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Marketing Assistance and Technology Up-gradation Scheme for MSMEs

The programme:-

MSMEs sector has emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. MSMEs are not only playing crucial role in providing large employment opportunities at comparatively lower capital cost than large industries but also helping in industrialization of rural and backward areas, thereby, reducing regional imbalances, assuring more equitable distribution of national income and wealth.

It may be mentioned here that marketing, a strategic tool for business development is critical for the growth and survival of MSMEs. Marketing is most important factor for the success of any enterprise. It is one of the weakest area wherein MSMEs face major problems in the present competitive age. Due to lack of information, scarcity of resources and unorganized way of selling / marketing, MSME sector finds problems in exploiting new markets.

Objectives:-

The objective of this programme envisages that some of those clusters of MSMEs, which have quality production and export potential, shall be identified & encouraged and assisted through this scheme to achieve competitiveness in the national and international markets. The programme aims at improving the marketing competitiveness of MSME sector by improving their techniques and technologies' promotion of exports and to provide a check on imports also.

Activities:-

The broad activities planned under the scheme include Technology up gradation in Packaging, Skills up gradation/Development for Modern Marketing Techniques, Competition Studies of threatened products, Special components for North Eastern Region (NER), Identification of new markets through state/district level, local exhibitions/trade fairs, Corporate Governance Practices, Marketing Hubs and Reimbursement to ISO 18000/22000/27000 Certification.

Present Status:-

The scheme will be implemented in a Public Private Partnership (PPP) Mode. The Scheme is yet to be approved/ implemented.
