

### Scheme Summary/key features:

The scheme aims at the following:

- Promoting new market access initiatives like organising / participation in National/International Trade Fairs / Exhibitions / MSME Expo. Etc.
- To create awareness and educate the MSMEs about importance / methods/ process of packaging in marketing, latest packaging technology, import-export policy and procedure, GeM portal, MSME Conclave, latest developments in international/national trade and other subjects / topics relevant for market access developments.
- To create more awareness about trade fairs, digital advertising, e-marketing, GST, GeM portal, public procurement policy and other related topics etc.

### 5 Amount or Percentage of Subsidy:

The scale of assistance is given in the scheme guidelines for all the following

components,

5(A) Participation of individual MSEs in domestic trade fairs/ exhibitions across the country:

5(8) Organising Domestic Trade Fairs/Exhibition and participation in trade fairs/exhibitions by the Ministry/Office of DC (MSME)/Government organisations:

5(C) Capacity building of MSMEs in modern packaging technique:

5(0) Development of Marketing Haats.

5I Vendor Development Program (VDP):

5(F) International/National Workshops/Seminars: T

5(G) Awareness Programs

<https://msme.gov.in/4-marketing-promotion-schemes>

[https://msme.gov.in/sites/default/files/Guidelines\\_PMS.pdf](https://msme.gov.in/sites/default/files/Guidelines_PMS.pdf)