



GOVERNMENT OF INDIA

# GUIDELINES

## Schemes for Marketing Assistance and Technology Upgradation in MSMEs and Financial Assistance on Bar Code

Components of  
**National Manufacturing  
Competitiveness Programme**

Development Commissioner  
Micro, Small & Medium Enterprises  
Government of India  
Nirman Bhawan, New Delhi-110 108





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[www.dcmsme.gov.in](http://www.dcmsme.gov.in)

May, 2010

माधव लाल

अपर सचिव एवम्  
विकास आयुक्त

**MADHAV LAL**

Additional Secretary &  
Development Commissioner



**MSME**  
MICRO, SMALL & MEDIUM ENTERPRISES

भारत सरकार  
सूक्ष्म, लघु एवं मध्यम उद्यम मन्त्रालय

GOVERNMENT OF INDIA  
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

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07<sup>th</sup> May 2010

## PREFACE

The Ministry of Micro, Small and Medium Enterprises has launched the National Manufacturing Competitiveness Programme (NMCP) to improve the competitiveness of the Micro, Small and Medium Enterprises (MSME) sector. The initiatives under the NMCP aim at increasing productivity, upgrading technology and conserving energy in the manufacturing processes, as well as expanding domestic and global market share of Indian MSME products. Under the Programme, 10 components have been conceptualised, namely:-

- Lean Manufacturing Competitiveness Scheme
- Enabling manufacturing sector to be competitive through Quality Management Standards/Quality Technology Tools (QMS/QTT)
- Promotion of ICT (Information & Communication Technology) in MSME sector.
- Technology and Quality Upgradation Support to MSMEs (TEQUP)
- Marketing Assistance and Technology Upgradation Scheme
- Marketing Support/ Assistance to SMEs (Bar Code)
- Design Clinic Scheme for Design Expertise to MSME sector
- Setting up of Mini Tool Rooms
- National campaign for building awareness on Intellectual Property Rights (IPR)
- Support for Entrepreneurial and Managerial Development of SMEs through Incubators

This booklet contains the guidelines for the following two schemes:-

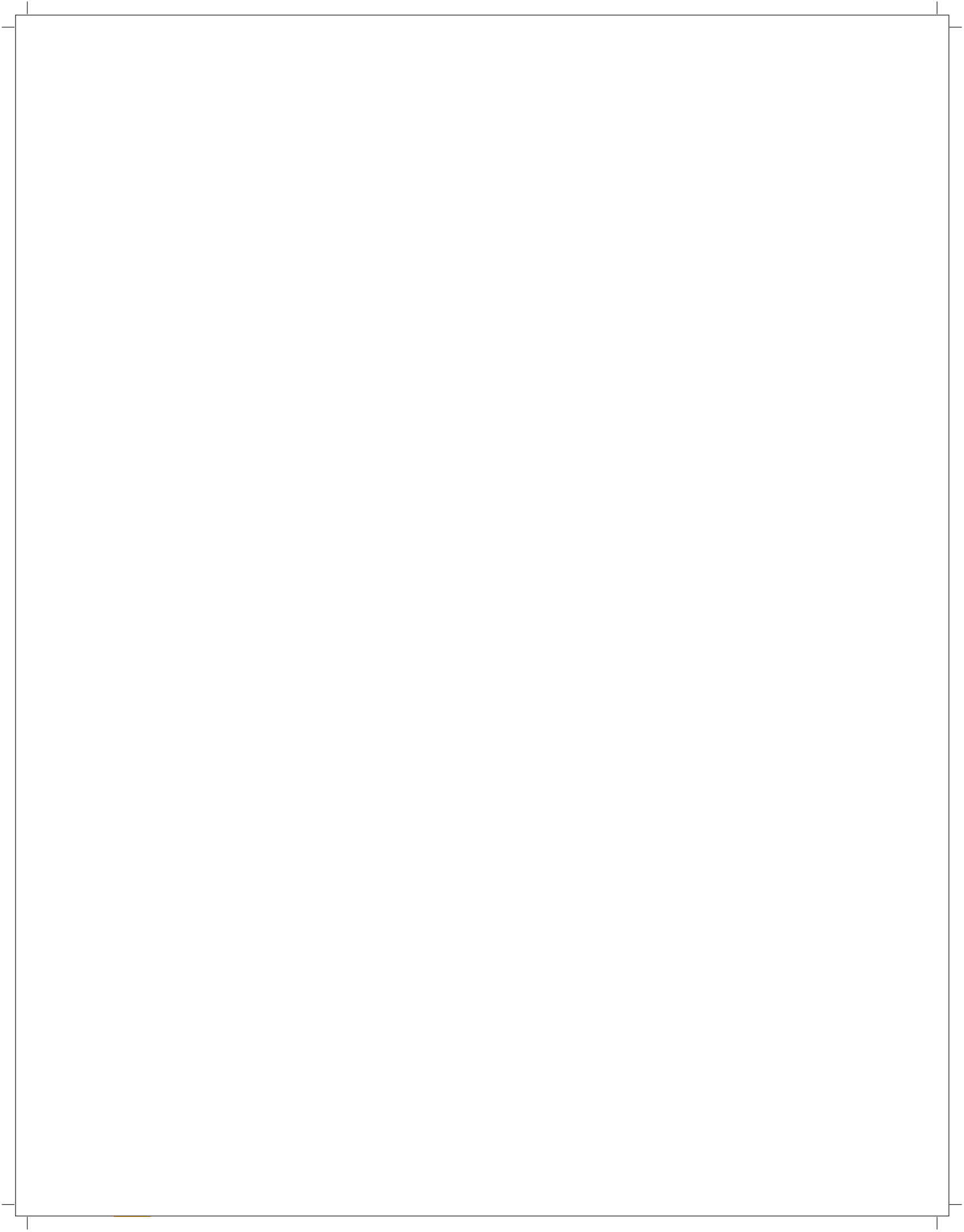
1. 'Marketing Assistance and Technology Upgradation in MSMEs' and
2. 'Financial Assistance on Bar Code'

The main aim is to assist MSMEs in enhancing their competitiveness in national as well as international markets by adopting better packaging technologies, modern marketing strategies and encouraging them to acquire ISO Certification and Bar Codes, so that their products become more acceptable to the consumers.

The success of NMCP depends on the active support and involvement of the State Governments, Industry Associations and other stakeholders such as technical institutions and professionals.

It is hoped that publication of the guidelines in the form of handy booklets will facilitate easier dissemination of information about the objectives of the schemes and the role and procedure envisaged for different stakeholders.

  
(Madhav Lal)



