

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 3080
TO BE ANSWERED ON: 07.08.2025

SMALL-SCALE MANUFACTURERS

3080. DR. KADIYAM KAVYA:

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

- (a) whether the Government has plans to provide subsidized machinery to Telangana's small-scale manufacturers;
- (b) the details of export promotion schemes for Telangana's MSMEs in the handicraft sector; and
- (c) the steps taken to facilitate digital marketing training for Telangana's MSME entrepreneurs?

ANSWER

MINISTER OF STATE FOR MICRO, SMALL AND MEDIUM ENTERPRISES
(SUSHRI SHOBHA KARANDLAJE)

(a): The Ministry of Micro, Small and Medium Enterprises (MSME) has been implementing National Scheduled Caste and Scheduled Tribe Hub (NSSH) Scheme since October, 2016 to promote entrepreneurship amongst the SCs/STs and to fulfill the mandated 4% of procurement from SC/ST MSEs under the Public Procurement Policy for Micro and Small Enterprises, Government of India. The scheme is being implemented throughout the country including Telangana. Under the 'Special Credit Linked Capital Subsidy Scheme' component of NSSH Scheme, 25% capital subsidy is provided to SC-ST owned MSEs for procurement of plant and machinery/equipment (i.e. subsidy cap of Rs. 25 lakh) through institutional credit.

Further, Margin Money (MM) Subsidy is provided under the Prime Minister's Employment Generation Programme (PMEGP) for setting up of new enterprises in the non-farm sector. The MM subsidy for General Category beneficiary is 25% of the project cost in rural areas and 15% in urban areas. For beneficiaries belonging to Special Categories such as Scheduled Castes, Scheduled Tribes, OBCs, minorities, women, ex-servicemen, physically handicapped, transgenders, beneficiaries belonging to North Eastern Region, hill and border areas, and aspirational districts, the MM subsidy is 35% in rural areas and 25% in urban areas. The maximum cost of project is Rs. 50 lakh in the manufacturing sector and Rs. 20 lakh in the service sector.

In addition, Ministry of MSME implements various schemes for development and promotion of MSMEs which include Credit Guarantee Scheme for Micro and Small Enterprises (CGSMSE), Micro and Small Enterprises - Cluster Development Programme (MSE-CDP), Entrepreneurship & Skill Development Programme and Raising and Accelerating MSME Performance (RAMP), International Cooperation Scheme, Procurement and Marketing Support Scheme, MSME Champions Scheme, etc.

(b): To enhance the export of MSMEs in the country including Telangana's MSMEs in the handicraft sector, the Ministry of MSME under the International Cooperation (IC) Scheme facilitates MSMEs to participate in international fairs/exhibitions which give exposure to global market ecosystem. The IC Scheme also has the Capacity Building for First Time Exporters component which facilitates MSEs for registration with various Export Promotion Councils for membership, Export Insurance Premium and fees towards Testing & Quality Certification for products and services. Other schemes/programmes of this Ministry such as MSME-Sustainable (ZED) Certification Scheme, MSME-Competitive (LEAN) Scheme and MSME-Innovative Scheme (Incubation, Design & Intellectual Property Rights) provide holistic support to enable MSMEs to become globally competitive.

Further, with a view to promote the export of handicrafts and carpets, the Ministry of Textiles is organising International Marketing Events both in India and abroad under the Marketing and Service Support (MSS) component of the National Handicrafts Development Programme (NHDP). Under this, financial assistance is extended to eligible organizations for organizing and participating in international fairs, thematic exhibitions, craft festivals of India, stand-alone shows, and awareness campaigns abroad. Additionally, awardee artisans and exporters of handicrafts are nominated to participate in these international marketing events.

(c): Ministry of MSMEs has taken several initiatives to digitally empower MSMEs for online marketing and e-commerce integration. These include MSME Trade Enablement and Marketing (MSME TEAM) initiative which focuses on onboarding MSMEs onto the ONDC platform and supporting in their e-commerce journey; Procurement and Marketing Support (PMS) Scheme, which provides financial assistance for selling through e-commerce; MSME Global Mart – a B2B e-commerce platform for MSMEs developed by the National Small Industries Corporation to provide access to global trade leads, tenders and other relevant information; and ekhadiindia.com, an e-commerce portal for B2C sales, offering global reach and interactive features for khadi and village industries, developed and managed by the Khadi and Village Industries Commission.

Training on digital literacy and e-commerce operations is conducted in the MSME TEAM Initiative at various places including Telangana. Government e-Marketing Place also organizes awareness programmes on digital literacy and provides hand-holding support to MSMEs.
