

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 792
TO BE ANSWERED ON 04.12.2025

PROCUREMENT AND MARKETING SUPPORT (PMS) SCHEME

792. SHRI SANJAY HARIBHAU JADHAV:

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

- (a) the overall countrywide status of the implementation of the Procurement and Marketing Support (PMS) Scheme from the year 2019 till date;
- (b) the MSMEs supported, under the scheme, State/UT-wise ;
- (c) the number of programs/ events organized and the funds released/utilized thereof, State/UT-wise; specifically for Parbhani Lok Sabha Constituency in Maharashtra;
- (d) the specific assistance/ measures offered under PMS and whether application windows are available/ active through my MSME and RAMP portals, if so, the details thereof and the format and application process for the same;
- (e) the impact of PMS on providing market access and formalization of MSMEs; and
- (f) the aggregated data for orders/ lead-generation and the value of received orders?

ANSWER

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

- (a): The Procurement & Marketing Support (PMS) Scheme has been implemented across India by the Ministry of Micro Small and Medium Enterprises (MSME) to enhance marketability and market access of products and services of Micro and Small Enterprises (MSEs). The revised guidelines of the Scheme was issued on **26.07.2022**. The Scheme supports market access initiatives such as organising/ participation in national & international trade fairs/ exhibitions, vendor development programmes (VDPs), adoption of e-commerce platform (*MSME Global Mart*), adoption of bar-code, national workshops/ seminars.
- (b): MSEs supported under scheme according to State/UT-wise are enclosed at Annexure-I.
- (c): The number of programs/events organized and the funds released under the scheme is enclosed at Annexure-II.
- (d): Specific assistance under the Scheme is provided through participation of individual MSEs in trade fairs/exhibitions, organization of domestic trade fairs/exhibitions, support for adoption of e-commerce platforms, adoption of barcodes, Vendor Development Programmes (VDPs), national workshops, awareness programmes, and other market-linkage activities. MSEs having a valid Udyam Registration Certificate are eligible to apply for approved events available on the MSME portal at: <https://my.msme.gov.in/MyMsme/Reg/Home.aspx>

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(e) & (f): **The impact of PMS on providing market access and formalization of MSMEs is as under:**

PMS supports market access by subsidizing participation in fairs, enabling vendor outreach (VDPs) and by catalyzing e-commerce adoption and bar-code usage-each of which increases visibility, buyer linkages and opportunities for order generation. The number of beneficiaries of PMS Scheme during the last two years is as under:

Financial Year	No. of Domestic Trade Fairs/ Exhibitions/ Expos	No. of MSEs benefitted	Expenditure (Rs. in Crore)
2023-24	256	Around 30,000	68.69
2024-25	255	Around 30,500	61.74
2025-26* (As on 01.12.25)	215 (Approved Fairs)	8,845	51.92

Annexure-I

The State/UT-wise supported MSEs under Trade Fairs/ Bar Code/ E-commerce Beneficiaries are as under:

S. No.	State/UTs	2023-24	2024-25
1	ANDHRA PRADESH	175	130
2	ARUNACHAL PRADESH	1	0
3	ASSAM	258	219
4	BIHAR	364	252
5	CHANDIGARH	43	36
6	CHHATTISGARH	92	143
7	DADRA AND NAGAR HAVELI	9	6
8	DAMAN AND DIU	3	2
9	DELHI	961	1168
10	GOA	31	151
11	GUJARAT	1024	969
12	HARYANA	491	478
13	HIMACHAL PRADESH	48	96
14	JAMMU AND KASHMIR	81	43
15	JHARKHAND	111	197
16	KARNATAKA	997	938
17	KERALA	459	511
18	LADAKH	2	2
19	MADHYA PRADESH	348	362
20	MAHARASHTRA	3947	2489
21	MANIPUR	23	69
22	MEGHALAYA	4	4
23	NAGALAND	6	8
24	ODISHA	940	838
25	PUDUCHERRY	58	36
26	PUNJAB	888	618
27	RAJASTHAN	903	689
28	SIKKIM	6	6
29	TAMIL NADU	1014	1136
30	TELANGANA	519	422
31	TRIPURA	5	9
32	UTTAR PRADESH	891	909
33	UTTARAKHAND	251	286
34	Andamn Nicobar	3	3
35	WEST BENGAL	795	803

