

## Frequently Asked Questions on Marketing Assistance Scheme (MAS)

Q. No.1. What are the activities being implemented by NSIC under the Marketing Assistance Scheme.

Ans. a. Organizing Domestic Exhibitions  
b. Participation in Exhibitions/ Trade Fairs in India  
c. Support for Co-sponsoring of Exhibitions organized by other organisations/ industry associations/agencies  
d. Buyer-Seller Meets:  
e. Intensive Campaigns and Marketing Promotion Events  
f. Other Support Activities (Listed in MAS)

Q. No.2. Who is eligible for availing benefits under the Marketing Assistance Scheme?

Ans. Micro, Small & Medium Enterprises having Udyog Aadhar Memorandum (UAM) and entry on MSME databank are eligible for availing benefits under the Marketing Assistance Scheme

Q. No.3. What are the eligible components for availing subsidies under Marketing Assistance Scheme.

Ans. For participation in Domestic Exhibitions, Built- up stall is provided to MSMEs at subsidized rates.

Q. No.4 How many times an MSME unit is eligible for participation in Domestic exhibition.

Ans. An MSME unit is eligible for participation in One Domestic exhibition in a financial year. Units belonging to SC/ST entrepreneurs will be governed by special Marketing Assistance Scheme.

Q. No.5 What is maximum budgetary limit for participation in a domestic exhibition.

Ans. The budgetary limit for participation in a domestic exhibition is Rs.15 lakhs (based on screening committee approval). The support is provided on 'First come First serve' basis.

Q. No.6. When an MSME unit should apply to NSIC for participation in domestic exhibition

Ans. The unit must apply to nearest NSIC branch office with complete documents atleast one month prior to the commencement of the exhibition.

Q. No.7 How do you define MSEs owned by SC / ST enterprises.

Ans. Definition of MSEs owned by SC/ ST, as per clarification dated 25.6.2013 by Ministry of MSME under the provision of para 16 of Public Procurement Policy for Micro and Small Enterprises (MSEs) Order, 2012, is as given under:  
(a) In case of proprietary MSE, proprietor(s) shall be SC /ST.  
(b) In case of partnership MSE, the SC/ ST partners shall be holding at least 51% shares in the unit.  
(c) In case of Private Limited Companies, at least 51% share shall be held by SC/ ST promoters.