

NSIC
Evaluation Study/Survey of
Marketing Assistance Scheme
With Respect to Micro, Small and Medium
Enterprises



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Evaluation Study of Marketing Assistance Scheme for MSMEs

A. INTRODUCTION TO NSIC

National Small Industries Corporation Ltd. (NSIC) is an ISO 9001-2008 certified Government of India Enterprise under Ministry of Micro, Small and Medium Enterprises (MSME). NSIC has been working to fulfill its mission of promoting, aiding and fostering the growth of small industries and industry related micro, small and medium enterprises in the country. Over a period of five decades of transition, growth and development, NSIC has proved its strength within the country and abroad by promoting modernization, upgradation of technology, quality consciousness, strengthening linkages with large medium enterprises and enhancing exports - projects and products from small enterprises.

NSIC carries forward its mission to assist small enterprises with a set of specially tailored schemes designed to put them in a competitive and advantageous position. The schemes comprise of facilitating marketing support, credit support, technology support and other support services.

1. Marketing

Marketing, a strategic tool for business development, is critical to the growth and survival of small enterprises in today's intensely competitive market. NSIC acts as a facilitator to promote small industries products and has devised a number of schemes to support small enterprises in their marketing efforts, both in and outside the country. These schemes are briefly described as under:

i. Consortia and Tender Marketing

Small Enterprises in their individual capacity face problems to procure & execute large orders, which inhibit and restrict their growth. NSIC, accordingly adopts Consortia approach and forms consortia of units manufacturing the same products, thereby easing out marketing problems of SSIs. The Corporation explores the market and secures orders for bulk quantities. These orders are then distributed to small units in tune with their production capacity. Testing facilities are also provided to enable units to improve and maintain the quality of their products conforming to the standard specifications.

ii. Single point Registration for Government Purchase

NSIC operates a single Point Registration Scheme under the Government Purchase Program, wherein the registered SSI units get purchase preference in Government purchase program, exemption from payment of Earnest Money Deposit etc.

- Issue of tender sets free of cost.
- Advance intimation of tenders issued by DGS & D.
- Exemption from payment of earnest money.
- Waiver of security deposit up to the monetary limit for which the unit is registered.
- Issue of competency certificate in case the value of an order exceeds the monetary limit, after due verification.

iii. B2B Web Portal for Marketing

NSIC Infomediary is a Business-to-Business (B2B) Portal that has been established to give online services for small and medium time importers, exporters and service providers in India. The portal is an initiative to provide business opportunities to small businesses, firms and small scale units to expand further. Thus, anyone involved in business activities and wants to utilize the strength and visibility of Internet can join NSIC Infomediary. Those who look for promotion and prospect for their trade and products/services can also join NSIC Infomediary.

iv. Marketing Intelligence

Collect and disseminate both domestic as well as international marketing intelligence for the benefit of MSMEs. This cell, in addition to spreading awareness about various programs / schemes for MSMEs, will specifically maintain database and disseminate information.

v. Exhibitions and Technology Fairs

To showcase the competencies of Indian SSIs and to capture market opportunities, NSIC participates in select International and National Exhibitions and Trade Fairs every year. NSIC facilitates the participation of the small enterprises by providing concessions in rental etc. Participation in these events exposes SSI units to international practices and enhances their business prowess.

vi. Buyer-Seller meet

Bulk and departmental buyers such as the Railways, Defence, Communication departments and large companies are invited to participate in buyer-seller meets to enrich small enterprises knowledge regarding terms and conditions, quality standards, etc required by the buyer. These programs are aimed at vendor development from MSMEs for the bulk manufacturers.

vii. Credit Support

NSIC facilitates credit requirements of small enterprises in the following areas:

a. Financing for procurement of Raw Material (Short term)

NSIC's Raw Material Assistance Scheme aims at helping Small Enterprises by way of financing the purchase of Raw Material (both indigenous & imported). The salient features are:

- Financial Assistance for procurement of Raw Materials upto 90 days.
- Bulk purchase of basic raw materials at competitive rates.
- NSIC facilitates import of scarce raw materials.
- NSIC takes care of all the procedures, documentation & issue of letter of credit in case of imports.

b. Financing for Marketing Activities (Short term)

NSIC facilitates financing for marketing activities such as Internal Marketing, Exports and Bill Discounting.

Finance through syndication with Banks In order to ensure smooth credit flow to small enterprises, NSIC is entering into strategic alliances with commercial banks to facilitate long

term / working capital financing of the small enterprises across the country. The arrangement envisages forwarding of loan applications of the interested small enterprises by NSIC to the banks and sharing the processing fee.

viii. Performance and Credit Rating Scheme for small industries

To enable small enterprises to ascertain the strengths and weaknesses of their existing operations and take corrective measures to enhance their organizational strength. NSIC is operating a Performance and Credit Rating Scheme through empanelled agencies like ICRA, ONICRA, CRISIL, FITCH, CARE, BRICKWORK RATINGS and SMERA. Small enterprise has the liberty to choose any of the rating agencies empanelled with NSIC. Rating agencies will charge the credit rating fee according to their policies. The benefits to small enterprises are as follows:

- An independent, trusted third party opinion on capabilities and credit worthiness of small enterprises.
- Good rating to enhance the acceptability of the small enterprise with Banks. FIs, customers and buyers.
- Facilitate prompter credit decisions from Banks on proposals of SSI units.
- 75% of the credit rating fee subject to a maximum of Rs. 25,000/- will be reimbursed to the small enterprise having a turnover upto Rs.50 lakh by way of grants.
- 75% of the credit rating fee subject to a maximum of Rs. 30,000/- will be reimbursed to the small enterprise having a turnover above Rs.50 lakh to Rs.200 lakh by way of grants.
- 75% of the credit rating fee subject to a maximum of Rs. 40,000/- will be reimbursed to the small enterprise having a turnover above Rs.200 lakh by way of grants.

2. Technology Support

Technology is the key to enhancing a company's competitive advantage in today's dynamic information age. Small enterprises need to develop and implement a technology strategy in addition to financial, marketing and operational strategies and adopt the one that helps integrate their operations with their environment, customers and suppliers.

NSIC offers small enterprises the following support services through its Technical Services Centre's and Extension Centre's

1. Advise on application of new techniques
2. Material testing facilities through accredited laboratories
3. Product design including CAD
4. Common facility support in machining, EDM, CNC, etc.
5. Energy and environment services at selected centre's
6. Classroom and practical training for skill upgradation

3. Infomediary Services

Information today is becoming almost as vital as the air we breathe. We need it every minute of our working lives. With increase in competition and melting away of international boundaries, the demand for information is reaching new heights. NSIC, realizing the needs of MSMEs, is offering Infomediary Services which is a one-stop, one-window bouquet of aids that will provide information on business, technology and finance, and also exhibit the core competence of Indian SMEs.

Membership Benefits

- Tender & Trade Information.
- Banner display on NSIC Website
- Access to a wide range of technologies from India and abroad.
- Access to national and international business leads, JV opportunities and trade information.
- Comprehensive information on Government policies, rules and regulations, schemes and incentives.
- Access to industrial databases and member's directory.
- Various value added, specialized services for members of Infomediary Service.