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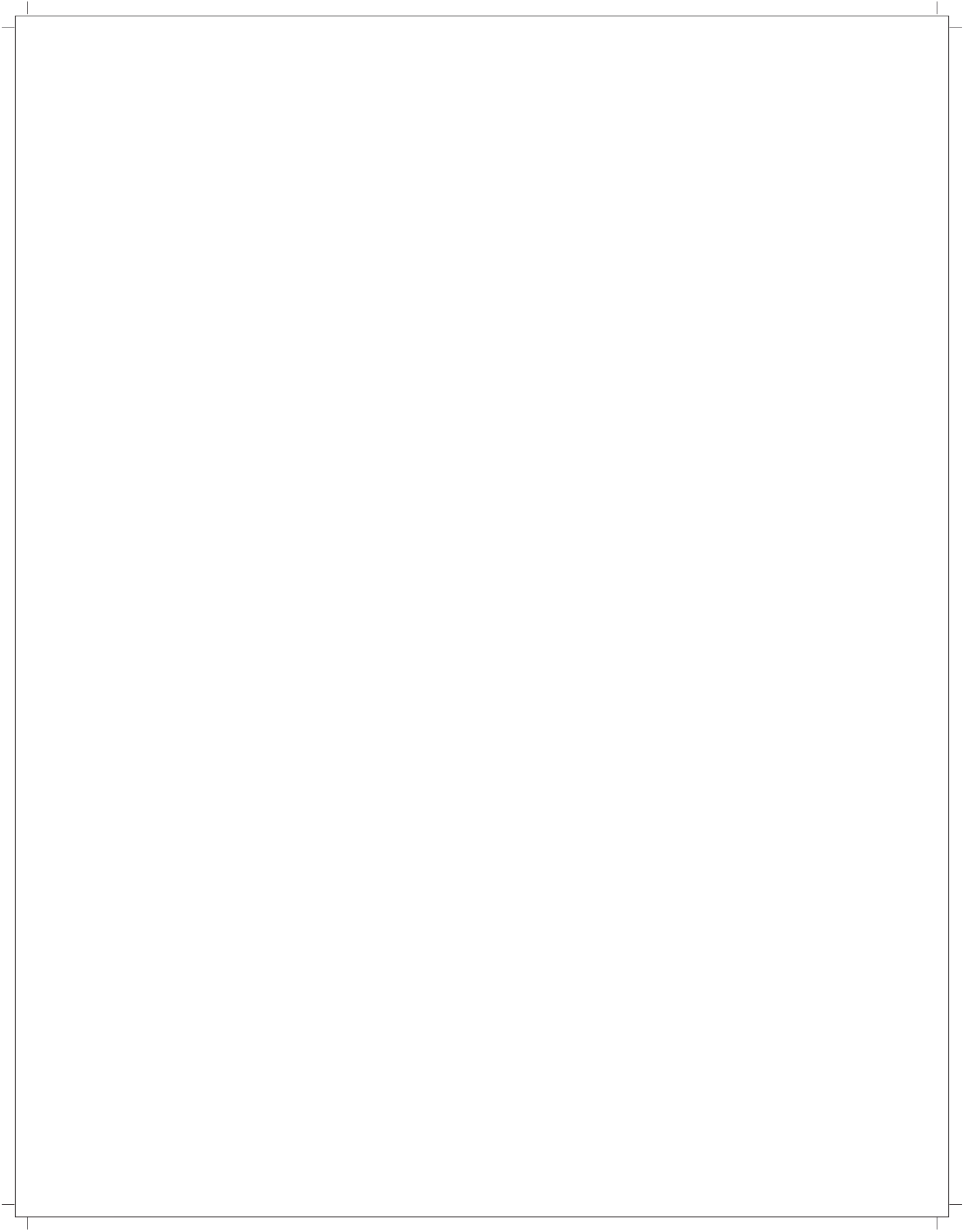
## ABBREVIATIONS

BIS	–	Bureau of Indian Standards
CII	–	Confederation of Indian Industries
CPWD	–	Central Public Works Department
DC (MSME)	–	Development Commissioner (Micro, Small & Medium Enterprises)
DIC	–	District Industries Centre
FICCI	–	Federation of Indian Chambers of Commerce and Industries
FISME	–	Federation of Small and Medium Enterprises
GoI	–	Government of India
GDP	–	Gross Domestic Product
IFW	–	Integrated Finance Wing
ITPO	–	International Trade Promotion Organization
IT	–	Information Technology
IIT	–	Indian Institute of Technology
IIM	–	Indian Institute of Management
LLP	–	Limited Liability Partnership
MSME-DI	–	MSME-Development Institute
NER	–	North Eastern Region
NMCC	–	National Manufacturing Competitiveness Council
NMCP	–	National Manufacturing Competitiveness Programme
NSIC	–	National Small Industries Corporation
NGO	–	Non-Governmental Organization
SSC	–	Screening-cum-Steering Committee
SSI	–	Small Scale Industry
STQC	–	Standardization, Testing and Quality Certification
TA/DA	–	Travelling Allowance/Daily Allowance

## **Part-I**

# **Marketing Assistance and Technology Upgradation In Micro, Small and Medium Enterprises**





## **SCHEME FOR MARKETING ASSISTANCE AND TECHNOLOGY UPGRADATION IN MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs)**

### **INTRODUCTION**

- 1.1 The Micro, Small and Medium Enterprises (MSMEs) in India produce a diverse range of products with the very simple products produced by household enterprises at one end of the spectrum and highly advanced ones at the other end. With globalization and changes in communication technologies, new challenges and opportunities have arisen for MSMEs. The concept and techniques of marketing have also been continuously undergoing a change with the rapid changes in technology and consumer preferences.
- 1.2 Marketing, a strategic tool for business development, is critical for the growth and survival of MSMEs. Due to lack of information, scarcity of resources and unorganized ways of selling / marketing, MSME sector often faces problems in exploring new markets and retaining existing ones. Such asymmetries in information, not aware of the new market where they may sell their products and buyer also having lack of knowledge about the products manufactured by MSMEs result in severe impediments to the growth and survival of MSMEs in a highly competitive environment. MSMEs do not have sufficient resources at their command and, therefore need institutional support for providing these inputs in the area of marketing.
- 1.3 Marketing Assistance and Technology Upgradation Programme is a strategic initiative for adoption of Modern Marketing techniques by MSMEs consistent with the requirement of global market. It involves eight sub-components for which Government of India (GoI) funding assistance will be available.

### **2.0 MAJOR ACTIVITIES UNDER THE SCHEME**

- 2.1 The objectives of the scheme will be achieved by performing the following major activities for MSMEs through Government of India financial assistance in the manner laid down in these guidelines :
  - (i) Technology Upgradation in Packaging.
  - (ii) Skill Upgradation/Development for modern marketing techniques.
  - (iii) Competition Studies.
  - (iv) Special component for North-Eastern Region.
  - (v) New markets through State/District level local Exhibitions/Trade fairs.
  - (vi) Corporate Governance Practices.
  - (vii) Marketing Hubs.
  - (viii) Reimbursement to ISO 18000/ISO 22000/ISO 27000 certification.

### 3.0 MODALITIES FOR IMPLEMENTATION, EVALUATION AND MONITORING

3.1 The overall guidance in implementation and monitoring of the scheme will be provided by a Screening-cum-Steering Committee (SSC) headed by the Additional Secretary & Development Commissioner (MSME), Government of India. The members of the SSC will be:

1.	Additional Secretary & Development Commissioner (MSME)	Chairman
2.	Joint Secretary, Ministry of MSME	Member
3.	Joint Secretary & Chief, NMCC	Member
4.	Director, Indian Institute of Packaging	Member
5.	Representatives of STQC and BIS	Member
6.	Representatives of Industry Associations like CII / FISME / FICCI etc.	Member
7.	Joint Dev. Commissioner/Director, office of DC (MSME)	Member Secy.

Representatives of Integrated Finance Wing (Ministry of MSME) nominated by the Addl. Secretary & Financial Adviser may also be invited to attend the SSC meeting. The SSC may co-opt additional members and/or permanent/special invitees.

### 4.0 TARGET CLUSTER/PRODUCT GROUPS

A tentative list of MSME clusters/product groups is given below which are proposed to be covered under the scheme. As the list is only indicative, the SSC may add or delete any cluster/product group, as necessary.

Sl. No.	Name of Cluster/Product Group	S. No.	Name of Cluster/Product Group
1.	Surveying Instruments	2.	Scientific Instruments
3.	Rice Milling	4.	Auto Components
5.	Packaged food	6.	Confectionery
7.	Pharmaceuticals	8.	Leather Goods
9.	Plastic components	10.	Electronic Toys
11.	Readymade Garments	12.	Agricultural Implements
13.	Brassware and Builders Hardware	14.	SS Utensils
15.	Hand Tools	16.	Ball Bearing
17.	Scissors and Knives	18.	Electric Mixer and Grinder
19.	Corrugated Box and Packaging	20.	Glass Laboratorywares

## 5.0 COVERAGE AND ELIGIBILITY

Assistance under the scheme will be available for the benefits of micro, small and medium enterprises in the manufacturing segments as per the definition of the Micro, Small & Medium Enterprises Development Act, 2006 (MSMED Act).

