

No. A-54/20/2022-A(P&T)(E-4022727)
Government of India
Ministry of Micro, Small & Medium Enterprises
Office of the Development Commissioner (MSME)
Admin (P&T) Section

Nirman Bhawan, New Delhi
Dated: 28th July, 2025

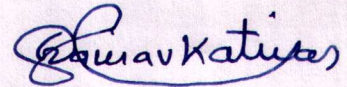
OFFICE ORDER

Subject: Procedure/guidelines to be observed for proper planning and execution of promotional and development events organized by Ministry of MSME-reg.

Reference is invited towards U.O. Note No. 145/Secy/MSME/2025 dated 14.07.2025 (copy enclosed) from Secretary (MSME) regarding setting up procedure/guidelines to be observed for proper planning and execution of promotional and development events organized by Ministry of MSME.

2. In this regard, all Scheme divisions, O/o DC(MSME) engaged in organizing promotional and development events of Ministry of MSME are requested for strict compliance of the procedure/guidelines contained in aforementioned U.O. Note.

This issues with the approval of the Competent Authority.



(Gaurav Katiyar)
Joint Director (Admin)/HoO
Ph: 011-23061461

Encl: as above.

To:

1. O/o ADC(SK)/DDG(AB)/ADC(AL)/ADC(RKR), O/o DC(MSME).

Copy for information to:

1. PPS to AS&DC(MSME);
2. All Divisions/Sections, O/o DC(MSME);
3. Hindi Section - For Hindi version;
4. SENET Division - with the request to upload the order on the office website;
5. Notice Board, O/o DC(MSME);
6. Officer order folder/guard file.

(P.T.O.)

MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES
GOVERNMENT OF INDIA

Udyog Bhavan,
New Delhi-110011

Ministry of Micro, Small and Medium Enterprises organizes events for the promotion, support and development of micro, small and medium enterprises (MSME). These events are required to be conducted in an efficient, coordinated and convergent manner to achieve the desired objectives and outcomes.


2 In this connection, the following procedure may be observed for proper planning and execution of promotional and development events organized by Ministry of MSME:

- a) The date, venue and theme of events organized at the Ministry level will be decided at the competent level at least three weeks in advance. For any Ministry level event, prior approval of the Minister of MSME will be obtained.
- b) A standing Event Management Committee (EMC) headed by Additional Secretary and Development Commissioner (MSME), with Division Heads concerned as members, will firm up the detailed contours of each event.
- c) EMC will designate a nodal Division and a Team Lead along with a suitable team of officers for smooth conduct of the event, in co-ordination with other agencies.
- d) It will be the responsibility of the nodal Division and the Team Lead to obtain timely administrative and financial approvals as required under the rules/procedures.
- e) In case, participation of another Ministry or a State Government is felt desirable. the Nodal Division will send a communication to this effect well in advance.

3. The requisite expenditure sanction in respect of every event will be obtained by the nodal Division well in time. The deliverables and expected outcomes will be clearly defined by the nodal Division in the proposal. While seeking financial concurrence, due economy and efficiency of expenditure will be ensured.

4. The pre-event and post-event media plan will be finalized at least one week before the event. The Media Cell of the Ministry will prepare draft of advertisement, stage backdrop, hoarding, standee, etc. which shall be shown to the office of Minister of MSME prior to seeking the requisite clearance as per procedure. Approval will be obtained on file, for releasing advertisement through CBC.

5. All Divisions/organizations of Ministry of MSME are requested to abide by these guidelines, which are in supersession of the previous guidelines on the subject.


(S.C.L. Das)

Secretary

Tel. No. 23061023

Additional Secretary and Development Commissioner
Economic Adviser
Joint Secretary (SME)/(AFI)/(ARI)/(PMV)
Deputy Director General (AB)/(KJ)
Additional Development Commissioners (SK)/(AL)/(RKR)
U.O.No.145/Secy/MSME/2025

dated 14.07.2025