4. Software Technology Parks

NSIC Software Technology Parks (STPs) facilitate small enterprises in setting up 100% export-oriented units for software exports. They also act as nodal point to activate software exports directly through NSIC. These STPs extend support in terms of the requisite infrastructure to the small enterprises to start business operations with a minimum lead time. The scheme is governed by STPI regulations of the Ministry of Information Technology, Government of India. NSIC established the first STP at Okhla, New Delhi in 1995 and second in Chennai in 2001. Several small enterprises have taken advantage of these parks and contributed export earnings to the exchequer.

5. Incubation of unemployed youth for setting up of New Micro & Small enterprises

This program facilitates setting up of new enterprises all over the country by creating self-employment opportunities for the unemployed persons. The objective of this scheme is to facilitate establishment of new small enterprises by way of providing integrated services in the areas of training for entrepreneurial skill development, selection of small projects, preparation of project profiles/reports, identification and sourcing of plant, machinery and equipments, facilitating sanction of credit facility and providing other support services in order to boost the development of small enterprises in manufacturing and services sectors.

6. International Cooperation

NSIC facilitates sustainable international partnerships. The emphasis is on sustainable business relations rather than on one-way transactions. Since its inception, NSIC has contributed to strengthening enterprise-to-enterprise cooperation, south south cooperation and sharing best practices and experiences with other developing countries, especially those in the African, Asian and Pacific regions. The features of the scheme are:

- Exchange of Business / Technology missions with various countries.
- Facilitating Enterprise to Enterprise cooperation, JVs, Technology Transfer & other form of sustainable collaboration.
- Explore new markets & areas of cooperation:
- Identification of new export markets by participating in sector- specific exhibitions all over the world.
- Sharing of Indian experience with other developing countries

7. International Consultancy Services

For the last five decades, NSIC has acquired various skill sets in the development process of small enterprises. The inherent skills are being networked to offer consultancy services for other developing countries. The areas of consultancy are as listed below:

1. Capacity Building
2. Policy & Institutional Framework
3. Entrepreneurship Development
4. Business Development Services

8. Insurance of Export Credit for Micro and Small Enterprises

NSIC is facilitating micro and small enterprises to insure their export credits by entering into strategic alliance with Export Credit Guarantee Corporation of India Limited (ECGC). MSEs would be helped in insuring their export credits through any office of the Corporation, located all over the country. This arrangement is made to strengthen promotion of exports from small enterprises.

B. ABOUT MARKETING ASSISTANCE SCHEME

The Micro, Small and Medium Enterprises (MSMEs) sector has emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. MSMEs not only play crucial role in providing large employment opportunities at comparatively lower capital cost than large industries but also help in industrialization of rural & backward areas, thereby, reducing regional imbalances, assuring more equitable distribution of national income and wealth. MSMEs are complementary to large industries as ancillary units and contribute enormously to the socio-economic development of the country.

Fast changing global economic scenario has thrown up various opportunities and challenges to the MSMEs in India. While on the one hand, many opportunities are opened up for this sector to enhance productivity and look for new markets at national and international level, it has also, on the other hand, put an obligation to upgrade their competencies to meet the competition as new products are launched at an astonishing pace and are available worldwide in short time. Micro, Small & Medium Enterprises do not have any strategic tools / means for their business/ market development as available with large industries. In the present competitive age, Marketing is one of the weakest areas wherein MSMEs face major problems.

MARKETING ASSISTANCE SCHEME

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.

Ministry of Micro, Small & Medium Enterprises, inter-alia, through National Small Industries Corporation (NSIC), a Public Sector Enterprise of the Ministry, has been providing marketing support to Micro & Small Enterprises (MSEs) under Marketing Assistance Scheme.

Emergence of a large and diverse services sector in the past years had created a situation in which it was no longer enough to address the concerns of the small scale industries (SSI) alone but essential to include the entire gamut of enterprises, covering both SSI Sector and related service entities, in a seamless web. There was a need to provide space for the small enterprises to grow into medium scale enterprises, for that is how they will be able to adopt better and higher levels of technology and remain competitive in a fast globalizing world. Thus, as in most developed and developing countries, it was necessary that in India too, the concerns of the entire range of enterprises – micro, small and medium, were addressed and the sector was provided with a single legal framework. The Micro, Small and Medium Enterprises Development (MSMED) Act, 2006 addresses these issues and also other issues relating to credit, marketing, technology upgradation etc concerning the micro, small and medium enterprises. The enactment of MSMED Act 2006, w.e.f. from 2nd October, 2006 has brought medium scale industries and service related enterprises also under the purview of the Ministry, accordingly the name of Ministry has also been changed.

The need of the hour presently is to provide sustenance and support to the whole MSME sector (including service sector), with special emphasis on rural and micro enterprises, through suitable measures to strengthen them for converting the challenges into opportunities and scaling new heights. Thus although the medium enterprises are also proposed to be included as the target beneficiaries in the scheme, special attention would be given to marketing of products and services of micro and small enterprises, in rural as well as urban areas.

OBJECTIVES:

The broad objectives of the scheme, inter-alia, include:

1. To enhance marketing capabilities & competitiveness of the MSMEs.
2. To showcase the competencies of MSMEs.
3. To update MSMEs about the prevalent market scenario and its impact on their activities.
4. To facilitate the formation of consortia of MSMEs for marketing of their products and services.
5. To provide platform to MSMEs for interaction with large institutional buyers.
6. To disseminate/ propagate various programmes of the Government.
7. To enrich the marketing skills of the micro, small & medium entrepreneurs.

C. MARKETING SUPPORT TO MSMEs

Under the Scheme, it is proposed to provide marketing support to Micro, Small & Medium Enterprises through National Small Industries Corporation (NSIC) and enhance competitiveness and marketability of their products, through following activities:

Organizing International Technology Exhibitions in Foreign Countries by NSIC and participation in International Exhibitions/Trade Fairs

International Technology Expositions / exhibitions may be organized by NSIC with a view to providing broader exposure to Indian micro, small & medium enterprises to facilitate them in exploring new business opportunities in emerging and developing markets. These exhibitions may be organised in consultation with the concerned stakeholders and industry associations etc. The calendar for these events may be finalised well in advance and publicised widely amongst all participants/stakeholders. The calendar of events would also be displayed on the Web-site of NSIC. Such expositions showcase the diverse technologies, products and services produced/rendered by Indian MSMEs and provide them with excellent business opportunities, besides promoting trade, establishing joint ventures, technology transfers, marketing arrangements and image building of Indian MSMEs in foreign countries. In addition to the organisation of the international exhibitions, NSIC would also facilitate participation of Indian MSMEs in the select international exhibitions and trade fairs. Participation in such events exposes MSMEs to international practices and enhances their business prowess. These events provide a platform to MSMEs where they meet, discuss, and conclude agreements on technical and business collaborations.

“Techmart” Exhibition

NSIC has been organising “Techmart” exhibition every year during the India International Trade Fair (IITF). This event allows the MSMEs to exhibit their products, technologies and services of India. Entrepreneurs belonging to the special category i.e. NE Region/Women/SC/ST are allotted upto 30% of the space area.

