

No. 5(02)/2024-25/PMS/MiscDTF
GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
O/O DEVELOPMENT COMMISSIONER (MSME)
PMS DIVISION

Nirman Bhawan, New Delhi
Dated: 15.10.2024

OFFICE MEMORANDUM

Subject: Clarification and Directions Regarding Participation of MSEs in Trade Fairs/Exhibitions under PMS Scheme – Prevention of Multiple Stall Bookings by Same Entrepreneur or Related Entities

As per Para 5(I) A of the PMS Scheme guidelines, Micro and Small Enterprises (MSEs) are eligible for reimbursement for participation in a maximum of two (2) events per year. This provision is to ensure equitable access to promotional opportunities for all MSEs and prevent monopolization of event spaces by a few participants.

2. It has come to the notice of this Office that certain entrepreneurs are circumventing the spirit of this provision by:-

i. **Booking multiple stalls** in the same exhibition through the use of multiple UDYAM registrations, under different legal entities such as proprietorships, LLPs, Private Limited Companies, etc.

ii. **Engaging immediate family members or relatives** to book additional stalls, thereby contravening the intended equity of the scheme.

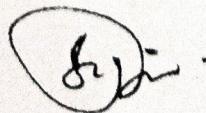
3. These practices not only undermine the goal of promoting a wide range of enterprises but also hinder the participation of genuine MSEs who deserve the opportunity to showcase their products and services. To address these issues, all DFOs are hereby directed to:-

i. **Reject applications** where it is evident that multiple stalls are being booked in the same exhibition by a single entrepreneur under different legal entities (proprietorships, LLPs, Private Limited Companies, etc.) or by immediate family members using different UDYAM registrations.

ii. **Perform thorough due diligence** when recommending MSEs for participation in PMS Scheme-supported events. This includes verifying UDYAM details, cross-checking relationships between applicants (such as same mobile number, email id, address, unit name etc.) and ensuring compliance with the guidelines.

iii. **Carefully scrutinize** and reject applications that show signs of misuse of multiple entity registrations to secure additional stalls.

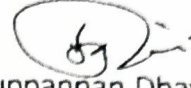
4. All MSME-DFOs are directed to ensure the compliance of aforementioned directions.



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5. Applicants are also being informed through the application portal that MSEs found misusing multiple entity registrations to secure additional stalls will have their applications rejected, at any stage.

6. This is issued with the approval of the AS&DC.



(Karuppannan Dhayalan)

Deputy Director (PMS)

Tele No. 23062354

Email ID: dayal.spk@gov.in

दयालन. के. / DHAYALAN, K

उप निदेशक / Deputy Director

भारत सरकार / Govt. of India

सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय

Ministry of Micro, Small & Medium Enterprises

विकास आयोग (सू. ल. एवं म. उद्यम) का कार्यालय

Office of the Dev. Commissioner (MSME)

निर्माण भवन, नई दिल्ली-110108 / Nirman Bhawan, New Delhi-110108

To,

Head of Office

All the MSME-DFO

Copy to:

1. PPS to AS&DC, O/o DC MSME
2. ADC (PMS), O/o DC MSME
3. NIC Team, O/o DC MSME for necessary action on portal
4. Guard File.



(Karuppannan Dhayalan)

Deputy Director (PMS)

दयालन. के. / DHAYALAN, K

उप निदेशक / Deputy Director

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Nirman Bhawan, New Delhi
Dated: 15.10.2024

OFFICE MEMORANDUM

Subject: Directions for Rejection of Applications Involving Modification of Udyam Registration Post Initial Examination for Fair Participation

It has come to the notice of this Division that certain MSEs, upon being asked for clarification regarding discrepancies between their product details and the approved product segments of a fair, are subsequently modifying their Udyam Registration Certificates (URC) to align with the approved product categories of the event. This practice has been observed after initial examination by this Division, and such modified applications are being recommended by the respective DFOs for approval.

2. Therefore, it is directed that:-
 - i. **No modifications or updates** to the Udyam Registration details will be accepted **after the approval** of a fair.
 - ii. **DFOs are instructed to reject applications** where discrepancies are found between the product segments and the fair's approved categories and ensure that only those MSEs whose product details match the pre-approved segments participate in the event.
3. Strict compliance with this directive is expected from all DFOs to uphold the scheme's integrity.
4. This issues with approval of ADC (PMS).



(Karuppannan Dhayalan)
Deputy Director (PMS)
Tele No. 23062354
Email ID: dayal.spk@gov.in

दयालन. के / DHAYALAN K
उप निदेशक / Deputy Director
भारत सरकार / Govt. of India
सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय
Ministry of Micro, Small & Medium Enterprises
विकास साधुल (सू. ल. म. म. उद्यम) का कार्यालय
Office of Development Commissioner (MSME)
निर्माण भवन, ई-2, लखनऊ रोड, नई दिल्ली-110003

To

Head of Office
All the MSME-DFOs

Copy to

1. PPS to AS&DC, O/o DC MSME
2. ADC(PMS), O/o DC MSME.
3. Guard File