

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

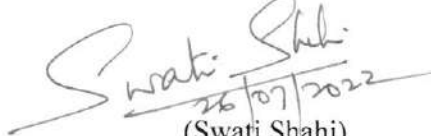
Nirman Bhawan, New Delhi
Dated: 26/07/2022

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).


(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.



Contingency expenditure (include travel, publicity & freight).	100% contingency expenditure for all categories of units subject to maximum Rs. 25,000/- or actual, whichever is less. One representative from each participating unit may travel, limited to AC II tier train fair/ Economy Class Air Fare per event.
Maximum Budgetary Support (including contingency expenditure)	Metro & A Class City: Rs 1.50 lakh (incl. All taxes) max or actual, whichever is less for a participating enterprise per event. Other City: Rs. 0.80 lakh (incl. All taxes) max or actual, whichever is less for a participating enterprise per event.
Note: - An MSE would be allowed reimbursement for maximum of 2 (two) events in a year. - Applicant units shall have to submit their claim online (or system in place) in the prescribed format within 30 days from date of conclusion of the event. - Overall participation in Min 100 Trade Fairs per year with Max 60 participating units per Trade Fair. - The Empowered Committee of the Scheme may assign an Implementing Agency which will represent the Ministry for propagating the scheme & policies in the event along with monitoring of participants and publicity by common fascia of the Ministry, hanging of bunting, etc. The budgetary support for participation of implementing agency will be max. 10% of total allocation to the event or actual whichever is less. The Implementing Agency will take the approval of the competent authority for detailed publicity proposal.	

(B) Organizing Domestic/ International Trade Fairs/Exhibition and participation in trade fairs/exhibitions by the Ministry/Office of DC (MSME)/ Government organizations:

(a) The expenditure to be incurred wherever the Ministry decides to organize or participate on its own will be decided by the Empowered Committee, subject to the overall ceiling prescribed by the Deptt. of Expenditure (If applicable). The scale of assistance to participating MSEs in MSME pavilion will be admissible as detailed in space rent subsidy and contingency expenditure as above under para 5.0 (I)(A) above.

(b) Virtual Trade Fair: The upper cap for organizing / participating in Virtual Trade Fairs shall be Rs. 16.45 lakh or actual, whichever is less, towards the virtual platform cost, training and development cost and advertising & publicity cost. The minimum requirement for organizing a virtual trade fair should be on the basis of (i) Organizer's experience – 3 years (ii) Minimum number of sellers / exhibitors -100 (iii) Minimum number of buyers / visitors – 1,000 (iv) Duration of fair – Min. 3 days (v) Timings- 8- 12 hrs interactive, 24 hrs live (vi) the platform should allow at least 20 products to be displayed and requisite digital space have to be allocated. Any other expenditure, if any, shall be borne by the event organizers.


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(C) Vendor Development Program (VDP): To facilitate market linkages for effective implementation of Public Procurement Policy for MSEs.

Type of VDPs	Program duration	Scale of Assistance
CPSE level Vendor Development Program cum Exhibition of Products	2 days	Sanction of max. Rs 5.0 lakh / program or actual, whichever is less, per program. Each program would consist of training on various aspects related to GeM and exhibition of products.
		VDP should benefit MSMEs in their GeM registration and detailed understanding of Public Procurement with CPSEs.

(II) Capacity building :

(A) Adoption of Modern Packaging Techniques:	
Eligible items	Scale of assistance
Cluster based interventions for specific packaging and branding requirements.	Sanction of max. Rs 15 lakh / cluster or actual, whichever is less, depending on the type of approved cluster. Empanelled packaging expert organizations like IIP, NID, NIFT and other similar organizations shall sign an MoU with O/o DC (MSME) and, accordingly, provide the consultancy services to the approved clusters supported by the Ministry under its various schemes. The focus of the scheme would be clusters like food processing, toys, handicrafts, kitchen and home utilities, ceramics, glass, gem & jewellery, textiles and apparels, medical equipment, sports goods, etc.
The upper cap for packaging interventions may be enhanced with approval of Empowered Committee subject to limit of max 10-15%.	
(B) Adoption of Bar Code :	
Eligible items	Scale of assistance
Unit based interventions for Bar Code.	Providing financial assistance of 80% of one-time registration fee and annual recurring fee (for first three years) paid by micro enterprises for obtaining up to 100 Nos. of bar codes (i.e. products) or actual whichever is less subject to Rs 50,650/- (Fifty thousand six hundred and fifty) max.
Implementing Agencies	MSME Development Institutes (MSME-DIs)
Eligibility	Micro enterprises which have UDYAM Registration and also have registration with GS1 India for use of Bar Codes
How to apply	Eligible Micro enterprises may apply to the Director / HOO, Micro, Small & Medium Enterprises- Development Institute of their region in prescribed application form (Annexure – A) for claiming reimbursement on Bar Code. Application Forms along with formats for the supporting documents may be collected from Director / HOO, MSME-DI of their region.