## 6.0 ACTIVITY – 1: TECHNOLOGY UPGRADATION IN PACKAGING

6.1 **Objective:** The primary objective of this activity is to facilitate and support MSMEs, industry associations and other stakeholders in raising awareness on technology upgradation in packaging and to build capacities about the modern packaging techniques. The specific objectives will be:

- (i) To significantly raise the level of awareness and interest/knowledge in respect of modern packaging technology.
- (ii) To conduct gap analysis in respect of packaging for identified clusters/product groups having export potential.
- (iii) To promote adoption and use of modern packaging technology.

6.2 **Proposed activities and implementation methodology :** SSC supported by the office of the DC (MSME) will identify and approve MSME clusters/units for participation in the activities mentioned below on the basis of the proposals received from the MSME-DIs, Industry Associations, NGOs, state government and Technical Institutions. The sub-activities are as under:

Fund Sharing Pattern

Sl. No.	Sub-Activities	Max. Cost Provision	Physical Target		
			2009-10	2010-11	2011-12
(a)	Awareness programmes on new packaging concepts & Technologies	Rs. 0.50 lakh per programme (Gol:unit::80:20)	Nil	50 Nos.	50 Nos.
(b)	Cluster based studies on packaging status & needs for upgradation	Rs. 10 lakh per study (Gol:unit::80:20)	Nil	10 Nos.	10 Nos.
(c)	Unit based interventions for specific packaging requirements in 20 clusters (approx. 20 units per cluster)	Rs. 9.0 lakh for a group of 10 units (Gol:unit::80:20)	Nil	10 Nos.	10 Nos.

The awareness programmes at (a) above, will normally be of one-day duration. The selected agency along with the MSME-Development Institutes and concerned industries associations would conduct the proposed awareness programmes. The admissible cost will cover, as

applicable, the expenses towards rent for venue, training materials, audio/video aids, TA/DA/ honorarium to the guest faculty, expenditure on transport for arrangement, stationery items, refreshment and related miscellaneous activities. The norms for these items will be decided by the Screening-cum-Steering Committee (SSC).

The activity for providing consultancy studies in (b) above, in identified clusters/product groups, will be entrusted to a competent organization / Institute selected by SSC. The study will focus on the gap analysis with reference to the existing packaging procedures vis-a-vis the modern packaging techniques necessary for the export market. After completion of the cluster/product based studies, the interventions recommended in the studies under (b) above will be carried out by competent agencies in MSME units of these clusters. These competent agencies will be finalized by calling open Expression of Interest (EoI) duly observing guidelines issued by Department of Expenditure.

The GoI assistance for item (a) above will be released in 2 installments. Initially, 50% of the sanctioned amount from GoI will be released after approval of the proposal and after receipt of the proportionate contribution from the private units. The balance GoI contribution of 50% amount will be released, on reimbursement basis, after receiving the remaining contribution from the private units and based on the receipt of the audited statement of expenditure along with the report of successful completion of the programme and qualitative target achieved.

The GoI assistance for item (b) above will be released in 3 installments. Initially, 25% of the sanctioned amount from GoI will be released after approval of the proposal and after the receipt of proportionate contribution from the private units. The next installment of 35 % will be released as per an intermediate milestone (after ensuring proportionate private contribution) and the final GoI contribution of 40% amount will be released after receiving the remaining contribution from the private units and based on the acceptance of final report.

The GoI assistance for item in (c) above will be released in 4 installments. Initially, 25% of the sanctioned amount from GoI will be released after approval of the proposal and subject to proportionate contribution by the private units. The next two installments of 25% each, will be released as per the intermediate milestone (after ensuring proportionate private contribution) defined in the EoI document. The final GoI contribution of 25% amount will be released after receiving the remaining contribution from the private units and based on the achievement of quantitative/qualitative targets prescribed in EoI document. The number of installments may be revised, based on the requirements. However the number of installments and payment terms will be indicated beforehand in the EoI documents.

## **7.0 ACTIVITY - 2 : SKILL UPGRADATION/DEVELOPMENT FOR MODERN MARKETING TECHNIQUES**

- 7.1 **Objectives** : The focus of this component will be on imparting training for upgrading the skills of cluster/product group members on modern marketing techniques such as use of internet, e-mail, on-line marketing techniques, use of website for marketing, need for branding etc. This includes designing and conducting specific need based skill development programmes for the employees of potential MSME clusters/product groups in adoption of modern marketing techniques.

7.2 Proposed activities and implementation methodology : SSC supported by the office of the DC (MSME) will identify and approve MSME clusters/product groups for conducting the above activity on the basis of the proposals received from the MSME DIs, Industries Associations, NGOs and Technical Institutions. The training programmes will be designed and organized by the specialized institutes/industry associations by utilizing the services of the competent faculties from the organizations like IITs, IIMs, Management Institutes, already working in this field and having relevant experience.

#### Fund Sharing Pattern

Sl.	Activities	Max. Cost No.	Physical Target		
			Provision		
			2009-10	2010-11	2011-12
(a)	Designing and conducting specific need based skill development programmes for clusters for adopting modern marketing techniques	Rs. 6.0 lakh per cluster (Gol: unit::80:20)	Nil	10 Nos.	10 Nos.

The competent agencies for taking up the above activity will be selected by calling open Expression of Interest (Eoi) duly observing guidelines issued by Department of Expenditure.

It is proposed that for each cluster a minimum of 50 trainee-days will be covered in the programme. The training of at least 20 persons in each cluster will be necessary. The training module will be designed of at least two days duration. The admissible cost will cover, wherever applicable, the expenses towards rent for venue, training materials, audio/video aids, TA/DA & honorarium to the guest faculty and stationery items. The detailed scope of work and payment terms will be indicated in the Eoi document.

The Gol assistance will be released in 2 installments. Initially, 50% of the sanctioned amount from Gol will be released after approval of the proposal and after the receipt of proportionate contribution from the private units. The balance Gol contribution of 50% amount will be released after receiving the remaining contribution from the private units and on acceptance of completion report and achievement of targets.

### 8.0 ACTIVITY - 3 : COMPETITION STUDIES

8.1 Objectives : To identify sectors in which the products are threatened by International competition due to marketing/branding strategies. The studies of product groups will aim at analyzing the reasons for threat from outside products affecting local production and ways and methods to counter these challenges.

Under this component, detailed studies will be conducted by competent agencies, in the perspective of World Trade Organization (WTO), Free Trade Agreements (FTAs) etc. on threatened products bringing out reasons for invasion by foreign products affecting local

production and will suggest necessary marketing measures leading to better acceptability of local products into global market.

- 8.2 **Proposed activities and implementation methodology :** SSC supported by the office of the DC (MSME) will identify and approve MSME clusters/sectors for conducting the above studies on the basis of the proposals received from the MSME-DIs, Industries Associations, NGOs and Technical Institutions. The services of the competent organizations, such as IIMs, CII, FICCI, Management/technical institutes already working in the similar field would also be utilized for this activity. The agencies for conducting the study will be selected by calling open Expression of Interest (EoI) duly observing guidelines issued by Department of Expenditure.

#### Fund Sharing Pattern

Sl.	Activities	Max. Cost No.	Physical Target		
			Provision	2009-10	2010-11
(a)	Detailed studies on threatened product groups/clusters bringing out reasons for invasion by outside products affecting local production and ways & methods to counter these	Rs. 8.0 lakh per study (Gol:unit::80:20)	Nil	4 Nos.	4 Nos.

The Gol assistance will be released in 3 installments. Initially, 25% of the sanctioned amount from Gol will be released after approval of the proposal and after the receipt of proportionate contribution from the private units. The next installment of 35% will be released on acceptance of draft report (after ensuring proportionate private contribution). The final Gol contribution of 40% amount will be released after receiving the remaining contribution from the private units and on the acceptance of final report by the competent authority.

#### 9.0 **ACTIVITY - 4 : SPECIAL COMPONENTS FOR NORTH-EASTERN REGION (NER)**

- 9.1 **Objectives :** Exposure to National exhibitions, participation, displaying products & sponsoring entrepreneurs from MSMEs of NER to selected exhibitions. It is proposed that MSME manufacturing units of NE Region will be motivated and assisted to participate in the exhibitions (outside NE region) being organized by ITPO, NSIC, State Government and other competent organizations in different parts of the country, to enable them to display their products and extend their customer base.
- 9.2 **Proposed activities and implementation methodology:** The Office of the DC (MSME) will identify MSME clusters / units of NE region for participation in this Special component for NER on the basis of the requests received through the MSME-DIs, Industries Associations and NGOs.

