

Procurement and Marketing Support (PMS) Scheme

About:

The PMS Scheme is designed to enhance market access for Micro, Small, and Medium Enterprises (MSMEs) by facilitating their participation in various trade fairs, exhibitions, and market access initiatives. The scheme also focuses on educating MSMEs about critical marketing tools such as packaging, e-commerce, and international trade practices, helping them compete effectively in both domestic and international markets.

- **Key Objectives:**

- **Promote Market Access Initiatives:** Encourage MSMEs to explore new markets through trade fairs, exhibitions, and MSME-focused expos
- Up to 100% subsidy on space rent for SC/ST, women, NER, PH, and units from aspirational districts; 80% for other units. Up to ₹25,000 or actuals (whichever is less) for travel, publicity, and freight.
- Maximum Support: ₹1.5 lakh per exhibitor per event, including contingency expenditure .
- **Awareness Creation:** Educate MSMEs on the importance of modern packaging, trade policies, and marketing strategies.
- **Capacity Building:** Support MSMEs in adopting new technologies and strategies to enhance their business reach.

- **Key Benefits:**

- **Market Access:**
 - **Participation in Trade Fairs/Exhibitions:** Individual MSMEs can participate in both national and international trade fairs/exhibitions to showcase their products and services.
 - **Organization of Trade Fairs:** The Ministry of MSME and other government organizations will organize domestic and international trade fairs, offering platforms for MSMEs to engage with buyers and explore new markets
 - **Vendor Development Programs (VDP):** Initiatives aimed at linking MSMEs with larger buyers, including government procurement programs

- **Capacity Building:**

- **Modern Packaging Techniques:** Promote the adoption of advanced packaging technologies to improve product presentation and longevity.
- **Adoption of Barcodes:** Support MSMEs in implementing barcodes, which are essential for retail distribution and inventory management.
- **E-commerce Platforms:** Encourage MSMEs to adopt online platforms to reach broader markets and facilitate digital sales
- **Workshops and Seminars:** National-level workshops and seminars, both physical and virtual, will be organized to educate MSMEs on the latest market trends, policies, and strategies.
- **Retail Outlet Development:**
 - **Infrastructure for GI Products:** Provide support for the development of retail outlets that promote products with Geographical Indication (GI) status, helping MSMEs with GI-certified products to reach larger markets.

Eligibility Criteria:

To be eligible for the PMS Scheme, MSMEs must:

- Be in the Manufacturing or Service sectors.
- Possess a valid **Udyam Registration (UR)** Certificate.
- MSEs participating in trade fairs and exhibitions must have a minimum stall size of 12 sqm, with financial support calculated for up to 9 sqm.
- Medium and large enterprises, or those with customized stall designs, are not eligible for support under this scheme.

How to Apply:

- Eligible MSMEs can apply for the scheme through the official Ministry of MSME website: <http://www.dcmsme.gov.in>

Documents Required

- Identity proof i.e. Aadhaar Card, Voter ID Card, etc.
- Proof of age
- Caste certificate, if applicable
- Disability certificate, if applicable
- Any other document, if required.