

**No. 10(6)/2006-MA
Government of India
Ministry of Small Scale Industries
Office of the Development Commissioner (SSI)
Marketing Assistance Division
7th Floor, A Wing, Nirman Bhawan, New Delhi - 110 011**

Dated 16th May, 2007

Modification of SSI-MDA Scheme : Addition of a Component to reimburse 75% of the Annual Fees (Recurring) of Bar Code certification to Micro and Small entrepreneurs for the first three years of registration under SSI-MDA Scheme

Kindly refer to this Office Memorandum No. 10(6)/2000-EP&M dated 10th February, 2003 whereby guidelines for financial assistance under SSI-MDA Scheme for Bar Code registration were circulated. The Scheme came into operation w.e.f. 1st January, 2002. However, it was felt that many of the small-scale entrepreneurs find it difficult to meet the recurring liability of payment of annual fee of Bar Code Certification. It is further felt that if the annual recurring fee were also reimbursed, the Scheme would become more affordable & attractive, encouraging many more units to obtain Bar Code Registration.

With this objective, the scope of the present Scheme has been enhanced w.e.f. 1st June, 2007. Accordingly it has now been decided that 75% of the annual fee (recurring) of Bar Code Certification for the first three years would also be reimbursed to Micro and Small Entrepreneurs, in addition to reimbursement of the one-time registration fee as charged by GSI (formerly EAN India). The other parameters of the guidelines circulated earlier will remain the same.

Presently, GSI India, the Bar Code solution provider, charges Rs. 25,000/- as one-time registration fee for adoption of Bar Code and Rs. 5,000/- as annual fee (recurring). With present modification, it is expected that a large number of SMEs would come forward to adopt the practice of Bar Coding their products which would also serve as a tool for the successful marketing of SMEs products in the exports/retail market.

It is requested that this may kindly be given wide publicity among Micro and Small Manufacturing Enterprises permanently registered with DI/DIC so that they can avail the benefit under this Scheme.

Sd/-
(RAVI PARMAR)
Joint Development Commissioner (SSI)