



No. 5(1)/2025-26/PMS/NCMMarketing-PMV
GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
O/o DEVELOPMENT COMMISSIONER (MSME)
PMS DIVISION

Nirman Bhawan, New Delhi

Dated: 04.11.2025

SANCTION NO: 25/2025-26

To

The Pay and Account Officer (MSME)
New Delhi, Mumbai, Kolkata, Chennai

Subject: Sanctions to MSME-DFOs for Organising fairs exclusively for PM Vishwakarma beneficiaries under Component 5(I)(B) of the PMS Scheme

Sir/Madam,

I am directed refer to the agenda points pertaining to PMS Scheme in Minutes of the Meeting of National Committee for Marketing (PMV) (held on 16.05.2025) issued by PMV Division and convey the approval of Competent Authority for the Sanction of an amount of **₹ 14.75 Crore (₹ Fourteen Crores and Seventy Five Lakhs only)** to MSME-DFOs for Organising fairs exclusively for PM Vishwakarma beneficiaries under Component 5(I)(B) of the PMS Scheme, as per instructions given below:-

S.No.	Particulars	Details
i.	Beneficiaries	- PMVs registered on Udyam Assist Platform (UAP) or having Udyam Registration, and within the geographical boundaries of Implementing MSME-DFO. - MSME-DFOs will assist the PMVs not having UAP or UR to get registered for the same. - Further, a PMV can participate in maximum two events. - DFOs will maintain the database of applicants in each fair.
ii.	Implementing Office	MSME-DFOs
iii.	Duration of the event	At least 03 days
iv.	Minimum Beneficiaries	At least 50 PMVs in each event
v.	Products to be exhibited/sold	Products of PMV Trades.
vi.	Funds for each event.	₹ 12.50 Lakhs for Metro/Class A cities ₹ 10.00 Lakhs for other cities. Maximum 10% may be utilized for Publicity. MSME-DFO will ensure that the provisions of the GFR and other procurement-related rules/instructions are fully complied with.
vii.	Event allocation	As per annexure A Total: 146 events
viii.	Timelines	To be completed by February, 2026.
ix.	Benefits to PMVs during event.	- No space rent will be charged from the participating PMVs Lunch will be provided to the participants.
x.	Venue, publicity etc.	MSME-DFOs will organize these events at prominent venues, preferably govt. owned space. Proper publicity of the event will be ensured through associations, regional industrial bodies, social media, hoardings, etc.

2. The DFOs should adhere to the following:-
 - a. Funds are under the plan scheme and non-recurring in nature.
 - b. MSME-DFO will keep separate accounts utilization for the sanctioned fund. The saving, if any, is not transferrable.
 - c. The assets acquired wholly or substantially out of these funds should not, without the prior sanction of Government of India, be disposed or encumbered or utilized for the purpose other than that for which the funds have been sanctioned.
 - d. The progress report on utilization of the sanctioned fund should be sent within a month after the completion of the event.
 - e. The fund must be utilized as per the guidelines under the component 5(I)(B) i.e "Organising Trade Fair/ Exhibition held across the country" as mentioned in Procurement and Marketing Support Scheme guidelines dated 26.07.2022.
 - f. MSME-DFO should ensure the utilization of sanction amount within current financial year as per GFR

3. The expenditure shall be accommodated in demand No. 68, Ministry of Micro, Small, and Medium Enterprises for the financial year 2025-26 as follows:

Major Head	2851.00.102.99.11.33	PMS EAP-Subsidies (RAMP)
Object Head	99.11	
Sub Head	99.11.33	
BE: 2025-26	Rs. 68 Cr.	
Amount of sanction	Rs. 14.75 Cr.	

4. This issues with the approval of Competent Authority and concurrence of Integrated Finance Wing's Dy. No. 230/2025-26/IFW.II dated 27.10.2025.

5. In reference to the subject Sanction Order, it is to request Budget Division that the allocation of Funds to the respective PAOs may be carried out so that the bills can be processed.