Support for Co-sponsoring of Exhibitions organised by other organisations / industry associations/agencies:

NSIC provides support to various institutions, industry associations and organisation engaged in promotion and development of MSMEs for organising exhibitions/fairs within the country for the benefit of the MSME sector. NSIC follow some guidelines before co-sponsoring any events, some of them are:

- the applicant organisation must have atleast three years of experience in development of the MSME sector and has the sufficient capacity.
- the organisers should have atleast 5000 sq ft covered area for shops/stalls and participation of atleast 50 MSME units.

Buyer – Seller Meets

It is organised to bring bulk buyers/ Government departments and MSMEs together at one platform. The buyer- seller meets brings them closer for enhancing their marketing competitiveness. Participation in these programmes enables MSMEs to know the requirements of bulk buyers on the one hand help the bulk buyers to know the capabilities of the MSMEs for their purchases.

No subsidy would be available for general category enterprises however for entrepreneur's participants from NE Region/Women/SC/ST space is provided at subsidised rates.

Intensive Campaigns and Marketing Promotion Events

NSIC conducts these events all over the country to disseminate information about various schemes and to enrich the MSMEs knowledge regarding latest developments, quality standards and improve the marketing potential of their products and services.

Current status of Implementation

National Small Industries Corporation Ltd. (NSIC) has been organising and participating in various intensive campaigns / seminars and buyer-seller meets, through branch offices spread all over the country. NSIC is also helping MSMEs of North East Region by way of organising / participating in various Regional, National and International exhibitions. Efforts are being made to popularize the schemes through advertisement banners and extending invitation to industrial associations as well as individual small entrepreneurs.

In 2010-11, NSIC proposed to participate in 10 international and 60 national exhibitions, 15 buyer-seller meets and to organise 700 intensive campaigns / seminars. During the last financial year 2010-11 NSIC organised and participated in 10 international exhibitions, 100 Domestic exhibitions, 18 Buyer-Seller meets, and 721 intensive campaigns / seminars to disseminate its various activities.

D. PURPOSE OF THE EVALUATION

The purpose of the study is to get feedback from the small enterprises to assess the impact of the scheme in the context of objectives and benefits of the scheme. Thus, the evaluation study shall prepare solid ground for NSIC to foster some changes in the Marketing Assistance Scheme for better service delivery to the MSME sector.

The study revolves around Scheme's objectives:

- Assessment of benefits of the scheme to MSMEs including export potential.
- Enhancing MSMEs marketing possibilities and technology upgradation generating new business avenues.
- Contribution in bringing together the bulk buyer & supplies in enhancing their market share.
- Changes required in the structure or its terms and conditions or procedures of the scheme and
- Cost benefit analysis to ascertain the business generated vis-à-vis expenditure.

Limitation of the study

The limitation of the evaluation study was that personal visit to all the entrepreneur's on the list was not possible due to their unavailability. They were also not liable in any way to respond to the questionnaire and give their feedback. Hence some of the MSMEs did not respond to the queries fully and information was withheld. The analysis was done on the basis of actual responses from the entrepreneurs without any triangulation of the data.

De-limitation of the study

The de-limitation of the study was that only those entrepreneur's were approached whose name was provided by NSIC. The feedback was taken from the entrepreneur's that participated in events from 2009-2011 only and not before that.

E. METHODOLOGY

The methodology included only primary research. The study aimed to get an unbiased feedback from the MSMEs on the Marketing Assistance Scheme. The methodology adopted was to develop a standard questionnaire in consultation with NSIC. Researchers were appointed in each city to carry out the survey. The study was conducted in 15 states of the country namely UP, New Delhi, Maharashtra, West Bengal, Andhra Pradesh, Rajasthan, Karnataka, Uttarakhand and the seven states from the North East region of the country. The evaluation agency contacted over 2000 MSMEs but the response was generated from 369 MSMEs after repeated attempts through personal visits to the MSMEs, through emails and telephonic interviews. All the states from where data was provided by NSIC were included in the universe.

F. APPROACH TO THE STUDY

The study was approached by preparing a questionnaire that will provide informations about the MSMEs experiences in participating events organised by NSIC. The questionnaire was designed in such a way so as to get information regarding the MSMEs financial position before and after participating in events, their overall experience, business generated after participating and their suggestions to improve the Marketing Assistance Scheme.

G. ANALYSIS OF DATA AND KEY FINDINGS

Data was sourced from NSIC and the following correspondents were contacted:

1. All participants of Techmart India 2009, 2010, 2011
2. Other MSMEs from different states whose contact details were provided by NSIC

Questionnaire designed for data collection is attached as Annexure 1. Finally after collating data and analyzing the same, a concise picture emerges of the respondents understanding and feedback of the MAS. This will help in further fine-tuning and designing the scheme to better meet the needs of the audience it is meant for.

1. Profile of the Participating MSME

91% of respondents are MSME's in the manufacturing sector while 9% are into services. Within this a further breakdown reveals that 59% are Micro, 31% are Medium and 10% are small Enterprises. The category of firms covered reveals that 24%, 17%, 50% and 9% respectively belong to General, NER, Women and Others. *This is indicative of the fact that Micro Enterprises have a lion's share of participation in the MAS and find it beneficial to participate and reap*

benefits from the program. As also it is clear that women headed enterprises form the majority chunk of participating enterprises. It was validated during the survey that Micro Enterprises represent the majority of enterprises benefiting and participating in MAS.

Following is a representation of Enterprises and their annual turnover. Majority of the MSMEs have a turnover of less than Rs. 5 lakh.