## Fund Sharing Pattern

Sl.	Activities	Max. Cost No.	Physical Target		
			Provision	2010-11	2011-12
			2009-10	2010-11	2011-12
(a)	Exposure to national exhibitions, participation, displaying products & sponsoring entrepreneurs from MSMEs of NER to selected exhibitions	Rs. 6.0 lakh per exhibition (Gol:unit::80:20)	Nil	12 Nos. Exhibitions	13 Nos. Exhibitions

The following items will be admissible for reimbursement under this activity:

- (a) Pavilion/stall/space charges up to 6 sq. mtr. – 80% cost will be reimbursed by Gol.
- (b) To and fro actual fare by shortest distance/direct train/air travel (limited to AC II tier class) from the nearest railway station/bus fare to the place of exhibition for one person. 80% of fare will be reimbursed by Gol.
- (c) 80% to and fro transport charges for carrying the exhibits/products from the location of manufacturing unit up to the place of exhibition subject to max. amount of Rs. 15,000/-.
- (d) The total reimbursement from Gol will be up to Rs.75,000/- per unit towards activities (a), (b) and (c) above.

In addition, an expenditure upto Rs. 25,000/- per exhibition will also be allowed on publicity, advertisement, furniture, audio-visual, TA/DA, etc. to be incurred by the concerned MSME-DI Office. One officer from the concerned MSME-DI will be allowed to accompany the participating entrepreneurs to the place of exhibition in case the number of MSMEs is not less than four. The applicant MSME unit will submit its claim along with required documents to the local MSME-DI office for reimbursement in the prescribed format.

## 10.0 ACTIVITY - 5 : NEW MARKETS THROUGH STATE/DISTRICT LEVEL LOCAL EXHIBITIONS/TRADE FAIRS

10.1 **Objectives** : To provide marketing platform to manufacturing MSMEs through their participation in State/District level exhibitions being organized by State/District Authorities/Associations.

10.2 **Proposed activities and implementation methodology**: SSC supported by the office of the DC (MSME) will identify and approve manufacturing MSME clusters/units for participating in State/District level local exhibitions/Trade Fairs on the basis of the responses received through the MSME-DIs, Industries Associations, and NGOs.



### Fund Sharing Pattern

Sl.	Activities	Max. Cost No.	Physical Target		
			Provision	2009-10	2010-11
(a)	To provide marketing platform to MSMEs through participation in State and District level exhibitions being organized by State/ District Authorities/ Associations	Rs. 3.0 lakh per Exhibition (Gol:unit::80:20)	Nil	30 Nos.	36 Nos.

The following items will be admissible for reimbursement under this activity:

- (a) Pavillion/stall/space charges upto 6.0 sq. mtr. – 50% cost will be reimbursed by Gol.
- (b) To and fro actual fare by shortest distance/direct train (limited to AC II tier class) from the nearest railway station/bus fare to the place of exhibition for one person-50% of fare will be reimbursed by Gol.
- (c) For SC/ST/Women/Physically Handicapped entrepreneurs the assistance will be up to 80% for the items (a) & (b) above.
- (d) The total reimbursement will be max. Rs. 30,000/- per unit for the SC/ST/Women/ Physically Handicapped entrepreneurs, while for the other units the max. limit will be Rs. 20,000/- per unit.

In addition, an expenditure upto Rs. 25,000/- per exhibition will also be allowed on publicity, advertisement, furniture, audio-visual, TA/DA, etc. to be incurred by the MSME-DI concerned.

The applicant MSME unit will submit its claim along with required documents to the local MSME-DI office for reimbursement in the prescribed format.

## 11.0 ACTIVITY - 6 : CORPORATE GOVERNANCE PRACTICES

11.1 Objectives : The primary objective of this activity will be:

- 11.1.1 To encourage MSMEs to adopt good Corporate Governance Practices for improving their competitiveness, reducing operational risk factors, overcoming barriers to trade, successfully meeting the challenges of globalization, accessing lower cost of finance.
- 11.1.2 To create awareness among MSMEs for adoption of good corporate governance practices, strengthening of accounts and audit procedures, transformation of company's structure, resource management, training, statutory corporate governance rating etc.
- 11.1.3 To introduce a system of corporate governance to ensure the transparency, integrity and accountability of the management.

- 11.2 **Proposed activities and implementation methodology :** Office of the Development Commissioner (MSME) will identify MSME units for participating in this activity on the basis of request received through the MSME- DIs, Industries Associations and NGOs.

#### Fund Sharing Pattern

Sl.	Activities	Max. Cost No.	Physical Target		
			Provision	2009-10	2010-11
			2009-10	2010-11	2011-12
(a)	To encourage MSMEs to adopt good corporate governance practices	Rs. 0.9 lakh per unit (Gol:unit::50:50)	Nil	200 units	200 units

This admissible cost may cover, as applicable, the expenses towards the associated consultancy charges, expenditure on legal or statutory fees. The Gol assistance will be in the form of reimbursement up to 50% of the total expenditure subject to max. Rs. 45,000/- per MSME unit, who would acquire company's structure by adopting corporate governance or Limited Liability Partnership (LLP) framework. The applicant MSME unit will submit his claim along with required documents to the local MSME-DI office for reimbursement in the prescribed format.

## 12.0 ACTIVITY - 7 : MARKETING HUBS

- 12.1 **Objective :** To provide facilities for manufacturing MSMEs for B2B meeting among MSMEs, wholesale and retail marketing of MSME products, exploring the export opportunities for the MSME products and to attract new customers and enhance the marketing reach of the MSMEs.
- 12.2 **Proposed activities and implementation methodology:** In the initial phase of the project, it is proposed to setup 8 Nos. marketing hubs in the premises of MSME-DIs, in the designated cities of the country which have substantial presence of prospective MSME clusters. These marketing hubs will preferably be selected out of the 12 cities i.e. Chennai, Bangalore, Mumbai, Indore, Jaipur, Agra, Guwahati, Ahmedabad, Delhi, Ludhiana, Thrissur and Kolkata. For operating these marketing hubs, the services of the available staff of the concerned MSME-DIs would be utilized.

The covered area proposed is about 500 to 600 sq. ft. per hub. The proposed expenditure details will be as under:

- For upgradation/renovation/modification in the existing facilities/space (furnishing, fixtures, modern amenities, air conditioning, false ceiling, floor tiles etc.) to convert it into Marketing hub - Rs. 30 lakh per hub (Only Gol contribution, no private contribution).
- For Furniture, Computers, Internet and Communication equipments. Rs. 5 lakh per hub. (Only Gol contribution, no private contribution).
- Recurring operating expenditure. Rs. 15 lakh per hub for two years. (Gol contribution 80% and private units 20%). The recurring charges will be towards the cost incurred on

arranging expo-events/exhibition for the purpose of B2B and B2C interaction. The private contribution will be received through participation fee as registration charges.

For the activity stated at (a) above the renovation/ refurbishment work in the institutes building will be done through CPWD against the allotment of funds made by this office upto a maximum of Rs. 30 lakh.

### **13.0 ACTIVITY - 8 : REIMBURSEMENT TO ISO 18000/22000/27000 CERTIFICATION**

**13.1 Objectives :** To enhance the export and marketing potential, it is proposed for one time reimbursement of the expenditure to those units which acquire ISO Certification on Food & Safety, Health and IT parameters.

**13.2 Proposed activities and implementation methodology :** Office of the DC (MSME) will encourage MSME units for participating in this activity on reimbursement to ISO 18000/ISO 22000/ISO 27000 Certification.

The Govt assistance will be by way of one-time reimbursement of expenditure to such MSME manufacturing units which acquire ISO 18000/ISO 22000/ISO 27000 Certification to the extent of 75% of the expenditure subject to a maximum of Rs 1.00 lakh in each case. About 300 units are expected to derive benefits under this component.

