

**GOVERNMENT OF INDIA
MICRO, SMALL AND MEDIUM ENTERPRISES
LOK SABHA**

UNSTARRED QUESTION NO:4735

ANSWERED ON:22.12.2014

MARKETING ASSISTANCE SCHEME UNDER MSME

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

- (a) the details of aims and objectives of the Marketing Assistance Scheme for the Micro, Small and Medium Enterprises (MSME) sector along with the funds allocated under the scheme during the current year;
- (b) the details of the targets fixed and achieved along with the expenditure incurred under the scheme so far during the said period;
- (c) the details of MSME products exported during each of the last three years and the current year, country-wise;
- (d) the details of new jobs created for the rural people including women as a result thereof during the said period; and
- (e) the steps taken by the Government to generate more employment through the MSME?

Answer

MINISTER OF STATE IN THE MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES (SHRI GIRIRAJ SINGH)

(a)&(b): Marketing Assistance Programme is a strategic initiative for adoption of Modern Marketing techniques and technology by MSMEs consistent with the requirement of global market and thereby encouraging MSMEs in their efforts at tapping and developing domestic and overseas markets. The Ministry implements a number of schemes/programmes for Marketing Assistance. The brief details are given at Annexure.

(c): The details export of major sectors covered under MSMEs for the current year are given at Annexure, Part-B. The country-wise details of the export commodities are available in the Directorate General of Commercial Intelligence and Statistics (DGCI&S) publication in CD for, namely 'Monthly Statistics of Foreign Trade of India' Vol. 1 (Exports). Such CDs are regularly sent to Parliament Library by DGCI&S, Kolkata and may be accessed there.

(d)&(e): Mechanism to capture minute details like new employment generated is not possible. However, Ministry of MSME is implementing a scheme named 'Prime Minister's Employment Generation Programme (PMEGP)' to generate employment opportunities through establishment of micro enterprises in rural as well as urban areas. The scheme is implemented through Khadi and Village Industries Commission (KVIC). The scheme has set a target to generate employment for 8,24,856 persons during the current year.