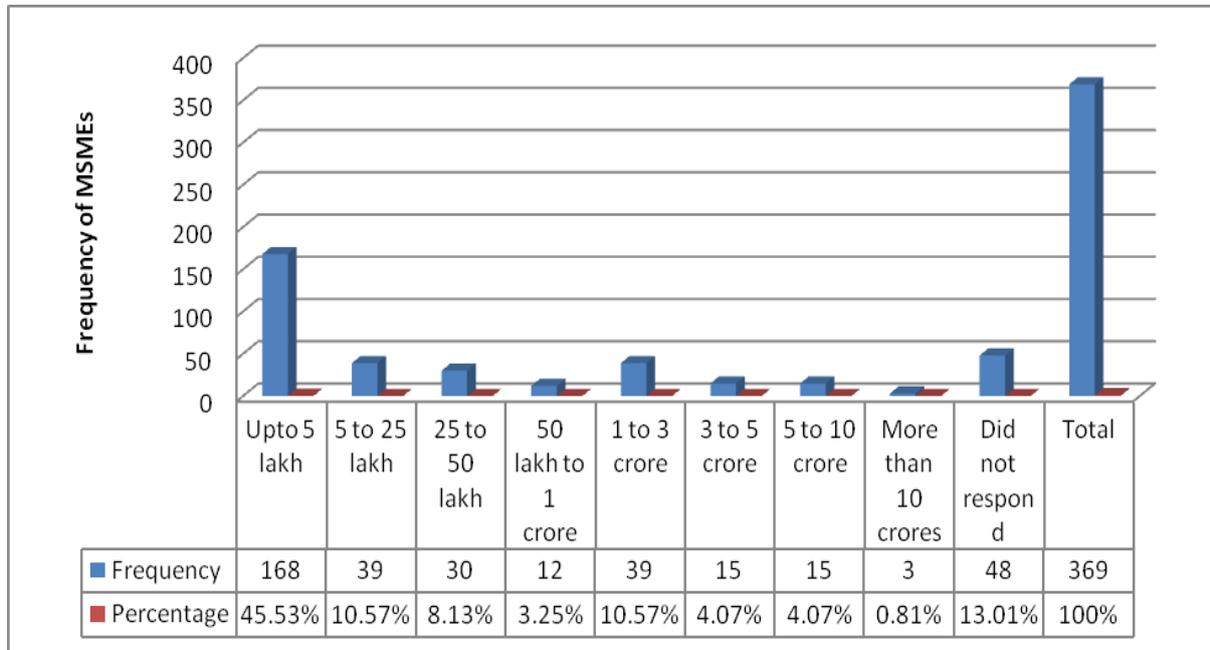


Table 1: Annual turnover of respondent MSMEs

Participation of firms in different events in 09-10 and 10-11 lets us know that the highest participation was in Domestic Exhibitions which Enterprises found easy to participate in. Secondly Microenterprises had the highest chunk of participation within these Domestic Exhibitions while Women headed Enterprises were the biggest chunk of these participants in the Domestic Exhibition space. The scheme would accordingly need to focus on making Domestic Exhibitions more lucrative while trying to understand the reasons for lack of participation or poor participation in others. This will ensure that all events get encouraging response from audience which will bring maximum benefit to enterprises concerned.

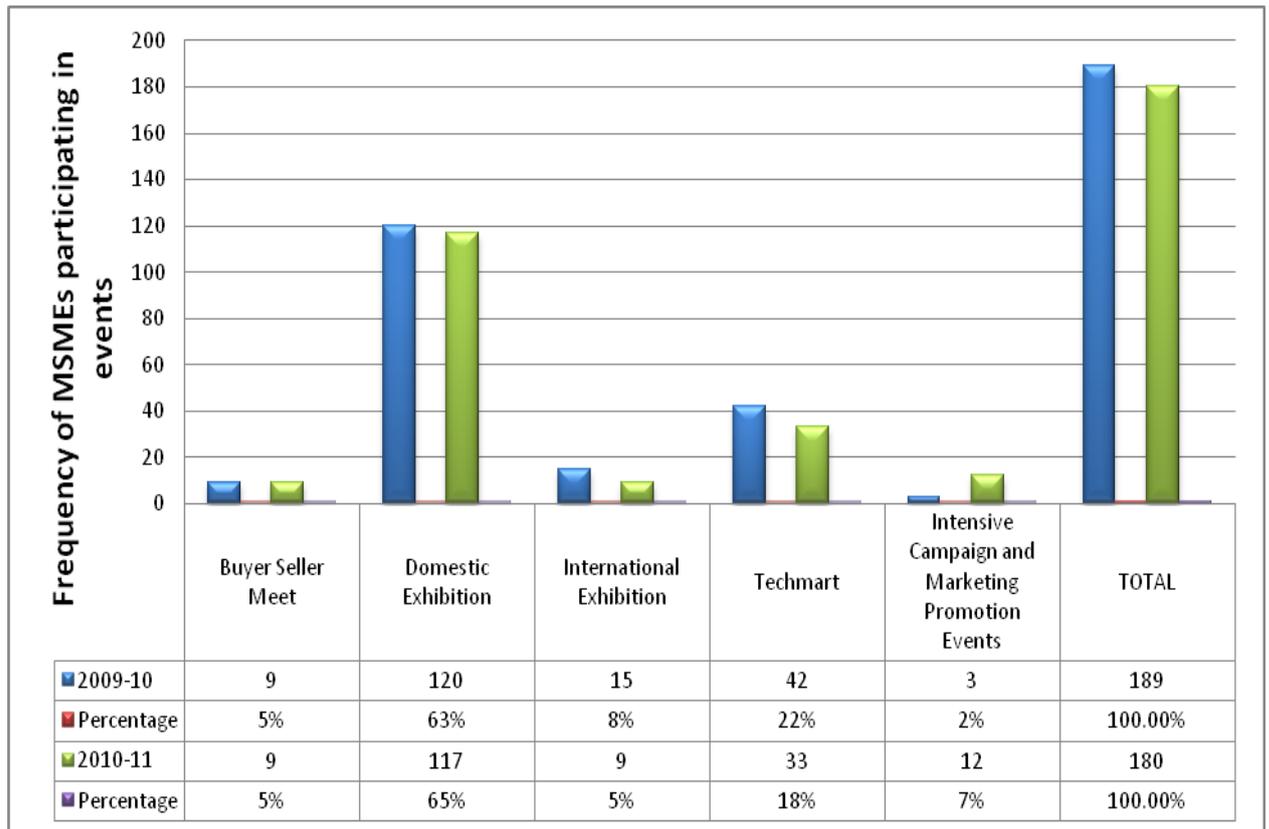


Table 2: Participation of MSMEs in events organised by NSIC during FY 2009-10 & 2010-11

Within this also further classification of participation in events by typology of firms reveals the following:

S No	Event Category	Micro	Small	Medium	Total
1	Buyer Seller Meets	2.44%	2.44%	0.00%	4.88%
2	Domestic Exhibitions	45.80%	12.20%	6.23%	64.23%
3	International Exhibitions	4.07%	1.63%	0.81%	6.50%
4	Techmart	3.79%	13.28%	3.25%	20.33%
5	Intensive Campaigns and Marketing Promotion Events	2.71%	1.36%	0.00%	4.07%
	Total	58.81%	30.89%	10.30%	100.00%

