

## Marketing support/Assistance to MSMEs (Bar code)

Ministry of MSME, Govt. of India

### § **Scheme Summary/key features:**

Under this scheme the Ministry conducts seminars and reimburses registration fees for bar coding in order to encourage MSEs to use bar-codes. The basic objective of this scheme is to enhance the Marketing competitiveness of Micro & Small Enterprises (MSEs)

### •**Eligibility:**

Those MSEs who have Entrepreneurial Memorandum Part-II acknowledgement number from Directorate of Industries/ District Industries Centres and also have registration with GS1 India for use of Bar Codes are eligible

### § **Amount or Percentage of Subsidy:**

75% of one-time registration fee and annual recurring fee (for first three years) paid by MSEs to GS1 India (GS1 India, an autonomous body under Ministry of Commerce & Industry, Government of India).

<https://www.startupindia.gov.in>