The reimbursement of charges will be towards; consultant fee certification fee, training of MSME employees in ISO adoption if required, etc. The amount of subsidy/financial support if already received from the state Govt./financial institution shall be adjusted against the admissible reimbursement under this scheme.

**Application Format for Claiming Reimbursement of Certification Charges of  
Acquiring ISO 18000/ISO 22000/ISO 27000 Certificate  
Under the Marketing Assistance and Technology Upgradation Scheme**

Sl. No.		
1.	(a) Name and address of the unit office & factory location(s)	
	(b) Telephone No. Factory & Office	
	(c) E-mail & Fax	
2.	Details of E.M.No. Date of issue; Directorate of Industries/GM, DIC of the State concerned (Enclose an attested copy of all pages of E.M. No. Certificate to be enclosed)	
3.	Whether SC/ST	
4.	Whether Women Entrepreneurship	
5.	Item(s) of manufacture/processing as indicated in the E.M. Certificate	
6.	Proof of MSME/SSI status and functional status of the unit as on the date of submission of Application. The following document(s) are to be submitted :  (i) A certificate (in original) from State MSMEDI/GM, DIC confirming MSME and functional status of the unit at the time of acquiring ISO 18000/ISO 22000/ ISO 27000 Certificate; as on date as per Format at <b>Annexure-1A</b> OR	
	(ii) An Affidavit (in original) from Managing Director/ Director/Proprietor /Partner of the MSME unit duly sworn before a Notary Public confirming SSI status and functional status of the unit at the time of acquiring ISO 18000/ISO 22000/ISO 27000 Certificate; and as on date (as per Format <b>Annexure-1B</b> ) accompanied by CA certificate of the total investment in plant & machinery as on date (original purchase value) (as per Format <b>Annexure -1C</b> )	
7.	Details of ISO 18000/ISO 22000 /ISO 27000 Certificate, Name and Address of Certification agency; The certificate must have address of the site/location certified; Scope of certification, Certificate No., Date of issue & period of validity (or date of expiry), Name & Logo (Enclose an attested copy of the Certificate)	

8.	Details of expenditure incurred in acquiring ISO 18000/ISO 22000 /ISO 27000 Certificate Furnish a CA certificate of expenditure (in original) giving the details (as per the Format Annexure-1D).	
9.	Details of reimbursement/grant/subsidy Certificate (excluding hotel & travel expenses & surveillance charges). Furnish a CA certificate of expenditure (in original) giving the details (as per the Format Annexure -1E).	
10.	Pre-receipt to be furnished as per Format at Annexure-1F.	

Declaration :

I (Full name)..... S/o  
 ..... Managing Director/Director/Proprietor/Partner of  
 M/s..... (complete address) hereby declare that the particulars  
 given in the application are correct. In case any of the statement/information furnished in the  
 application/documents later found to be wrong or incorrect 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 of above mentioned activity, within seven days of the demand being made to me in writing.

Name and Signature of Managing Director/  
 Director/Proprietor/Partner of SSI Unit (Full Name)

Note:

The copy of SSI Registration, ISO Certification must be attested by any one of the following:

(1) GM (DIC), or (2) Director, MSME-DI of the Region, or (3) Chartered Accountant (with name of the signatory, CA Stamp, and CA Membership No.)

Annexure-1A

### CERTIFICATE

This is to certify that M/s.....with their office  
 at.....& factory located  
 at.....dated.....is a MSME/SSI unit as per Govt. of  
 India definition and has been functional & in production at the time of acquiring ISO 18000/ISO  
 22000/ISO 27000 Certification No.....dated..... and also continues to  
 be functional & is in production as on date.

Dated

Director of Industries/  
 GM (DIC)  
 Name & Rubber Seal

## AFFIDAVIT\*

I .....S/o..... Managing Director/Director/Proprietor/Partner, \*M/s..... with their Regd. Office at ..... & Factory located at.....with E.M. No.....dt.....do hereby solemnly affirm and declare as under:

- (i) The Company/Firm/Establishment has been a MSME/SSI Unit as per Govt. of India definition; and has been functional & in production at the time of acquiring ISO 18000/ISO 22000/ISO 27000 Certification No..... dt.....
- (ii) The Company/Firm/Establishment continues to be a MSME/SSI Unit; and functional & in production as on date.
- (iii) As per books of account, the total investment (original purchase value) in plant and machinery in the Company/Firm/Establishment as on.....is Rs..... (Chartered Accountant Certificate dated..... To this effect is attached).

Signed on this day of .....dt.....

DEPONENT

## VERIFICATION:

I do solemnly affirm that the contents of the Affidavit are true to the best of my knowledge & belief.

DEPONENT

Date:

Place:

## Note :

\*On a stamp paper (of Rs.10/- min) in Delhi/amount as applicable in the respective State duly sworn before a Notary Public (duly affixed with Notarial Stamp; and with Notary Seal and Notary Registration number) or First Class Magistrate.

Certificate from Chartered Accountant About Investment in Plant & Machinery  
(on CA Letterhead)

**To whom it may Concern**

Verified from the Books of Accounts of M/s..... with their  
Regd. Office at ..... & Factory located  
at.....with E.M. No.....dt.....  
of the Company as on date\*.....stands as.....  
(Rupees.....)

Name & Signature of the  
Chartered Accountant with Stamp  
and Membership Number

Place:

Date:

\*Date of Application on 31st March of preceding financial year.

**Certificate from Chartered Accountant in Respect of Proof of Expenditure  
Incurred for Acquiring ISO 18000/ISO 22000/ISO 27000  
(on a CA Letterhead)**

**To whom it may Concern**

The documents & records of M/s.....with their Regd. Office at ..... & Factory located at.....with E.M. No.....dt.....in respect of expenditure incurred for acquiring ISO 18000/ISO 22000/ISO 27000 Certificate (or its equivalent) have been verified; and it is certified that the said company have incurred a total expenditure of Rs..... (Rupees.....) towards Application fee; Assessment/Audit fee; Annual fee/Licence fee; Training; Calibration; and Technical Consultants etc. (excluding hotel & travel expenses, Surveillance charges) in obtaining ISO 18000/ISO 22000/ISO 27000 from the Certifying Agency, namely .....; as per the following details of payments:

Details of Payments (Name of Certification Agency/Orgn.) Amount paid (in Rupees)

- (a) Application Fee paid to .....
- (b) Assessment/Audit Fee paid to.....
- (c) Annual Fee/Licence Fee paid to.....
- (d) Calibration charges paid to .....
- (e) Technical Consultancy charges paid to.....
- (f) Training expenses paid to .....

Total : .....

Place:

(Signature of the Chartered Accountant  
with Name, CA Stamp and Membership Number)

Dated:

Payments at (a), (b) & (c) above should be supported by copies of receipts of payments made to the Certification agency duly attested. The payment receipts must indicate the purpose for which the payments have been made to the Certification Agency.

**Note :** Payments made to the Certification agency directly shall only be eligible for consideration of reimbursement.



To be Submitted by the Applicant on a Non-judicial Stamp Paper of Rs. 50/- (Min) Delhi/Amount as Applicable in the Respective State duly Sworn before a Notary Public (Duly Affixed with Notarial Stamp; and with Notary Seal and Notary Registration Number) or First Class Magistrate

### UNDERTAKING/DECLARATION

I .....S/o..... Managing Director/Director/Proprietor/Partner, M/s..... with their Regd. Office at ..... & Factory located at.....with E.M. No.....dt.....do hereby solemnly affirm and declare as under:

(a) (i) That the aforesaid Company/Firm/Establishment(s) have not availed reimbursement/subsidy/grant/incentive for acquiring ISO 18000/ISO 22000/ISO 27000 Certification under any Scheme operated by Central Govt. (including O/o DC (MSME), M/O MSME)/State Govt./Financial Institution etc.

OR

(ii) That the aforesaid Company/Firm/Establishment (s) have claimed & received reimbursement/subsidy/grant/incentive for acquiring ISO 18000/ISO 22000/ISO 27000 Certification amounting to Rs..... (Rupees..... from..... (Name of the Central Govt./State Govt. Deptt./Financial Institution vide draft/Cheque No.....dt..... of..... (Name of Bank).

