

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 3038
TO BE ANSWERED ON: 18.12.2025

SPECIAL MARKETING ASSISTANCE SCHEME IN ANDHRA PRADESH

3038. SHRI LAVU SRI KRISHNA DEVARAYALU:

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

- (a) the number of SC/ST entrepreneurs from Andhra Pradesh who have availed support under the Special Marketing Assistance Scheme (SMAS) for participation in domestic and international exhibitions/trade fairs during the last five financial years, year and district-wise;
- (b) the details of the total funds allocated for domestic and international exhibitions/trade fairs per financial year under SMAS, including the total number of Andhra Pradesh beneficiaries who utilized these allocations and the sectors/ products they represented;
- (c) the total expenditure incurred by the Government on providing exhibition support to SC/ST entrepreneurs from Andhra Pradesh under SMAS, during the last five financial years;
- (d) whether any SC/ST entrepreneurs from Andhra Pradesh have faced difficulties in availing the exhibition support due to procedural delays, lack of awareness or inadequate National Scheduled Caste and Scheduled Tribe Hub (NSSH) office coverage in the State; and
- (e) the steps being taken to enhance exhibition participation from Andhra Pradesh?

ANSWER

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

(a) to (e): The Ministry of Micro, Small and Medium Enterprises (MSME) is implementing National Scheduled Caste and Scheduled Tribe Hub (NSSH) Scheme 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 has undertaken several initiatives to provide support which include capacity building programmes; market linkage programmes, organization of Special Vendor Development programmes, workshops/awareness programmes, subsidy on purchase of plant & machinery/equipment, financial assistance for registration under Single Point Registration Scheme, for enrollment on Government promoted e-commerce portals, etc.

Under 'Special Marketing Assistance Scheme (SMAS)' component of the NSSH Scheme, SC/ST entrepreneurs are facilitated to participate in domestic and international exhibitions to strengthen and develop their capacities to participate in public procurement. 3,929 SC/ST entrepreneurs at a cost of Rs. 36.41 crore were facilitated for participation in domestic exhibitions in the country during the last five years. However, no SC/ST entrepreneur from Andhra Pradesh availed support under SMAS for participation in exhibition during this period.

To extend handholding support to SC/ST entrepreneurs in Andhra Pradesh, National SC-ST Hub Office (NSSHO) has been established at Hyderabad. Further, to spread awareness about various benefits available under NSSH Scheme; Conclaves, Special Vendor Development Programmes (SVDPs) and awareness workshops are being organized at various locations in the country. In current financial year 2025-26, 02 SVDPs and 02 awareness programmes have so far been organized in the State of Andhra Pradesh. The scheme also actively use social media platforms for wider dissemination, particularly focusing on the intended audience.
