

Procurement and Marketing Support (PMS) Scheme

Ministry: Ministry of Micro, Small and Medium Enterprises (MSME)

1. Eligibility Criteria

- Must be a **registered MSME (Udyam Registration mandatory)**
- MSMEs aiming to **expand market reach and branding**
- Businesses participating in:
 - Trade fairs
 - Exhibitions
 - Marketing and promotional activities

2. Benefits

a) Trade Fair Participation Support:

- Up to **₹1.5 lakh** (Metro / A-class cities)
- Up to **₹1.0 lakh** (Class B / NER / J&K / Hilly states)
- Up to **₹0.8 lakh** (Other cities)

b) Event Organization Support:

- Regional: up to **₹30 lakh**
- National: up to **₹40 lakh**
- International: as approved

c) Packaging & Branding Support:

- **₹1 lakh** (standard packaging)
- **₹1.5 lakh** (green packaging)
- Support for **branding and product development**

d) Marketing Infrastructure:

- MSME Haats (new): up to **₹50 lakh**
- Upgradation: up to **₹20 lakh**

e) Vendor Development Programs:



- State level: **₹1 lakh**
- National level: up to **₹10 lakh**

f) Workshops & Seminars:

- National: up to **₹5 lakh**
- International: up to **₹7.5 lakh**

g) Awareness Programs:

- Up to **₹70,000 per program**

h) Additional Support:

- **E-commerce enablement** (e.g., ONDC integration)
- **Barcode adoption support**
- Assistance in **public procurement and tender participation**
- Support for **GI-tag product marketing and retail development**
- Capacity building through **marketing workshops and training**

3. How to Apply

- Apply through:
 - National Small Industries Corporation (NSIC), or
 - MSME Development Offices

Process:

- Register as an MSME (Udyam Registration)
- Identify relevant:
 - Trade fairs
 - Exhibitions
 - Marketing programs
- Submit application for **financial assistance**
- Participate in approved programs
- Claim benefits/reimbursements as per scheme guidelines

4. Documents Required

- Udyam Registration Certificate



- Import Export Code (IEC)
- DSC / Aadhaar e-Sign
- Bank account details

a) For Export/International Activities (if applicable):

- Export details (HSN code, destination country)
- Export order copy
- Loan sanction letter

Official Website

<https://dcmsme.gov.in>

