



KAMARAJ IAS ACADEMY
Only IAS Academy by Grandson of "Perunthalaivar Kamarajar"

Special Marketing Assistance Scheme

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Why is in news? Success story – Special Marketing Assistance Scheme of the National SC-ST Hub provides platform for enhancing business revenue

Siam Laingek, a resident of Churachandpur, Manipur runs his enterprise by the name of Thangching Herbal. He has been manufacturing essential oils for the past few years. He has benefitted from the Special Marketing Assistance Scheme of the National SC-ST Hub by participating in more than 20 domestic exhibitions. This has helped in growing his business revenue by increasing the product reach to his customers in various states.

Special Marketing Assistance Scheme (SMAS):

Marketing, a strategic tool for business development, is critical for the growth and survival of micro, small & medium enterprises.

Marketing is the most important factor for the success of any enterprise. Large enterprises have enough resources at their command to hire manpower to take care of marketing of their products and services.

MSME sector does not have these resources at their command and thus needs institutional support for providing these inputs in the area of marketing.

The **Ministry of Micro, Small & Medium Enterprises** has been operating various schemes to provide marketing support to the MSMEs and also facilitate them in tapping and developing overseas markets to the MSMEs.

With the **objective to encourage SC/ST enterprises for availing marketing support** for their development and growth, such schemes have been synergized to form Special Marketing Assistance Scheme (SMAS)

Under the above scheme, marketing support is provided to the SC/ST enterprises for enhancement of competitiveness and marketability of their products through National SC-ST Hub by way of the following type event:

1. Organizing Visit to International Exhibitions/Trade Fairs/Seminars Abroad
2. Participation in International Exhibitions/Trade Fairs Abroad
3. Organizing Visit to Domestic Exhibitions/Trade Fairs
4. Participation in Domestic Exhibitions/Trade Fairs
5. Vendor Development Programmes
6. Organizing Workshops/Seminars/Awareness Campaigns

National SC-ST Hub:

Kamaraj IAS Academy

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The National SC-ST Hub (NSSH) has been set up to **provide professional support to Scheduled Caste and Scheduled Tribe Entrepreneurs** to fulfil the **obligations under the Central Government Public Procurement Policy for Micro and Small Enterprises Order 2012**, adopt applicable business practices and leverage the Stand-Up India initiative.

The Scheme applicable for **Existing and Aspiring SC/ST Entrepreneurs**

Key Benefits:

To achieve 4% Public Procurement target from SC-ST entrepreneurs

Facilitating SC/ST Entrepreneurs to be part of vendor development programs and mentoring support

Collection, collation and dissemination of information regarding SC/ST enterprises and entrepreneurs

Distribution of trade specific tool kits to trained candidates

The **key action areas of NSSH include** vendor development, participation in public procurement, building reliable database, mentoring and handholding support, policy advocacy with states, credit facilitation, capacity building, private affirmative action, technology upgradation, marketing support, and special subsidies under various schemes