of the Competent Authority.

Yours faithfully
(Sanjeev Ughawla)
Director (MA)
011-23061178

Copy to:
PPS to Secretary (MSME), Udyog Bhawan, New Delhi.
PPS to Additional Secretary & Development Commissioner (MSME)