(b) (i) That the aforesaid Company/Firm/Establishment(s) have already applied to..... Name of the Central Govt. (other than O/o DC (MSME)/State Govt./Financial Institution vide application dated.....for reimbursement/subsidy/grant/ incentive for acquiring ISO 18000/ISO 22000/ISO 27000 Certification.

OR

(ii) That the aforesaid Company/Firm/Establishment (s) have not applied to any Central Govt./State Govt./Financial Institution (except O/o DC (MSME), M/O MSME)/for reimbursement/subsidy/grant/incentive for acquiring ISO 18000/ISO 22000/ISO 27000 Certification.

(c) That after availing reimbursement for ISO 18000/ISO 22000/ISO 27000 Certification from office of DC (MSME), M/O MSME), in respect of the said Company/Firm/Establishment(s), I shall disclose this fact on behalf of the said Company/Firm/Establishment(s) at the time of claiming/receiving reimbursement/subsidy/grant/incentive, if any, under any other similar scheme run by Central Govt./State Govt./Financial Institutions 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 unit and undertake 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.

Partner/Proprietor/Managing Director/Director

In the presence of:

(Full Name and Addresses of the two witnesses also to be indicated along with signatures).

1.

2.

Note: The factual status as on date under the respective paras at (a), (b) & (c) above must be clearly indicated.

Name of the Industry \_\_\_\_\_

Address \_\_\_\_\_

Phone Number \_\_\_\_\_

**(A) PRE-RECEIPT (in Triplicate)**

Received a sum of Rs. \_\_\_\_\_ (Rupees \_\_\_\_\_ )  
from the Development Commissioner (Micro, Small & Medium Enterprises) towards the reimbursement  
of expenses incurred for obtaining International Quality Certification ISO 18000/ISO 22000/  
ISO 27000.

Rubber Stamp of the Unit  
Signature of the Authorized Person  
(on Revenue Stamp)

**(B) FOR OFFICE USE ONLY**

Passed for the payment for Rs. \_\_\_\_\_ Rupees \_\_\_\_\_ Vide  
Sanction No. \_\_\_\_\_ dated \_\_\_\_\_

Director  
MSME-DI

\_\_\_\_\_ (Place)

Note : Please read the instructions while Preparing this Annexure-1F i.e. Pre-Receipt.

**INSTRUCTIONS**

Note : Please follow the following instructions while preparing this Annexure-VI given on next page.

1. Please ensure you prepare the Annexure-1F in A-4 size paper only.
2. Please ensure you give Annexure-1F in triplicate.
3. Please do not fill in the amount in the pre-receipt. Leave the portion blank. The office of DC (MSME) will fill it up after calculating the amount due to you.
4. Please ensure the authorized person of your unit signs at the places indicated for signatures of the authorized person on revenue stamp.
5. Office of the DC (MSME) will fill up the amount and the Sanction No. in the spaces provided for the same.
6. The Assistant Director concerned will sign at the place earmarked for his signature.



## **Part-II**

### **Financial Assistance On Bar Code**

## FINANCIAL ASSISTANCE ON BAR CODE

The Ministry of Micro, Small & Medium Enterprises (MSME), Govt. of India recognizes the contribution of Micro & Small Enterprises (MSEs) in growth of Indian economy, export promotion and employment generation. In order to enhance the marketing competitiveness of MSEs in domestic as well as international market, Office of Development Commissioner (MSME), Ministry of MSME, provides the financial assistance for reimbursement of 75% of one-time registration fee (Under SSI-MDA Scheme) w.e.f. 1st January, 2002 and 75% of annual recurring fee for first three years (Under NMCP Scheme) w.e.f. 1st June, 2007 paid by MSEs to GS1 India for using of Bar Coding. The work of reimbursement has been decentralized and transferred to field offices i.e. MSME-DIs w.e.f. 1st April, 2009 with a view to ensure speedy & timely and extensive implementation of the scheme.

Bar codes are the series of black lines and white spaces printed on product packages or attached as tags which you would have noticed on consumer products. Information on a product or a consignment like its item code or serial number, expiry date, consignor/consignee etc., can be represented through such bar codes. When these bar codes are scanned using a scanner, it enables instantaneous data capture with 100% accuracy and at great speeds.

Bar Coding can have a significant impact on the success of any enterprise/company and organization. Timely and accurate capture of product information and its communication electronically across the Supply Chain ahead of physical product flow is critical to lowering inventory costs, in accurate sales forecasting & dynamic production scheduling and in product track and trace.

Bar Coding not only facilitates the exchange of information between buyers and sellers, but also provides the potential for better visibility and sharing of information across an entire Supply Chain. Other benefits are :

- Automated data capture with 100% accuracy
- Real time stock management of raw materials and finished goods
- Fast and error free data recording on product/consignment movement
- Easy integration with existing software, if any
- In compliance with growing requirements of leading national markets
- In line with requirements of international retailers
- Also gives international look and feel to products.

GS1 India, an autonomous body under Ministry of Commerce & Industry, Government of India is a solution provider for registration for use of Bar Coding. To become a subscriber of GS1 India, all one has to do is fill up the subscription enquiry or registration form and make the necessary payments as registration fee. Details about registration with GS1 India for use of Bar Coding are available on their website [www.gs1india.org](http://www.gs1india.org)

## Guidelines for Financial Assistance to Micro & Small Enterprises (MSEs) for use of Bar Code

### OBJECTIVE

The basic objective of financial assistance is to enhance the marketing competitiveness of Micro & Small Enterprises (MSEs) by way of :

- (i) Providing 75% of one-time registration fee and annual recurring fee (for first three years) paid by MSEs to GS1 India.
- (ii) Popularizing the adoption of bar codes on large scale amongst MSEs, and
- (iii) Motivating and encouraging MSEs for use of bar codes through conducting seminars on Bar Code, etc.

### 2. TARGET GROUP

Micro & Small Enterprises (MSEs) throughout the country.

### 3. ELIGIBILITY

Those MSEs who have Entrepreneurial Memorandum Part-II acknowledgement number from Directorate of Industries/District Industries Centres and also have registration with GS1 India for use of Bar Codes are eligible for 75% reimbursement of one-time registration fee and annual recurring fee (for first three years) paid by them to GS1 India.

### 4. FINANCIAL ASSISTANCE

Under SSI-MDA scheme, the financial assistance is provided towards 75% reimbursement of only one-time registration fee paid by MSEs w.e.f. 1st January, 2002. Considering the difficulty of MSEs to meet the liability of the payment of annual recurring fee, 75% annual recurring fee (for first three years) is also reimbursed to MSEs under NMCP scheme-Marketing Assistance/Support to MSMEs (Bar Code) w.e.f. 1st June, 2007.

Fee structure for one-time registration/annual recurring to be paid by MSEs for using of Bar Codes are revised by GS1 India from time to time. As and when, fee is revised by the GS1 India, the revised fee structure will be applicable. The revised fee structure is available on the website : [www.gs1india.org](http://www.gs1india.org). However, reimbursement will be restricted to 75% of the fee paid by MSEs. Any other charges like service taxes, etc. are not reimbursable. Further, 75% reimbursement of one-time registration fee paid by MSEs to GS1 India is provided to those MSEs who have got registration from GS1 India for use of Bar-Codes on or after 1st January, 2002. In addition, 75% reimbursement of annual recurring fee paid by MSEs to GS1 India is provided to only those MSEs who have paid above fee for the period from 1st June, 2007 and thereafter.

### 5. IMPLEMENTING AGENCIES

Office of the Development Commissioner (MSME) under Ministry of Micro, Small & Medium Enterprises, Government of India was providing 75% reimbursement of (i) one-time registration

fee, and (ii) annual recurring fee (for first three years) to eligible Micro & Small Enterprises (MSEs) for use of Bar Code in order to enhance their marketing competitiveness.

