

FINANCIAL ASSISTANCE ON BAR CODE

The Ministry of Micro, Small and 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 decentralised 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 organisation. 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-

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

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

1. [Guidelines for Financial Assistance](#)
2. [Application Form](#)