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(C) Adoption of e-Commerce Platform	
Adoption of e-Commerce by Micro Enterprises	Providing financial assistance on annual membership fee / subscription fee / contingency expenses (photography, cataloguing, advertising etc.) for selling their products or services by Micro Enterprises (up to 10 new products) through e-commerce portal "MSME Global Mart" being operated by National Small Industries Corporation. The financial assistance may be provided 75% of paid amount by Micro Enterprises subject to maximum Rs. 25,000/- (excluding applicable taxes), whichever is less per financial year.
Eligibility	Micro Enterprises with valid Udyam Registration
How to apply	The Micro enterprises with valid Udyam Registration may submit their claims to NSIC for reimbursement
(D) National Workshops / Seminars: To educate MSMEs on various facets of business development i.e. product & process development innovations, technological development, EXIM policy, Public Procurement Policy, adoption of e-commerce, design & packaging, market research and access. Scale of assistance: Rs. 5.0 lakh max. or actual, whichever is less per workshop/seminar, anywhere in the country. Assistance is admissible to the Govt. / Non - Govt. reputed organizations having at least 3 years of experience in organizing subject specific workshops / seminars.	
(E) Organizing National workshops/ Seminars by the Ministry / Office of DC (MSME) (Conventional / Virtual): The expenditure to be incurred wherever the Ministry decides to organize or participate on its own will be decided by the Empowered Committee, subject to overall ceiling prescribed by the Deptt. of Expenditure, MoF (if applicable).	

(III) Development of Retail Outlet.

Item	Scale of assistance
Infrastructure development of Retail Outlets for promoting GI products	Rs. 30 lakh max per outlet in Metro & A class cities and Rs. 20 lakh max per outlets for other cities shall be provided towards infrastructure outlet area of 500 sq.ft with proper interior design, including computer, printer, bill counter, catalogue of product and show case to the retailer subject to 50% contribution from the retailer. Limit of GIA will be Rs.15.0 lakh for Class A & Metro cities and Rs. 10.0 lakh for other cities, subject to matching contribution from the retailer. Only the products with valid Geographical Indications (GI) would be sold at such outlets. The seller must have an MoU / agreement with GI holder.
Implementing Agency	MSME-Development Institutes (MSME-DIs)
Mechanism	The Industry Associations / Trade Bodies representing the eligible retailers may submit their proposals to concerned MSME-DIs


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6.0 Submission of Proposals: The proposal regarding the scheme components / events will be submitted to Implementing Agency on line (or system in place) well in advance preferably two months before the commencement of subject event.

7.0 Selection of MSEs: The Implementing Agency will send the proposals to Office of DC (MSME) online (or system in place), well in advance (preferably 45 days) prior to the commencement of Trade Fairs/ Exhibitions after due scrutiny of financial & physical viability and fulfillment of objectives of the event. The programme Division will submit the proposal to the Empowered Committee for the final approval. While processing the proposals, the preference shall be given to first time participants and units from remote location viz., from Aspirational Districts and also from SC/ST, Women, PH and NER. The Empowered Committee may also consider the post-facto approval for events which have been accorded Administrative Approval but could not be placed for approval of Empowered Committee before commencement.

8.0 Empowered Committee: The Empowered Committee shall be the final authority for approval of proposals. The Empowered Committee will be headed by Secretary / AS&DC (MSME) with JS (SME) or his / her representative, ADC (PMS) / In-charge of PMS Division, Director (Planning and Marketing) NSIC or his/her representative and Nominee of IFW as members. Secretariat services shall be provided by PMS Division of Office of DC (MSME). Any of the Export promotion Association / Industry association may be invited as special invitee (optional) to attend the meeting, if needed. AS&DC (MSME) / ADC (PMS) may relax the criteria of minimum applications per implementing agency for events under 5(A) for specific events depending on urgency and other such circumstances. ADC (PMS) can give in-principle administrative approvals for the events proposed under the PMS scheme.

9.0 The scheme will be monitored through an integrated MIS by the Implementing Agency and also scheme management unit setup in the office of DC (MSME).