With a view to ensure speedy and extensive implementation of the scheme, the work related to reimbursement of one-time registration fee/annual recurring fee has been decentralized and transferred to field offices i.e. Micro, Small & Medium Enterprises-Development Institutes (MSME-DIs) w.e.f. 1st June, 2009.

## 6. WHERE AND HOW TO APPLY

Eligible MSEs may apply to the Director, Micro, Small & Medium Enterprises-Development Institute of their region in prescribed application form for claiming reimbursement on Bar Code. Application Forms along with formats for the supporting documents may be collected from Director, MSME-DI of their region and are also available on this office Website : [www.dcmsme.gov.in](http://www.dcmsme.gov.in). Detailed addresses of MSME-DIs are available on this office website at option-field offices i.e. [www.dcmsme.gov.in/NASApp/senetwar/ctrlDRSearch.jsp](http://www.dcmsme.gov.in/NASApp/senetwar/ctrlDRSearch.jsp). For further information/enquiries, MSEs may contact to the Director, MSME-DIs of their region.

## 7. HOW TO GET REGISTRATION FOR USE OF BAR CODE

Global Standard 1 (GS1) India, formerly EAN India, an autonomous body under Ministry of Commerce & Industry, Government of India, Bar Code promoter is authorized for granting registration for use of Bar Codes. Other details on Bar Code are available on their website : [www.gs1india.org](http://www.gs1india.org).

Interested MSEs may approach the GS1, India for getting registration for use of Bar Codes at the following offices :

1. GS1 INDIA  
#330, 2<sup>nd</sup> Floor, C Wing, August Kranti Bhawan,  
Bhikaji Cama Place, New Delhi-110066  
Phone : 91-11-26168720/721/725  
Fax : 91-11-26168730  
E-mail : [info@gs1india.org](mailto:info@gs1india.org)
2. GS1 INDIA  
C/o MSME Development Institute Andheri Kurla Road,  
Sakinaka Mumbai - 400072, India  
Phone +91-22-28576516/ 28576517  
Fax +91-22-28579539  
Email:[info.mumbai@gs1india.org](mailto:info.mumbai@gs1india.org)

## 8. VALIDITY OF FINANCIAL ASSISTANCE

Financial Assistance towards 75% reimbursement for one-time registration fee/annual recurring fee is valid upto XI<sup>th</sup> Plan (2007-2012).

Application Form for Claiming 75% Reimbursement of Bar Code Registration Fee/  
Annual Fee paid by Micro & Small Enterprise (MSE) to GS1 India

1. (a) Name of MSE : M/s .....
- (b) Address of MSE : .....
- (i) Registered Office : .....
- (ii) Works Office : .....
- (c) Tel. No. ....Fax No. .... E-mail : .....
2. Whether enterprise is Micro or Small?      Micro / Small
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 Entrepreneur's Memorandum Part-II acknowledgement number from State Directorate  
of ..... Industries/DICs  
.....
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 Entrepreneur's Memorandum Part-II acknowledgement number from State Directorate of Industries/DICs duly attested by GM, DIC/State DI/Director MSME-DI/Chartered Accountant/any other gazetted officer.
  - (v) A certificate in original from GM, DIC/DI confirming the status of the enterprise as micro or small and its functional status, as on date of application.

OR

An affidavit (in original) from Managing Director\*/Proprietor\*/Partner\* of MSE duly sworn before a Notary Public confirming Micro/Small Enterprise and functional status of the unit at the time of Bar Code registration; and as on date of application (as per Annexure-III), accompanied by Chartered Accountant Certificate of the total investment in Plant & Machinery on the date of application (original purchase value) (As per Annexure-IV).

- (vi) An undertaking as per Annexure-V (concerning non-receipt of similar financial assistance from any other organization and/or from Office of the DC (MSME).

### 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 \_\_\_\_\_

Name.....  
Encl : \_\_\_\_\_ Designation.....

**Annexure-I**

**Pre-Receipt**

(For One-Time Registration Fee)

Received with thanks a sum of Rs. .... (Rupees .....  
..... only) from the Director, MSME-DI .....  
towards reimbursement of 75% 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 Letterhead of the company, in triplicate.

**Annexure-II**

**Pre-Receipt**

(For Annual Recurring Fee)

Received with thanks a sum of Rs. .... (Rupees .....  
..... only) from the Director, MSME-DI .....  
towards reimbursement of 75% 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 1<sup>st</sup> year ...../2<sup>nd</sup> 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.

Annexure-III

AFFIDAVIT

To be submitted on a stamp paper (of Rs. 10/- minimum) duly attested by Notary Public (duly affixed with Notarial revenue stamp; and 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  
..... & Factory located at  
..... do hereby solemnly  
affirm and declare as under :

- The company is a Micro/Small 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/Small enterprise and functional & in production as on date.
- As per books of accounts, the total investment (original purchase value) in plant and machinery in the company as on ..... is

Rs. .... (Chartered Accountant's Certificate dated  
..... to this effect is attached) Signed on .....

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.

Annexure-IV

**Certificate from Chartered Accountant Above Investment in Plant & Machinery  
(On CA's Letterhead)**

**To whom it may Concern**

Verified from the Books of Accounts of M/s. ....  
with their Registered Office at .....  
and Entrepreneur's Memorandum Part-II acknowledgement number .....  
dated ..... that the total Investment in plant and machinery (original purchase  
value) of the company as on date ..... stand as Rs. ....  
(Rupees .....).

Name & Signature of the  
Chartered Accountant with Stamp and  
Membership Number

Place :

Date :

## Annexure-V

## 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 Comapny/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 Comapny/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 bereby 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 saven 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.

(To be published in the Gazette of India, Part-I, Section 1)

Government of India  
Office of the Development Commissioner  
(Micro, Small & Medium Enterprises)  
Ministry of Micro, Small & Medium Enterprises  
'A' Wing, 7<sup>th</sup> floor, Nirman Bhavan,  
New Delhi – 110 108

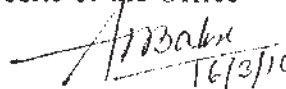
No.21/EFC/MA&TU/2006/TR

16<sup>th</sup> March, 2010

**NOTIFICATION**

The Central Government has approved a scheme "Marketing Assistance and Technology Upgradation in Micro, Small & Medium Enterprises" under the National Manufacturing Competitiveness Programme (NMCP) with a total budget of Rs.23.0 crore (including Govt. of India contribution of Rs.18.608 crore) to be implemented during 11<sup>th</sup> Plan Period. The objective of this scheme is to enhance MSME's competitiveness in the National as well as International market through various activities such as; (a) Technology Upgradation in Packaging (b) Skill Development in Modern Marketing Techniques (c) Taking up Competition Studies (d) Assistance to MSMEs in participating the District/State Trade fairs (e) Setting up Marketing Hubs etc.

2. The details of the scheme and guidelines are available on the official website of the Office of DC(MSME) i.e. [www.dcmsme.gov.in](http://www.dcmsme.gov.in)

  
(Abhay Bakre)

Joint Development Commissioner

The Manager  
Government of India Press  
(Bharat Sarkar Press), FARIDABAD

Copy for information to :-

1. Chief Secretary (States/UTs)
2. All Commissioner/Director of Industries(States/UTs)
3. Secretary, Department of Expenditure, North Block, New Delhi.
4. Secretary (MSME), Ministry of MSME, Udyog Bhavan, New Delhi.
5. Planning Commission (PAMD, VSE)
6. Member Secretary, NMCC, Vigyan Bhavan, New Delhi
7. AS&FA, M/o MSME, Udyog Bhavan, New Delhi
8. Chief Controller of Accounts, DIPP, Udyog Bhavan, New Delhi
9. Budget & Accounts Section, O/o the DC (MSME)
10. Members of Screening-cum-Steering Committee (SSC)
11. All Directors, MSME-DIs/MSME Testing Centres.
12. CMD, NSIC, NSIC Bhavan, Okhla Industrial estate, New Delhi- 110020
13. Internal Circulation in the O/o DC(MSME) as per standard list.

