

5(1)/2021-22/PMS/SFC & Scheme Guideline
Government of India
Ministry of MSME
Office of the Development Commissioner (MSME)
PMS Division

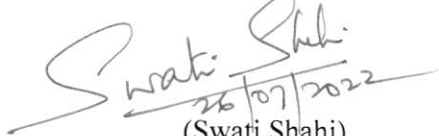
Nirman Bhawan, New Delhi
Dated: 26/07/2022

OFFICE MEMORANDUM

Subject: New guidelines of Procurement and Marketing Support (PMS) Scheme -reg

The undersigned is directed to enclose a copy of the approved Guidelines of the Procurement and Marketing Support (PMS) Scheme and to state that the Guidelines are in supersession of the earlier Guidelines issued vide O.M 5(1)/2016-MDA dated 20-11-2019 and shall come into force w.e.f. 26-07-2022.

The new Guidelines are available on the website of the DC (MSME).


26/07/2022
(Swati Shahi)

Joint Development Commissioner

Encl: As stated.

To,

1. All Directors/HoO of MSME-DFOs/Br.MSME-DFOs/MSME-TCs
2. All offices and Autonomous Bodies under DC(MSME)
3. CEO, KVIC
4. Chairman, NSIC
5. Chairman, Coir Board

Copy to,

1. All Ministries/Departments of the Central Government
2. CEO, NITI Aayog, New Delhi
3. SS&FA, IF Wing, M/o MSME, Udyog Bhavan, New Delhi
4. JS(SME),M/o MSME,Udyog Bhavan, New Delhi
5. PS to Hon'ble Minister (MSME)
6. PS to Hon'ble Minister of State (MSME)
7. PPS to Secretary (MSME). Udyog Bhawan, New Delhi.
8. PPS to AS&DC(MSME),O/o DC (MSME), Nirman Bhawan, New Delhi

GUIDELINES OF PROCUREMENT AND MARKETING SUPPORT (PMS) SCHEME

1.0 INTRODUCTION:

Marketing, a strategic tool for business development, is critical for the growth and survival of MSMEs. Due to the lack of information, scarcity of resources and unorganized ways of selling /marketing, MSME sector often faces problems in exploring new markets and retaining the existing ones. Keeping in view these facts, the Procurement and Marketing Support Scheme has been introduced to enhance the marketability of products and services in the MSME sector.

2.0 THE SCHEME AIMS AT THE FOLLOWING:

- Promoting new market access initiatives like organizing / participation in National / International Trade Fairs / Exhibitions / MSME Expo, etc. held across the country.
- To create awareness and educate the MSMEs about importance / methods/ process of packaging in marketing, latest packaging technology, import-export policy and procedure, GeM portal, MSME Conclave, latest developments in international / national trade and other subjects / topics relevant for market access developments.

3.0 ELIGIBILITY CONDITION:

Manufacturing / Service sector MSEs having valid Udyam Registration (UR) Certificate.

4.0 IMPLEMENTING AGENCIES:

1. DC (MSME) through its field organizations namely MSME Development Institutes and Technology Centres.
2. Other field organizations of M/o MSME namely NSIC, KVIC, Coir Board
3. Other Central Govt. Ministries through their departments/organizations/ corporations/autonomous bodies and agencies
4. Departments / Organizations / Corporations / Autonomous bodies and Agencies of State Governments.

5.0 SCHEME COMPONENTS:

(I) Market Access Initiatives across the country:

(A) Participation of Individual MSEs in Trade Fairs / Exhibitions	
Eligible items	Scale of assistance
Space Rent charges	80% subsidy on built up space rent paid for General category units and 100% for SC/ST/women/NER/PH/Aspirational District units on minimum stall size of the event for Micro and Small Enterprises.


26/07/2022