Annexure-II

- i.) The number of National Workshops/ Seminars/ VDPs organized under the scheme and fund released is as under:

State/UTs	FY 2023-24 Total National Workshops/Seminars/ VDPs	FY 2023-24 Sanction Issued (Rs. in Lakhs)	FY 2024-25 Total National Workshops/ Seminars/ VDPs	FY 2024-25 Sanction Issued (Rs. in Lakhs)
Bihar	9	45	6	22
Telangana	5	25	4	14
Karnataka	9	45	6	22
West Bengal	6	30	5	17
Andhra Pradesh	3	15	3	11
Haryana	3	15	4	14
Uttarakhand	10	50	6	22
Maharashtra	11	55	9	33
Punjab	5	25	4	14
Uttar Pradesh	13	65	8	30
Chhattisgarh	3	15	3	11
Delhi(NCR)	4	20	4	14
Rajasthan	5	25	4	14
Odisha	6	30	4	14
Goa	2	10	3	11
Kerala	5	25	4	14
J&K	2	10	5	17
Jharkhand	4	20	3	11
Gujarat	3	15	5	17
Madhya Pradesh	5	25	3	11
Tamil Nadu	4	20	5	17
Himachal Pradesh	1	5	3	11
Assam	3	15	3	11
Nagaland	3	15	0	0
Sikkim	1	5	2	8
Meghalaya	1	5	0	0
Mizoram	0	0	2	8

ii.) State/UT-wise funds released during the last and current FY (Domestic Trade Fairs):

Concerned State/UTs	Total Sanction Issued FY 2024-25 (Rs.)	Sanction issued in FY 2025-26 till 01.12.2025 (Rs.)
Uttar Pradesh	92,75,899	80,72,507
Gujarat, Daman & Diu and Dadar & Nagar Haveli	3,71,80,644	2,50,52,859
Uttar Pradesh	7,67,614	14,04,576
Karnataka	3,46,03,082	2,47,49,647
Tamilnadu, Puducherry	3,75,39,214	2,40,94,785
Odisha	2,17,23,999	3,46,61,020
Delhi NCR	5,15,22,045	4,89,73,100
Sikkim	1,68,000	-
Goa	44,66,858	9,24,528
Assam, Arunachal Pradesh, Meghalaya	4,41,638	97,000
Uttarakhand	1,40,32,666	1,56,66,438
Karnataka	23,84,991	9,86,586
Telangana	1,85,92,706	1,07,03,894
Manipur	2,48,000	-
Madhya Pradesh	2,66,51,386	81,90,537
Rajasthan	2,87,43,030	2,51,55,274
Jammu & Kashmir, Ladakh	24,35,130	4,02,543
Uttar Pradesh	19,94,323	51,77,105
Haryana	1,36,18,009	81,21,501
West Bengal, A&N Island	64,50,572	1,06,94,421
Punjab, Chandigarh	3,48,87,500	3,13,84,557
Maharashtra (Including Parbhani Lok Sabha Constituency)	5,19,73,613	4,87,86,323
Bihar	89,28,491	12,23,331
Maharashtra	5,62,27,193	3,73,34,524
Bihar	44,87,470	56,88,607
Chhatisgarh	16,91,370	70,77,977
Jharkhand	18,11,270	44,50,235
Himachal Pradesh	25,02,508	20,11,953
Kerala, Lakhsadweep	2,21,00,370	89,14,422
Andhra Pradesh	30,80,655	26,78,007
Total	50,05,30,246	40,26,78,257