



No. 5(46)/2023-24/PMS/Logosupport
GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
O/o DEVELOPMENT COMMISSIONER (MSME)
PMS DIVISION

Nirman Bhawan, New Delhi
Dated: 03.06.2025

OFFICE MEMORANDUM

Subject: Blanket Approval for Use of Ministry of MSME Logo for All Fairs Approved Under Component 5(I)A of the Procurement & Marketing Support Scheme

The undersigned is directed to refer to this office's earlier Office Memorandum No. 5(17)/2024-25/PMS/MiscThrissur dated 29.04.2025 on the aforementioned subject, and to state that it has been brought to the notice of this Division by the SME Division, Ministry of MSME, that certain event organizers are not adhering to the Standard Operating Procedure (SOP) for Logo Support of the Ministry, despite clear and repeated instructions in this regard.

2. In light of the above, all MSME-DFOs are once again directed to **ensure strict compliance** with all provisions of the SOP for Logo Support by the organisers of fairs approved under Component 5(I)A.

3. Any deviation or non-compliance may be reported to this Division immediately and may lead to the withdrawal of logo permission and/or further action as deemed appropriate.

Encl: SOP for Logo Support (as previously circulated)

(Karuppannan Dhayalan)

Joint Director

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To

Head of Office
All the MSME-DFOs

Copy to

1. ADC (PMS), O/o DC MSME.
2. US(SME), M/o MSME, Udyog Bhawan, New Delhi
3. Guard File