10.0 It is to be ensured that every event is led by business and data for each event along with participants has to be captured for follow up action and also to do performance audit. The Outcome for various programmes including Trade Fairs and Vendor Development Programmes should invariably include the parameters as specified in Output/Outcome framework of NITI AAYOG.

11.0 Services of Professional / Event Management **Agencies / Organizations** may be utilized as per GFR for organizing events for Ministry / Government.



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ANNEXURE - A

Application Form for Claiming 80% Reimbursement of Bar Code Registration Fee/ Annual Fee paid by Micro Enterprise to GS1 India

1. (a) Name of Micro enterprise : M/s.....
(b) Address of Micro Enterprise :
(i) Registered Office :
(ii) Works Office :
(c) Tel. No.Fax No. E-mail:
2. Whether enterprise is Micro as per UDYAM Registration? Yes / No
3. Name of proprietor/partner of the enterprise..... Mob. No.
4. (a) Amount paid for
(i) One-time registration fee Rs.
(ii) Annual Recurring fee Rs. for the year
(b) Amount to be reimbursed for
(i) One-time registration fee Rs.
(ii) Annual Recurring fee Rs. for the year.....
5. Details of UDYAM Registration
6. Range of products being manufactured
7. The following documents are also enclosed along with Application Form:
 - (i) An attested copy of Cash Receipt for total amount (one-time registration fee &/or annual recurring fee) paid to GS1 India for use of Bar Codes.
 - (ii) An attested copy of license received from GS1 India for use of Bar Code.
 - (iii) Pre-receipted bill (In original) in triplicate for amount to be reimbursed for one- time registration fees (as per Annexure-I) &/or for annual recurring fee for 1st three years (as per Annexure II).
 - (iv) A copy of UDYAM REGISTRATION of the micro enterprise.
 - (v) An Affidavit as per Annexure – III regarding current status of the enterprise.
 - (vi) An undertaking as per Annexure-IV (concerning non-receipt of similar financial assistance from any other organization and/or from Office of the DC (MSME).


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DECLARATION

I declare that the particulars given in the above statement are correct. I also undertake that any financial assistance granted to me/my enterprise on the basis of this declaration shall be liable to be refunded to the Government if at any time any information furnished in this application is found to be wrong or incorrect or misleading. I do hereby bind myself and my enterprise to pay the Government on demand a sum equal to the amount claimed as financial assistance in respect of above mentioned activity, within seven days of the demand being made to me in writing.

Date

Signature

Encl :

Name.....

Designation.....

Annexure-I

PRE-RECEIPT

(For One-Time Registration Fee)

Received with thanks a sum of Rs. (Rupees only) from the Director/HOO, MSME-DI towards reimbursement of 80% of the one-time registration fee paid to GS1 India (under the Ministry of Commerce & Industry) for Bar Code registration.

(Affix Revenue Stamp)

Date :

(Signature)

Proprietor/Partner/Managing Director
with Seal

Note: The above pre-receipt is to be submitted on Letter head of the company, in triplicate.


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PRE-RECEIPT
(For Annual Recurring Fee)

Received with thanks a sum of Rs. (Rupees
.....only) from the Director, MSME-DI towards reimbursement of 80%
of annual recurring fee for the year(s).....,
paid to GS1 India (under Ministry of Commerce & Industry, Govt. of India)
towards Bar Code registration. However, reimbursement has already been
received for one-time registration fee / annual recurring fees for the 1st
year...../2nd year..... (if received earlier).

(Affix Revenue Stamp)

Date :

(Signature)
Proprietor/Partner/Managing Director
with Seal

Note: The above pre-receipt is to be submitted on Letterhead of the company, in triplicate.


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AFFIDAVIT

To be submitted on a stamp paper (of Rs. 50/-) duly attested by Notary Public (duly affixed with Notarial revenue stamp; with Notary Seal; and Notary Registration number, etc.)

I.....S/o / D/o / W/o.....
 Managing Director*/Director*/Proprietor*/Partner* of M/s.
 with their Registered Office at.....
 & Enterprise located at.....
do hereby solemnly affirm
 and declare as under:

- The company is a Micro Enterprise as per the Govt. of India definition; and has been functional & in production at the time of Bar Code registration.
- The company continues to be a Micro enterprise and functional & in production as on date.

DEPONENT

Verification:

Verified that the contents of the Affidavit are true to the best of my knowledge and belief.

DEPONENT

Place:

Date:

*Strike out whichever is not applicable.