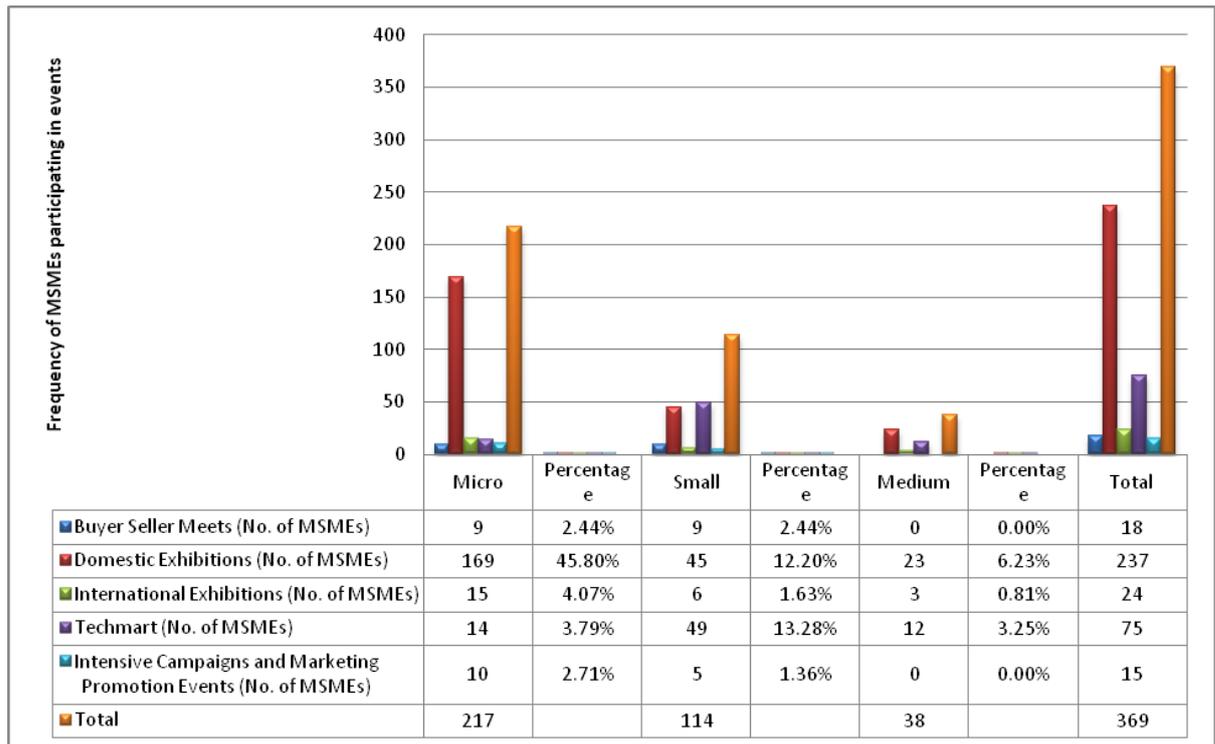


Table 3: Participation in event categories in last 2 years by typology of firm

Another layering indicates category of firms and their participation in different events shows that women headed enterprises participated the most in domestic exhibitions.

S No	Event Category	SC/ST	Women	General	NER	Total
1	Buyer Seller Meets	0.81%	0.81%	3.25%	0.00%	4.88%
2	Domestic Exhibitions	5.96%	35.77%	8.40%	14.09%	64.23%
3	International Exhibitions	0.81%	3.25%	2.44%	0.00%	6.50%
4	Techmart	0.81%	7.32%	8.94%	3.25%	20.33%
5	Intensive Campaigns and Marketing Promotion Events	0.81%	2.44%	0.81%	0.00%	4.07%
	Total	9%	50%	24%	17%	100.00%

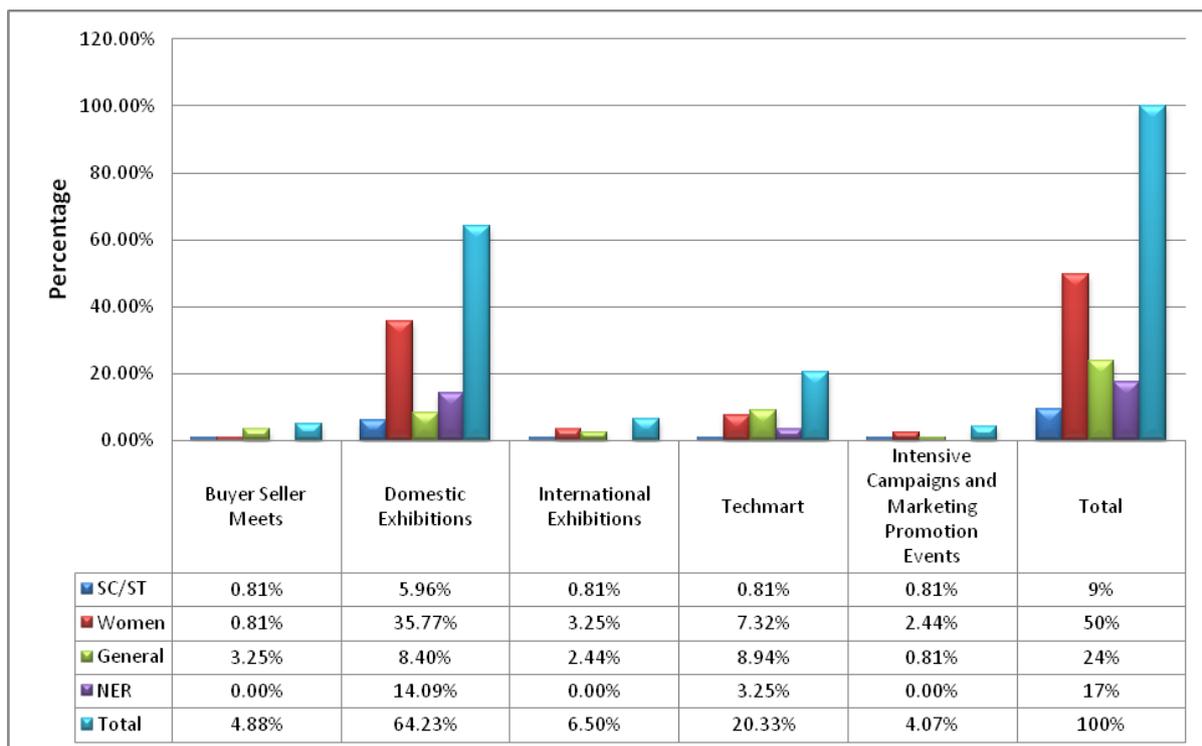


Table 4: Category-wise participation in events

2. Benefits of the scheme to MSMEs including export potential

i. Immediate benefits of participation

Respondents were questioned about the immediate benefits of their participation and following pictorial representation tells us the story. Generation of trade enquiries has been cited as the most significant benefit of participation which fulfills one of the most important objective of MAS. This also means that most of these trade queries are coming from Domestic exhibitions as that's where largest number of participants have attended. Publicity of the MSMEs, their products and capacity has been cited as the second most significant benefit. This directly relates with increasing their market potential. Identification and adoption of new technology and market exposure stand very closely on third and fourth most significant benefit. 29% of the respondents also reported generation of trade orders from domestic market as an immediate benefit of participating in the scheme. This also highlights the fact that more effort is required to increase trade orders from bulk buyers and export market.

