

# Marketing Competitiveness of MSMEs

Ministry of MSME supports Micro, Small and Medium Enterprises (MSMEs) to enhance their marketing competitiveness through Procurement and Marketing Support Scheme, Coir Vikas Yojana (CVY) and scheme for International Cooperation.

The details of budget provision and expenditure under these schemes during last three years and current year are furnished in the Annexure.

## Annexure

Sl.No	Scheme	Year	Budget (BE/RE) (Rs. in crore)	Expenditure (Rs in Crore)
1.	Procurement and Marketing Support scheme.	2016-17 to 2018-19	95.50	27.85
		2019-20 (upto Oct., 2019)	87.60	3.52
2.	Marketing Assistance Scheme	2016-17 to 2018-19	39.75	28.35
		Scheme discontinued w.e.f. October, 2018		
3.	Coir Vikas Yojana	<b>Export Market Development</b>		
		2016-17 to 2018-19	4.09	4.09
		2019-20 (upto Oct., 2019)	1.50	0.69
4.		2016-17 to 2018-19	15.88	13.86

	International Cooperation Scheme	2019-20 (upto Oct., 2019)	30.00	2.56
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This information was given by Shri Nitin Gadkari, Union Minister for Micro, Small and Medium Enterprises in written reply to a question in Rajya Sabha today.

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