

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
STARRED QUESTION NO.*137
TO BE ANSWERED ON 15.12.2022

MARKETING STRATEGY FOR MSMEs

*137. DR. AMAR SINGH:

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

- (a) whether the Government subscribes to the view that both online and traditional offline marketing tactics have to be used together to create an effective marketing strategy for Micro, Small and Medium Enterprises (MSMEs);
- (b) if so, the initiatives that are proposed to be taken by the Government keeping in mind that while making marketing strategies, it is also important to define target audience and niche to develop brand awareness; and
- (c) if not, the reasons therefor?

ANSWER

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

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

STATEMENT REFERRED TO IN REPLY TO PART (a) TO (c) OF THE LOK SABHA STARRED QUESTION NO.*137 FOR ANSWER ON 15.12.2022

(a) to (c): The Ministry of Micro, Small and Medium Enterprises (MSME) and its organisations have taken several initiatives for MSMEs through online and offline modes to create an effective marketing strategy for Micro, Small and Medium Enterprises (MSMEs). Products and Services offered by integrating online and offline marketing strategies help MSMEs to increase their market reach. These include:

- i. **The Procurement and Marketing Support (PMS) Scheme:** The scheme is designed to promote new market access initiatives and enhance the marketability of products and services in the MSME sector. The scheme aims to create awareness and educate the MSMEs about importance / methods/ process of packaging in marketing, import-export policy and procedure, trade fairs and digital advertising, GeM portal, MSME Conclave, latest developments in international/national trade.
- ii. **International Cooperation Scheme:** The scheme aims to capacity build MSMEs for entering export market by facilitating their participation in international exhibitions/trade fairs abroad, organizing international conferences both physically and virtually. A new component of the scheme namely Capacity Building of First Time Exporters (CBFTE) has been launched on 30th June, 2022 for reimbursement of various costs incurred by Micro and Small Enterprises towards export of goods and services.
- iii. **Khadi and Village Industries Commission (KVIC):** For promotion of online marketing of Khadi and Village Industries products through e-market linkages to MSMEs, KVIC has also developed an online portal 'www.ekhadiindia.com'. KVIC also promotes /supports Small and Micro enterprises in marketing of Khadi and Village Industries products through network of its sale outlets spread across the country.
- iv. **Coir Board:** The Coir Board is granting Market Development Assistance (MDA) to the MSMEs and co-operatives through the concerned State Governments to the tune of 10% of average sales. The Board has already registered its 29 Showrooms under GeM Portal. Smart phones have been provided to Board's Showrooms to do the transactions in a digital mode. All the coir units are required to capture sales through reputed on-line/ e-commerce platforms.
- v. **National Small Industries Corporation (NSIC) Limited:** NSIC has developed Business to Business (B2B) portal viz. 'MSME Global Mart to enhance business of MSMEs. The key features and services of the portal include tender information, trade leads, member's homepage, featured product catalogue, request for quotation.

Also, under the National Scheduled Caste–Scheduled Tribe Hub (NSSH) Scheme, several interventions/sub-schemes have been introduced in consultation with various stakeholders for capacity building, financial assistance, and market linkage of the SC-ST entrepreneurs. The interventions for market linkages aims at visibility of the SC-ST owned MSEs and their participation in the public procurement so as to achieve the mandate of the Public Procurement Policy of the Government.