  
(Abhay Bakre)

Joint Development Commissioner

Government of India  
Office of the Development Commissioner  
(Micro, Small & Medium Enterprises)  
Ministry of Micro, Small & Medium Enterprises  
'A' Wing, 7<sup>th</sup> floor, Nirman Bhavan,  
New Delhi - 110 108

No.21/EFC/MA&TU/2006/TR

16<sup>th</sup> March, 2010

**OFFICE MEMORANDUM**

**Subject :** Marketing Assistance and Technology Upgradation Scheme in Micro, Small and Medium Enterprises Sector under the National Manufacturing Competitiveness Programme (NMCP).

**1.0 Introduction**

The Government has decided to implement the Marketing Assistance and Technology Upgradation Scheme in Micro, Small and Medium Enterprises (MSME) sector as part of National Manufacturing Competitiveness Programme (NMCP) during the 11<sup>th</sup> Plan Period. The objective of this scheme is to enhance MSME's competitiveness in the National as well as International market through various activities such as; (a) Technology Upgradation in Packaging (b) Skill Development in Modern Marketing Techniques (c) Taking up Competition Studies (d) Assistance to MSMEs in participating the District/State Trade fair (e) Setting up Marketing hubs etc.

**2.0 Major Activities under the scheme**

The above objective of the scheme will be achieved through following activities.

**2.1 Technology Upgradation in Packaging**

**(a) Awareness Programme on New Packaging Concepts and Technologies.**

The primary objective of this activity is to facilitate and support MSMEs and Industry associations in raising awareness of technology upgradation in packaging and to build capacities about the modern packaging techniques.

Under the scheme, for organizing the awareness programme, the Government of India (GOI) financial support will be to the extent of 80% of the actual expenditure subject to a maximum of Rs. 40,000/- per programme. The balance amount is to be contributed by the participants, cluster association etc.

**(b) Cluster based studies on packaging status.**

The cluster based studies on packaging in identified clusters/product groups will focus on the gap analysis with reference to the existing packaging procedure vis-a-vis the modern packaging techniques necessary for the export market.

*AMB*  
16/3

For conducting cluster-based studies on packaging status, the Government of India will provide financial support to the extent of 80% of the actual expenditure subject to a maximum of Rs.8.0 lakh per study. The balance amount is to be contributed by the participants, cluster association etc.

(c) Unit based intervention for specific packaging requirements in clusters.

After completion of the cluster/product based studies in item (b) above, the interventions recommended in the studies will be carried out through competent agencies in MSME units of these clusters.

Under this activity, GOI financial support will be to the extent of 80% of the actual expenditure subject to maximum of Rs.7.2 lakh for a group of 10 units. The balance amount is to be contributed by the participating units.

2.2 Skilled Upgradation / Development for Modern Marketing Techniques

Under this activity, the training for upgrading the skills of clusters / product group members on modern marketing techniques such as use of internet, e-mail, online marketing techniques, use of website for marketing, need for branding etc. will be given. Govt. of India financial support will be to the extent of 80% of the actual expenditure subject to maximum of Rs.4.8 lakh per cluster. The balance amount is to be contributed by the participants, cluster association etc.

2.3 Competition Studies

Under this activity, the products which are under threat by international competition due to marketing / branding strategy will be taken up for study. Government of India financial support will be to the extent of 80% of the actual expenditure, subject to maximum of Rs.6.4 lakh per study. The balance amount is to be contributed by the participants, clusters association etc.

2.4 Special components for North Eastern regions.

Under this activity, MSME manufacturing units of North Eastern regions will be motivated and assisted to participate in the exhibition (outside NE region) being organized by ITPO, NSIC, State Govt. and other competent organizations in different parts of the country to enable them to display their products and extend their customer base. The financial support will be to the extent of 80% expenditure against the admissible items under this activity i.e. pavilion, stall, space charges upto 6 sq. meter, to and fro actual fare by shortest distance / direct train/air travel (limited to AC-II tier) from the nearest Railway station / bus fare to place of exhibition for one person, transport charges for carrying the exhibits / products. The total reimbursement from GOI will be limited to Rs.75, 000/- per unit.

2.5 New Markets through State/District level local exhibitions/trade fairs

Under this activity, the MSME cluster/units will be encouraged to participate in State/District level local exhibitions / trade fairs.

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The financial support will be to the extent of 50% of expenditure on admissible items under this activity i.e. charges for pavilion/stall / space 6 sq. meter, charges for to and fro actual fare by shortest distance/direct train (limited to AC-II tier) from the nearest Railway station/bus fare to place of exhibition for one person. For SC/ST/Women/Physically handicapped entrepreneurs, the assistance will be upto 80% of the expenditure for the items stated above. The total reimbursement will be maximum of Rs.30,000/- per unit for SC/ST women/Physically handicapped entrepreneurs while for other units, the maximum limit will be Rs.20,000/- per unit.

#### 2.6 Corporate Governance Practices

Under this activity, MSMEs will be encouraged to adopt good corporate governance practices for improving their competitiveness, reducing operational factor, overcoming barriers to trade, successfully meeting the challenges of globalization and assessing lower cost of finance. GOI financial support will be to the extent of 50% of the actual expenditure subject to a maximum of Rs.45,000/- per unit. The admissible cost will cover the expenses towards the associated consultancy charges, expenditure on legal/statutory fee etc.

#### 2.7 Setting up of Marketing Hub

In order to provide facilities for MSMEs of manufacturing sector for B2B meeting among MSMEs, wholesale and retail marketing of MSME products, exploring the export opportunities for the MSME products and to attract new customers, eight marketing hubs will be set up in the premises of MSME-Development Institute, which have substantial presence of prospective MSME clusters.

#### 2.8 Reimbursement to ISO-18000/22000/27000 certification

In order to enhance the export and marketing potential, one time financial assistance will be provided to those MSME units which acquire ISO certification on food and safety, health and IT parameters. The Government of India will provide financial support to the extent of 75% of the actual expenditure subject to maximum of Rs.1 lakh in each case. The reimbursement of charges will be towards consultant fee, certification fee, training of MSME employees in ISO adoption etc. The amount of subsidy/financial support if already received from the State Government/financial institutions shall be adjusted against the admissible reimbursement.

#### 3.0 Programme Management

A Screening-cum-Steering Committee (SSC) under the chairmanship of Additional Secretary and Development Commissioner (MSME), Government of India, will be formed for providing overall guidance and direction for the implementation of the scheme. The SSC will be responsible for approving the proposals for setting up of marketing hubs, approval of clusters, approval of sectors for taking up competition studies etc.

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3.1 The guidelines of the scheme has been approved by the competent authority and are enclosed. These guidelines are also available on the official website of the office of Development Commissioner (MSME) [www.dcmsme.gov.in](http://www.dcmsme.gov.in)

  
(Abhay Bakre) 16/3/15

Joint Development Commissioner

**Encl :** Scheme guidelines

Copy for information to :-

1. Chief Secretary (States/UTs)
2. All Commissioner/Director of Industries (States/UTs)
3. Secretary, Department of Expenditure, North Block, New Delhi.
4. Secretary (MSME), Ministry of MSME, Udyog Bhavan, New Delhi.
5. Planning Commission (PAMD, VSE)
6. Member Secretary, NMCC, Vigyan Bhavan, New Delhi
7. AS&FA, M/o MSME, Udyog Bhavan, New Delhi
8. Chief Controller of Accounts, DIPP, Udyog Bhavan, New Delhi
9. Budget & Accounts Section, O/o the DC (MSME)
10. Members of Screening-cum-Steering Committee (SSC)
11. All Directors, MSME-DIs/MSME Testing Centres.
12. CMD, NSIC, NSIC Bhavan, Okhla Industrial estate, New Delhi- 110020
13. Internal Circulation in the O/o DC (MSME) as per standard list.

  
(Abhay Bakre) 16/3/15

Joint Development Commissioner



Development Commissioner  
Micro, Small & Medium Enterprises  
Government of India  
Nirman Bhawan, New Delhi-110 108  
[www.dcmsme.gov.in](http://www.dcmsme.gov.in)