UNDERTAKING

To be submitted by the applicant on a Non-judicial Stamp Paper of Rs. 50/- (Minimum)/amount-as applicable in the respective State, duly sworn before a Notary public (duly affixed with Notarial Stamp, and with Notary Seal & Notary Registration number) or First Class Magistrate.

I.....S/o / D/o / W/o.....
 Managing Director*/Director*/Proprietor*/Partner* S/o.....
 Registered Office at
 & Factory located at
 do hereby solemnly affirm and declare as under :

(a) That the aforesaid Company/Firm/Enterprise has/has not availed reimbursement/Subsidy/grant for obtaining Bar-Code registration under any scheme operated by Central Government (including Office of DC (MSME), M/o Micro, Small and Medium Enterprise)/State Government/Financial Institutions, etc., if availed, give the details.

(b) That the aforesaid Company/Firm/Enterprise has/has not applied to
 Name of the Ministry/Department of Central Govt. (other than Office of DC (MSME)/State Govt./Financial institution for reimbursement/ subsidy/ grant/ incentive for registration of Bar Coding from GS1 India.

(c) That after availing reimbursement for obtaining Bar-Code registration from Office of DC (MSME), Ministry of MSME, in respect of the said Company/Firm/Enterprise, I shall disclose this fact of the said Company/Firm/Enterprise at the time of claiming/reimbursement/subsidy/grant/incentive, if any, under any other similar scheme run by Central Government/State Government Department/Financial Institution, etc.

(d) I hereby solemnly affirm that the information given above is correct. In case, above declaration is found wrong or incorrect or misleading, I do hereby bind myself & My enterprise and undertaking to pay to the Government on demand the full amount received as reimbursement in respect of above mentioned activity, within seven days of the demand being made to me in writing.

Signature of Partner/Proprietor/Managing Director/Director
 In the presence of two witnesses

1.

2.

(Names and Addresses of the witnesses above also to be indicated along with signatures).

(* Strike out whichever is not applicable)


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ANNEXURE – B

Documents to be collected by Implementing Agencies from Event Organizers of the Trade Fairs / Exhibitions etc. while receiving the proposals

1. Proposal/ Request letter from the Organisation/ Company/ Association/ Enterprise
2. Memorandum of Association (MoA)/ Bye-Laws/ Partnership Deed (Regd.) (in case of Partnership entity)
3. Brochure of the Trade Fair(s)/ Exhibition(s)/ Event(s) along with other details
4. Balance Sheets of last 03 (three) years of business along with copy of Income Tax Returns
5. Past experiences of business in organizing Trade Fair(s)/ Exhibition(s)/ Event(s)
6. Estimated no. of MSEs participating in the event along with category (Women/ SC/ ST/ PH/ Micro/ Small enterprises)
7. Booking space confirmation letter for the venue where event is proposed to be organized (*venue change not permitted once the event is approved*)


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ANNEXURE – C

Check-list for reimbursement of claims under Component 5(A) : PMS Scheme

Name of the Fair/ Exhibition: _____

The following documents/ information have been received for reimbursement under PMS Scheme from M/s _____

(Two additional copies submitted : Yes / No)

<u>S. No.</u>	<u>Particulars</u>	<u>(Put '√' or 'x' in box)</u>	<u>Pg No.</u>
1.	Covering letter on Letter Head of unit/ enterprise	☐	_____
2.	Claim Form (Annexure - D) filled by the unit/ enterprise	☐	_____
3.	Print out of Online Application Form No. : UAM/DTF/ _____	☐	_____
4.	Copy of UDYAM Regn. Certificate (self certified) :	☐	_____
5.	Original Invoice(s)/ Bill(s) :	☐	_____
6.	Original Receipt Voucher(s) :	☐	_____
7.	Participants Feed Back Report with photos (02) :	☐	_____
8.	Original Mandate Form (duly verified by the Bank)	☐	_____
9.	Cancelled cheque of the concerned bank (original)	☐	_____
10.	Original Pre-Receipt (signed & stamped) (in triplicate) :	☐	_____
11.	Details of Agency creation for PFMS	☐	_____
	(i) Name of the unit/ enterprise, complete postal address of unit/ enterprise with e-mail & mobile number [as given in Udyam Regn Certificate].		
	(ii) Name of the Director(s)/ Proprietor/ Partner(s)		
	(iii) Date of Birth (dd/mm/yyyy)		
	(iv) Gender (Male/ Female/ Transgender)		
	(v) Aadhaar Card Details (Director(s)/ Proprietor/ Partners)		
	(vi) Udyam Registration Certificate details.		
	(vii) GST Number (enclose a copy of certificate issued by an Appropriate Authority)		
	(viii) Bank details (Bank Account Number, Name of Bank, Branch name, IFSC, MICR of Branch).		
	(ix) Aadhaar linked Bank Account Number		
12.	Copy of Aadhaar Card(s) (Director(s)/ Proprietor/ Partners)	☐	_____
13.	Copy of GST Registration Certificate	☐	_____
14.	Other related documents (PAN card) etc. :	☐	_____

