

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

RAJYA SABHA
STARRED QUESTION NO. 86
TO BE ANSWERED ON 25.07.2022

MARKETING ASSISTANCE SCHEME

86. SHRI ABIR RANJAN BISWAS:

Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

- (a) the number of Micro, Small and Medium Enterprises (MSMEs) supported under the Marketing Assistance scheme since its inception for participation in international exhibitions/trade fairs, year-wise and State-wise;
- (b) the details of the co-sponsored exhibitions organised by other organisations/industry associations /agencies under the scheme, year-wise;
- (c) the details of buyer-seller meets, intensive campaigns and marketing promotion activities organised under the scheme since its inception, year-wise; and
- (d) the details of the exhibitions organised abroad since the inception of the scheme, year-wise?

ANSWER

MINISTER OF MICRO, SMALL AND MEDIUM ENTERPRISES
(SHRI NARAYAN RANE)

(a) to (d): A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (d) OF THE RAJYA SABHA STARRED QUESTION NO. 86 FOR ANSWER ON 25.07.2022.

(a): The Marketing Assistance Scheme (MAS) was implemented through the National Small Industries Corporation Limited (NSIC), a public sector undertaking under this Ministry for several years which has been discontinued after the 12th Five Year Plan in October 2018. The main objective of the scheme was to promote marketing, enhance competency of the Micro, Small and Medium Enterprises (MSMEs) for capturing new markets by organizing/ participating in various domestic & international exhibitions/trade fairs, buyers-seller meet, intensive campaigns, marketing promotion events, consortia formation, etc. In the 14th Financial Cycle, the MAS has been merged with International Cooperation (IC) Scheme for international components and Procurement and Marketing Support (PMS) Scheme for domestic components. The State-wise details of MSMEs assisted under erstwhile MAS from 2013-14 to 2017-18 is given at Annexure.

(b): The year-wise number of exhibitions co-sponsored by NSIC under erstwhile MAS from 2012-13 to 2017-18 is as under:

Year	No. of events co-sponsored
2012-13	15
2013-14	18
2014-15	0
2015-16	0
2016-17	02
2017-18	02

(c): The year-wise number of buyer-seller meets and Intensive campaigns and marketing promotion organised by NSIC under erstwhile MAS from 2012-13 to 2017-18 is as under:

Year	No. of buyer-seller meets	No. of intensive campaigns and marketing promotion
2012-13	16	607
2013-14	84	743
2014-15	43	231
2015-16	109	164
2016-17	70	250
2017-18	51	244

(d): NSIC had organised India pavilion in 13th China International Small and Medium Enterprises Fair (CISMEF 2016) from 10 - 13 October 2016 at Guangzhou, China.

Annexure referred to in reply to part (a) of Rajya Sabha Starred Question No. 86 for answer on 25.07.2022

State-wise details of number of MSMEs supported under the Marketing Assistance Scheme for participation in International exhibitions/ trade fairs from 2013-14 to 2017-18.

S. No.	STATES	2013-14	2014-15	2015-16	2016-17	2017-18
1	ANDHRA PRADESH	-	-	5	4	-
2	ASSAM	10	23	-	16	2
3	CHANDIGARH	-	15	-	10	-
4	DELHI	11	18	-	23	21
5	GOA	-	1	-	-	-
6	GUJARAT	5	16	16	43	16
7	HARYANA	12	-	5	5	12
8	HIMACHAL PRADESH	1	-	-	1	3
9	JAMMU AND KASHMIR	4	-	-	1	-
10	JHARKHAND	-	-	-	-	1
11	KARNATAKA	18	9	-	17	6
12	KERALA	-	1	-	6	2
13	MADHYA PRADESH	1	-	-	2	6
14	MAHARASHTRA	10	16	10	37	27
15	MANIPUR	2	-	-	-	-
16	ODISHA	5	1	-	1	1
17	PUDUCHERRY	1	-	-	1	1
18	PUNJAB	35	15	16	77	7
19	RAJASTHAN	15	8	-	2	4
20	TAMIL NADU	-	21	11	22	10
21	TELANGANA	10	9	9	8	4
22	UTTAR PRADESH	5	8	7	9	7
23	UTTARAKHAND	-	-	-	1	2
24	WEST BENGAL	7	6	1	13	2
	TOTAL	152	167	80	299	134