(Dhayalan K)
Joint Director

Copy to :-

- 1) HOOs – All MSME-DFOs/Branch Offices
- 2) Joint Secretary, PMV Division, O/o DC MSME- with the request to coordinate for these events and ensure the utilization of allocated funds.
- 3) Joint Director(PMV-Marketing), O/o DC MSME
- 4) Assistant Director (PMV-Marketing), O/o DC MSME
- 5) Budget Section, Office of DC (MSME), Nirman Bhawan, New Delhi (*with request to do needful as per para No. 6 above*)
- 6) Principal Director of Audit, Economic and Service Ministry, AGCR Bldg., New Delhi

Copy for information to:-

- 1) PPS to Secretary, MSME
- 2) PPS to AS&DC (MSME)
- 3) PPS to ADC (PMS)
- 4) All the members of Empowered Committee.
- 5) Director (IFW), Ministry of MSME, Nirman Bhawan, New Delhi
- 6) US, RAMP Division, Ministry of MSME.

(Dhayalan K)
Joint Director

Fairs to be organised for PMVs under component 5(i)B of the PMS Scheme

S.No	Name of the State	NAME OF DFO	PMV Trade Fairs	Sanctions amount	Remarks
1	Bihar	MSME-DFO, Patna	5	₹ 50,00,000	
2		MSME-DFO, Muzaffarpur	3	₹ 30,00,000	
3	Telangana	MSME-DFO, Hyderabad	6	₹ 62,50,000	One event for Hyderabad.
4	Andhra Pradesh	MSME-DFO, Visakhapatnam	6	₹ 60,00,000	
5	Karnataka	MSME-DFO, Bengaluru	6	₹ 62,50,000	One event for Bengaluru
6		MSME-DFO, Hubli	3	₹ 30,00,000	
7	Delhi (NCT)	MSME-DFO, New Delhi	2	₹ 22,50,000	One event for Delhi and one for NCR
8	Odisha	MSME-DFO, Cuttack	6	₹ 60,00,000	
9	Goa	MSME-DFO, Goa	4	₹ 40,00,000	
10	Rajasthan	MSME-DFO, Jaipur	6	₹ 60,00,000	
11	Haryana	MSME-DFO, Karnal	4	₹ 40,00,000	
12	Uttarakhand	MSME-DFO, Haldwani	3	₹ 30,00,000	
13	Maharashtra	MSME-DFO, Nagpur	6	₹ 60,00,000	
14		MSME-DFO, Mumbai	6	₹ 65,00,000	One event for Mumbai, One event for Pune
15	Punjab & UT of Chandigarh	MSME-DFO, Ludhiana	3	₹ 30,00,000	
16	Gujarat	MSME-DFO, Ahmedabad	6	₹ 62,50,000	One event for Ahmedabad
17	Kerala	MSME-DFO, Thrissur	4	₹ 40,00,000	
18	Uttar Pradesh	MSME-DFO, Allahabad	4	₹ 40,00,000	
19		MSME-DFO, Kanpur	4	₹ 40,00,000	
20		MSME-DFO, Agra	4	₹ 40,00,000	
21	Jharkhand	MSME-DFO, Ranchi	5	₹ 50,00,000	
22	Chhattisgarh	MSME-DFO, Raipur	6	₹ 60,00,000	
23	J&K UT	Br. MSME-DFO, Jammu	6	₹ 60,00,000	
24	Himachal Pradesh	MSME-DFO, Solan	3	₹ 30,00,000	
25	Puducherry UT	MSME-DFO, Chennai	2	₹ 20,00,000	
26	Madhya Pradesh	MSME-DFO, Indore	6	₹ 60,00,000	
27	Andaman & Nicobar Islands UT	Br. MSME-DFO, Port Blair	2	₹ 20,00,000	
28	Dadra and Nagar. Haveli, Daman and Diu UT	Br. MSME-DFO, Silvassa	2	₹ 20,00,000	
29	Ladakh UT	MSME-Nucleus Cell, Leh	2	₹ 20,00,000	
30	Lakshadweep UT	Br. MSME- Nucleus Cell, Kavaratti	1	₹ 10,00,000	
Total (A)			126	₹ 12,75,00,000	
NER					
31	Assam	Guwahati	5	₹ 50,00,000	
32	Manipur	Imphal	3	₹ 30,00,000	
33	Nagaland	Dimapur	2	₹ 20,00,000	
34	Sikkim	Gangtok	2	₹ 20,00,000	
35	Tripura	Agartala	2	₹ 20,00,000	
36	Meghalaya	Br. MSME-DFO, Shillong	2	₹ 20,00,000	
37	Mizoram	Br. MSME-DFO, Aizawl	2	₹ 20,00,000	
38	Arunachal Pradesh	BR. MSME-DFO, Itanagar	2	₹ 20,00,000	
Total (B)			20	₹ 2,00,00,000	
Gross Total			146	₹ 14,75,00,000	