



# Procurement and Marketing Support (PMS) Scheme



## Objective:

- The scheme aims to promote new market access initiatives like organizing / participation in National / International Trade Fairs / Exhibitions / MSME Expo, etc. held across the country and to create awareness and educate the MSMEs about the importance / methods/ process of packaging in marketing, latest packaging technology, import-export policy and procedure, GeM portal, MSME Conclave, latest developments in international / national trade and other subjects / topics relevant for market access developments.

## The scheme components include the following:



### Market Access Initiatives across the country

- Participation of Individual MSEs in Trade Fairs / Exhibitions.
- Organizing Domestic/ International Trade Fairs/Exhibition and participation in trade fairs/exhibitions by the Ministry/Office of DC (MSME)/Government organizations.
- Vendor Development Program (VDP).

### Capacity Building

- Adoption of Modern Packaging Techniques;
- Adoption of Bar Code;
- Adoption of e-Commerce Platform;
- National Workshops / Seminars;
- Organizing National workshops/seminars by the Ministry / Office of DC (MSME) (Conventional/Virtual).

### Development of Retail Outlet

*\*The detailed guidelines of the scheme components as per the new approved SFC are under process and will be soon available on public domain.*