

**No. 5(02)/2024-25/PMS/MiscDTF**  
**GOVERNMENT OF INDIA**  
**MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES**  
**O/O DEVELOPMENT COMMISSIONER (MSME)**  
**PMS DIVISION**  
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**Nirman Bhawan, New Delhi**  
**Dated: 15.10.2024**

**OFFICE MEMORANDUM**

**Subject: Clarification and Directions Regarding Participation of MSEs in Trade Fairs/Exhibitions under PMS Scheme – Prevention of Multiple Stall Bookings by Same Entrepreneur or Related Entities**

As per Para 5(I) A of the PMS Scheme guidelines, Micro and Small Enterprises (MSEs) are eligible for reimbursement for participation in a maximum of two (2) events per year. This provision is to ensure equitable access to promotional opportunities for all MSEs and prevent monopolization of event spaces by a few participants.

2. It has come to the notice of this Office that certain entrepreneurs are circumventing the spirit of this provision by:-

- i. **Booking multiple stalls** in the same exhibition through the use of multiple UDYAM registrations, under different legal entities such as proprietorships, LLPs, Private Limited Companies, etc.
- ii. **Engaging immediate family members or relatives** to book additional stalls, thereby contravening the intended equity of the scheme.

3. These practices not only undermine the goal of promoting a wide range of enterprises but also hinder the participation of genuine MSEs who deserve the opportunity to showcase their products and services. To address these issues, all DFOs are hereby directed to:-

- i. **Reject applications** where it is evident that multiple stalls are being booked in the same exhibition by a single entrepreneur under different legal entities (proprietorships, LLPs, Private Limited Companies, etc.) or by immediate family members using different UDYAM registrations.
- ii. **Perform thorough due diligence** when recommending MSEs for participation in PMS Scheme-supported events. This includes verifying UDYAM details, cross-checking relationships between applicants (such as same mobile number, email id, address, unit name etc.) and ensuring compliance with the guidelines.
- iii. **Carefully scrutinize** and reject applications that show signs of misuse of multiple entity registrations to secure additional stalls.

4. All MSME-DFOs are directed to ensure the compliance of aforementioned directions.



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5. Applicants are also being informed through the application portal that MSEs found misusing multiple entity registrations to secure additional stalls will have their applications rejected, at any stage.
6. This is issued with the approval of the AS&DC.



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निर्माण भवन, नई दिल्ली-110108 / Nirman Bhawan, New Delhi-110108

To,  
Head of Office  
All the MSME-DFO

Copy to:

1. PPS to AS&DC, O/o DC MSME
2. ADC (PMS), O/o DC MSME
3. NIC Team, O/o DC MSME for necessary action on portal
4. Guard File.



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