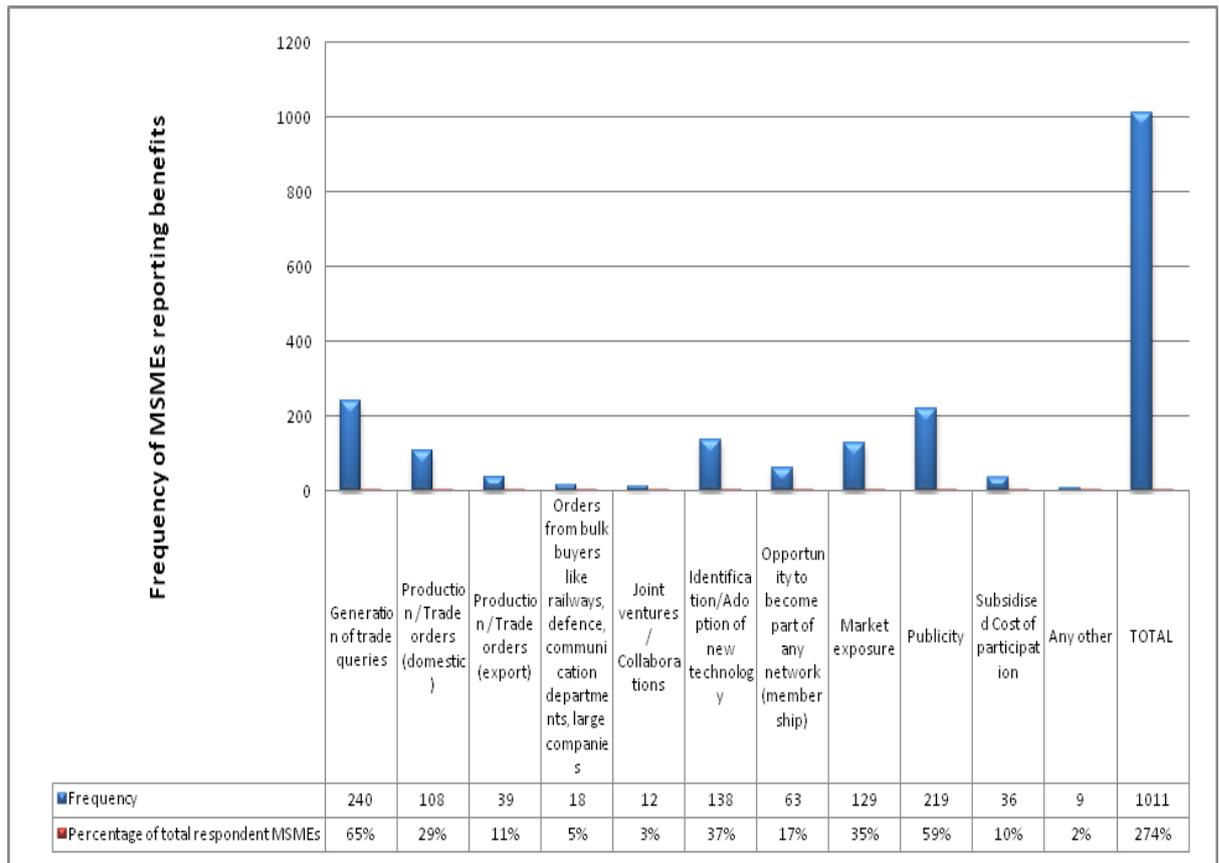


Table 5: Benefits of participating in the events

Immediate benefits of participation in events by typology of firms tells us that Microenterprises gained the most.

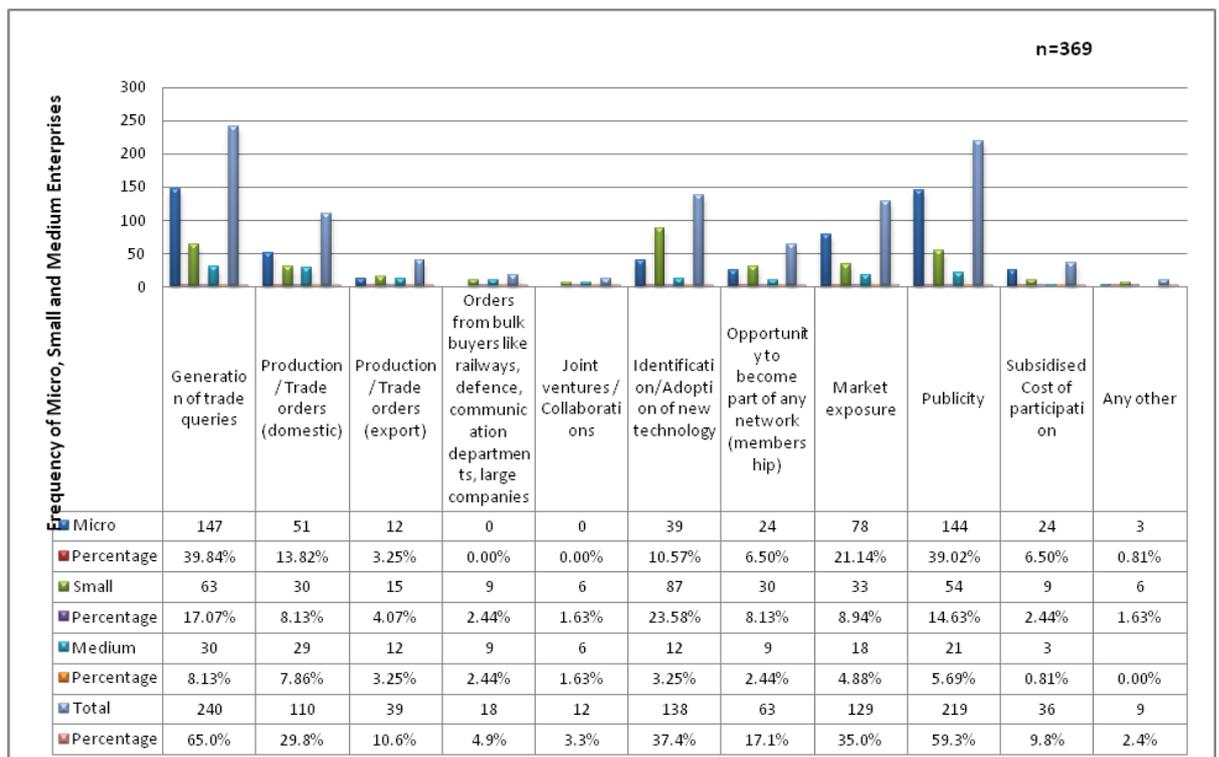


Table 6: Immediate benefits by typology of firms

Immediate benefits of participation in events by category of firms wherein women headed enterprises lead the way.