Documents/ information checked and verified the claim of the aforementioned unit / enterprise is found in order and eligible for reimbursement as per PMS Scheme guidelines.


26/07/2022

Signature

ANNEXURE - D**CLAIM FORM****(To be filled by beneficiary unit for claiming reimbursement)**

PART - I : Entrepreneurs' Details :			
1.	Name of Implementing agency		
2.	Name of the Applicant Unit		
3.	Complete address, phone, Fax, e-mail including name of the proprietor/partner		
4.	Udyam Registration Number (Pl. enclose copy)		
5.	Category of the entrepreneur (General/Women/SC/ST/NER/PH) (Pl. enclose the copy of relevant document, as applicable)		
6.	Type of the unit (Micro or Small) (whichever applicable)		
7.	Category of the Unit (Manufacturing/Service)		
8.	Products manufactured/service rendered by applicant unit		
PART-II: Event details			
9.	Name of event participated, venue, duration of trade fair / exhibition		
10.	Feedback: [about 200 words] Include details about new business tie-ups achieved through the event, B2B Knowledge on new technology, opportunity for market expansion etc.		
PART -III : Payment Details			
DETAILS OF CLAIM (in Rs.)			
Name of Scheme component	Items	Actual Expenditure (in Rs.)	Amount Admissible as per Scheme guidelines (in Rs.)
Domestic Trade Fairs / Exhibitions	Contingency expenditure including travel, (attach expenditure copy for travel/publicity/ freight charges)		
	Space Rent (stall rent)[Minimum booth/stall size provided by fair organiser](Attach invoice / bill)		
Total (in Rs.)			



DECLARATION

I hereby declare that :

- (a) Above information is correct and is based on the actual expenditure incurred. In case any of the statement/ information furnished in application / document is later found to be wrong or in correct or misleading, I do hereby bind myself and my unit to pay to the Government on demand the full amount received as reimbursement in respect within seven days of the demand.
- (b) The unit has not claimed/ applied for financial assistance from any other Ministry/ Department of the Government of India or any other State Government or any Government Institute/Agency for the above mentioned trade fair/ packaging consultancy.

Signature of the Authorized Signatory

Name:

Date:

Designation:

Place:

Approval Flow Chart:

Claim submission by applicant Unit → Scrutiny → Approval/Sanction/Release to beneficiary unit


26/07/2022

ANNEXURE - E

Year-Wise Output/Outcomes (Estimated) w.r.t PMS scheme

Procurement and Marketing Support (PMS) scheme				
Program/ Scheme Component	Description		Programs/ MSMEs/Cluster s	Beneficiaries (Approximate)
			2021-22 to 2025 - 26	
Market Access Initiatives	Vendor Develoment Program (VDP)	CPSE Level VDP cum exhi bition of products Conventional	500 Programmes	50,000 MSMEs @100
	Participation of individual MSEs in Domestic Trade Fairs		30000 MSEs	30,000 MSEs
	Organizing/Parti cipation in trade Fairs	Virtual	126 TradeFairs	12,600 MSEs @100
		Events where Ministry decide to organize / participate on its own (Conv entional/ Virtual)	10 TradeFairs	1,000 MSEs @100
Capacity building of MSMEs	Cluster based Modern/ green packaging technique / branding inter vention		100 Clusters	5,000 MSEs @ 50
	Bar Code for Micro Enterprises		1221 Micro Enterprises	1,221 Micro Ent.
	National Seminars / Workshops		505 Programmes	50,500 MSMEs @ 100
	National Seminars / workshops Events where Ministry decide toorganize / participate on its own(Conventional / Virtual)		15 Programmes	1,500 MSMEs @100
Development of MSME Retail Outlets			250 Numbers	250 MSEs
Adoption of e-commerce platform by Micro Enterprises @ Rs.20000/- (75% ofRs. 25000/- Max.			50000 Micro Ent	50,000 Micro Ent.
	Total Beneficiaries			2,02,071 MSMEs

