

GOVERNMENT OF INDIA  
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

**LOK SABHA**  
**UNSTARRED QUESTION NO.330**  
**TO BE ANSWERED ON 03.02.2022**

**DOMESTIC MARKET PROMOTION SCHEME**

330. SHRI JAYANT SINHA:

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

- (a) the details of achievements of the Domestic Market Promotion (DMP) scheme so far;
- (b) the details of funds allocated and disbursed under DMP so far ; and
- (c) the details of other activities for market development undertaken by the Government under DMP, State-wise?

**ANSWER**

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

(a): Coir Board is implementing one scheme namely 'Coir Vikas Yojana' for promotion and development of Coir Industry in the country as well as abroad. Domestic Market Promotion Scheme (DMP) is one of the components of Coir Vikas Yojana. The main activities under the 'Domestic Market Promotion' component are display cum sales of coir products through its Showrooms & Sales Depots, participation in domestic exhibitions organized by other Agencies, organizing exclusive fairs, disbursement of Market Development Assistance (MDA) to the Coir Co-operative units and PSUs, through the State Governments/UTs concerned. Another scheme viz. the Procurement and Marketing Support Scheme(PMS) has also been introduced by the Ministry to enhance the market exposure to the goods and services produced by the MSME Sector through new market access initiatives like organizing/participation in Trade Fairs/Exhibitions/MSME expo/Vendor Development Programmes etc.

(b): Details of funds allocated and disbursed under DMP and PMS Schemes for the last two years are as follows:

Financial Year	Domestic Market Promotion Scheme (Rs. in Lakhs)	Procurement and Marketing Support Scheme (Rs. in Crore)
2019-20	670.00	79.88
2020-21	1334.27	12.48

(c): Apart from display and sales of Coir products, one of the other major activities of the Coir Board under DMP is to give ample publicity for the promotion of coir and coir products in the domestic market and popularisation of the schemes and services of the Board through various publicity programmes. The following are the major publicity programmes implemented by Coir Board:

- (i) Television / Radio Publicity
- (ii) Spot Publicity/Sales Campaign
- (iii) Press/Casual advertisements
- (iv) Printing of Publicity Materials/Hoarding/Coir News
- (v) Production of Documentary Film/Corporate Film/Photo Shoot

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