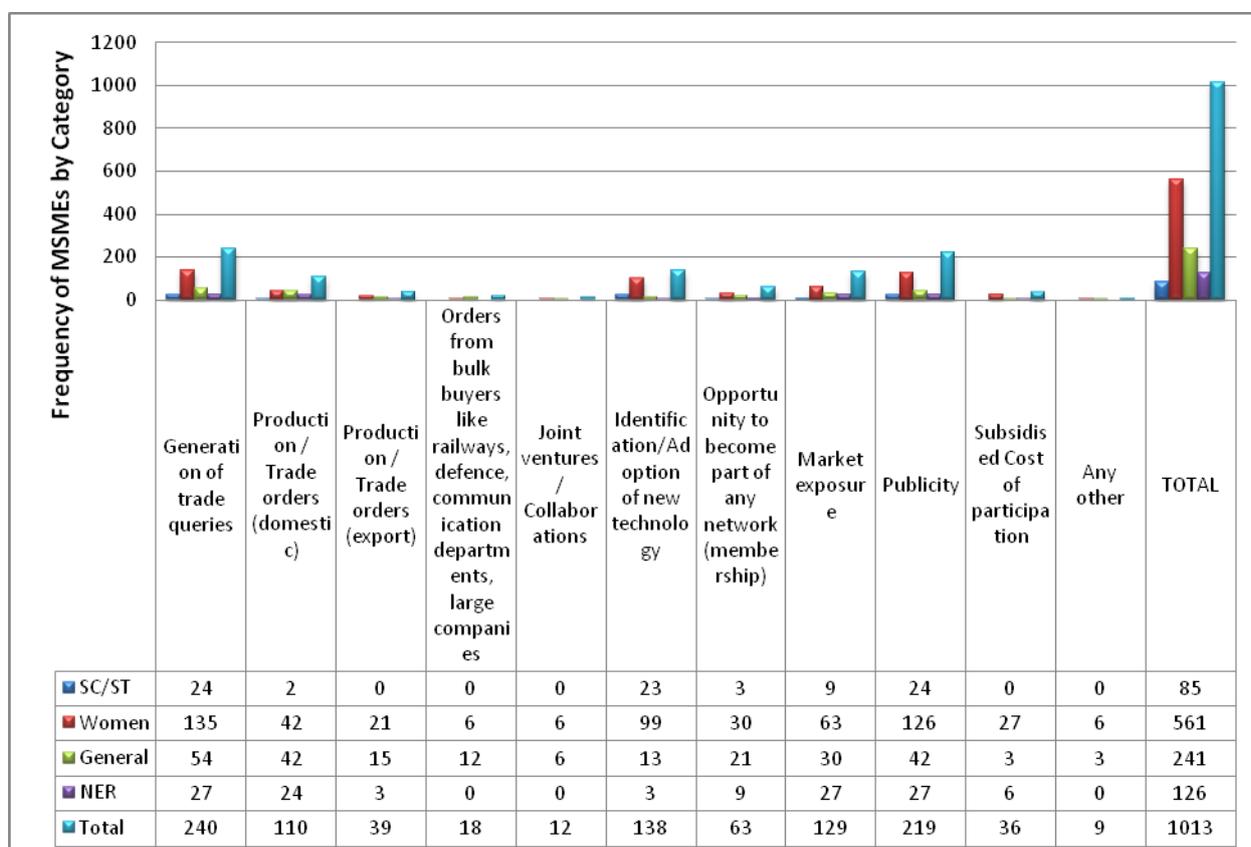


Table 7: Immediate benefits by category of firms

a) Trade enquiries generated through participation in international exhibitions:

A further and quick look at the figures to understand trade enquiries generated through participation in international exhibitions is not encouraging. Data from 2009-10 indicates only 1.29% of queries generated from existing markets while only 1.06% of queries were generated from new markets. A total cumulative of 0.43% of queries from existing markets and 1.04% of queries from new markets were generated in 2010-11. Analysing the smaller percentages of queries generated from limited participation in international events only points that there is a good chance of conversion of queries to orders if the participation of firms is increased.

- The survey also tried to seek information on the percentage of conversion of queries to export orders for the firms. There was a total of 28% of export orders for the sector. Orders for bulk buying were 14% while those generated from newer markets were 16%. This denotes that there is potential for more conversion if NSIC helps the firms through the Market Assistance Scheme.
- There was a however a significant rise of 14% in the queries generated after the firms identified and adopted newer technology which could be in raising production efficiency, timely delivery and in addressing queries. The 14% queries were entirely converted into orders which are encouraging for the sector. There is no doubt a huge potential which can

be tapped by the sector in using technology for the benefit of raising standards of production.

- In the market segment wise orders generated for the MSME sector, export orders for both the financial years of 2009-10 and 2010-11 is 42%. The export orders in the new market in the same period were 36% and those that were in bulk was 7%. Firms in this sector which after participation in international exhibitions adopted newer technologies saw a increase in orders to 14%. Analysis of these percentages in the period points that there are gaps in the sector existing which if tapped can help in increasing orders and converting more queries. Overall existing firms have a very good chance to expand their potential internationally.

ii. **Benefits of Market Assistance Scheme to MSMEs vis-à-vis export potential**

The Market Assistance Scheme primary function is aimed to help MSME sector to generate business and trade for bettering growth. This increasing growth in this sector is both beneficial to the people involved in this sector and the country as a whole with a major contribution to the GDP. The micro enterprise itself employs almost 65% of the work force being the second largest sector to employ people.

It is therefore important to note that reaching expected growth levels in the industry is but only possible with continuous efforts both in terms of assisting the micro, small and medium enterprises in increasing their productivity and efficiency and helping the firms in multiplying their trade through advertising and marketing strategies.

The following paragraphs tries to analyse the opportunities possible for the MSME sector in exploring potential for augmenting exports for growth.

- a. **Participation in International Exhibitions and events:** In the case for participation of firms in events, it was revealed that in 2009-10, only 7.94% of the firms participated in international events while a major 63.49% of them participated in the domestic events. Under the same head, the buyer seller meet in 2009-10 was a mere 4.76%. In 2011-12, the participation of firms in these events was a mere 5% in the international exhibitions while in domestic market it increased 65%. The buyer-seller meet increased to a slight 5% which is minimal. Overall out of the total 100% of initiatives in marketing assistance for the MSME sector in 2009-10 and 2010-11, the total buyer-seller meet was 5% while the domestic market events was 64% compared to the participation in the international events which was a mere 7%. Participation in 'Techmart' and in intensive campaigns and market promotions was 4%.

Deriving from this data, it is quite clearly visible that the Indian MSME sector is not exploring their potential and market growth internationally which could help them increase their revenues manifold. Such international and export oriented exhibitions only would assist in expanding opportunities for volume increase in trade leading to more demand for upgrading the capital assets as well increasing their production. The participation in such exhibitions for buyers could help MSME firms to procure bulk orders and get investment assistance through collaborations or technological exchanges in the sector.

A below graph with the plotting of the recent data shows that firms opt more for domestic market exhibitions than international ones, the causes of which could be different and needs a more in depth study and analysis which is not in purview of this study. The survey/evaluation only points to the fact that participation of firms in many of these events would help the MSMEs.

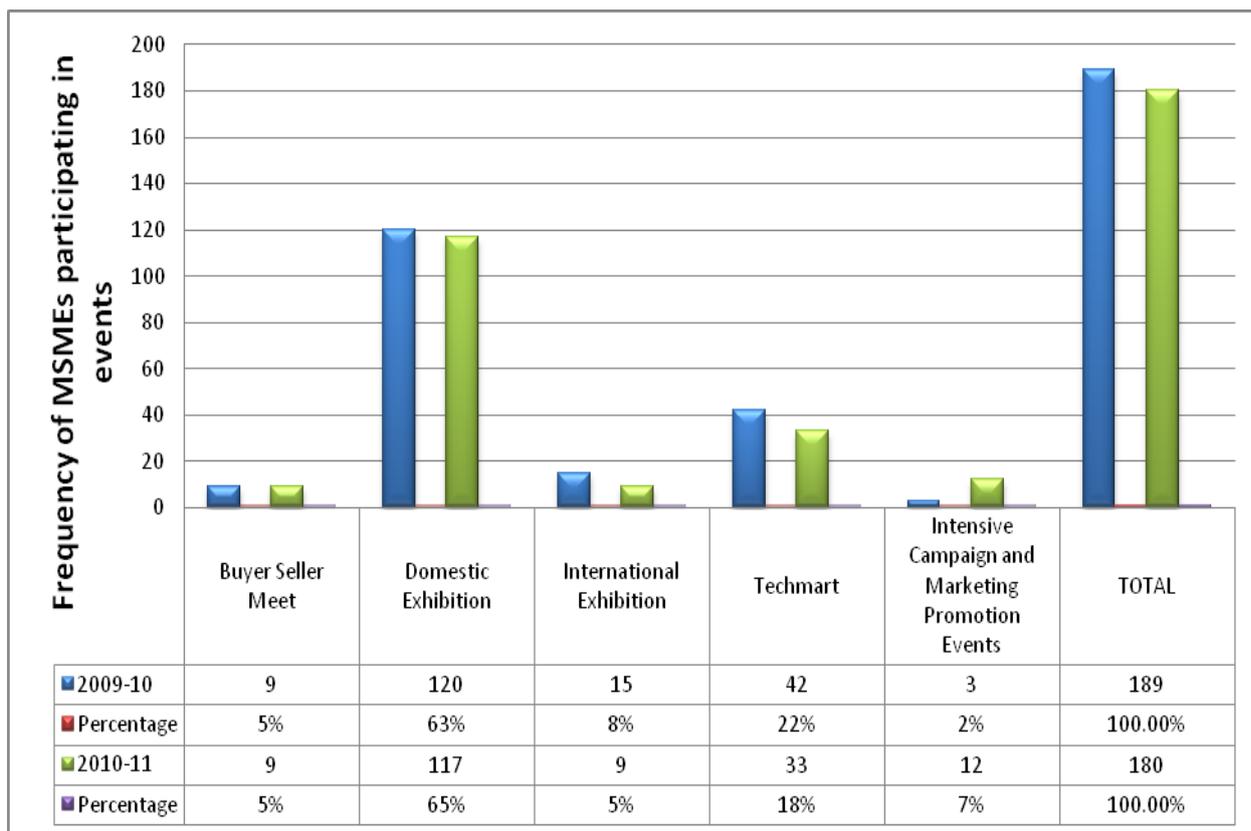


Table 8: Preferred events of Firms

It would be however be necessary to evaluate the reasons of low participation in the international exhibitions by the MSME sector which will in turn help the sector with more provisions in the schemes for this particular component from the government. A considerable 62% of the people interviewed have said that they have received help from NSIC for participation in these events which is encouraging but surely will require further efforts and push.

2. Enhanced Marketing Possibilities

Generation of trade queries especially from new markets is the first step towards enhancing marketing possibilities. To understand enhanced marketing possibilities, the MSMEs were asked to share trade queries generated through participation in events organised under the scheme. The question was further broken down in categories of domestic market, international market and from bulk buyers. Each category was further sub-divided in existing markets and new markets.

More than 65% of MSMEs reported generation of trade queries. Trade enquiries generated show that majority of them have come from domestic market which can be seen as the main avenue of business generation for participants. Noticable is the fact that although these trade queries are from domestic markets but they are from markets which are new for the MSMEs where they have not done business earlier. This clearly demonstrates that the scheme has been able to enhance marketing possibilities of MSMEs specially within the domestic markets.

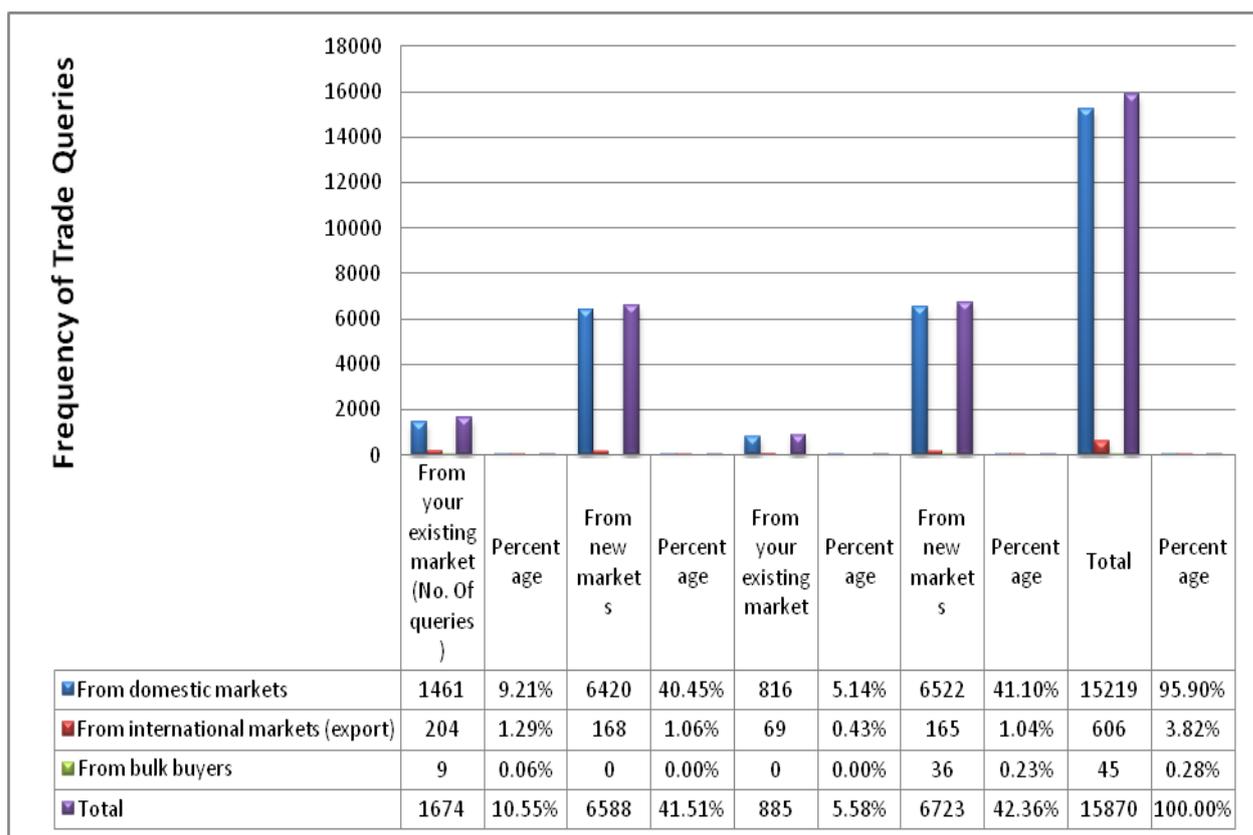


Table 9: Trade queries generated through participation (percentage of total)

The following table provides a clear indication in terms of enhanced marketing possibilities.

Trade queries generated through participation (percentage of total trade queries generated)

Trade queries generated	2009-2011		Total
	From your existing market (% of total queries) (Average)	From new markets (Average)	
From domestic markets	14.35%	81.55%	95.90%
From international markets (export)	1.72%	2.10%	3.82%
From bulk buyers	0.06%	0.23%	0.28%
Total	16.12%	83.88%	100.00%

Generation of lesser number of trade queries generated from international market is again a reflection of low participation rate in international exhibitions. This also reflects lesser participation of international buyers in domestic exhibitions. There is definitely a clear case for increasing efforts to ensure generation of higher trade queries from bulk and institutional buyers.

3. Technology Up-gradation

Out of the total surveyed MSMEs 37% reported identification/adoption of technology as the immediate benefit of participating in the scheme. A total of 32% of MSMEs were able to identify new technology and out of the MSMEs who were able to identify new technology, over 43.58% reported adoption of new technology. This is a very significant technology up-gradation rate. But

overall only 13.82% of total surveyed MSMEs reported adoption of new technology. To improve overall technology up-gradation it is important to increase the number of MSMEs who are able to identify new and appropriate technology, currently at 32%.

To understand the MSMEs rationale behind what it perceives as new and appropriate technology, they were questioned about benefits resulted out of adopting new technology. All the MSMEs who have up-graded their technology reported increase in trade queries from existing domestic markets with 41% reporting increase in orders. However, if number of these orders is seen as a percentage of total number of orders generated, it is only 14%. Significantly, 71% of MSMEs reported reduction in cost of manufacturing upto 10% resulting in higher operating margins or lower MRP. Hence we can safely conclude that technology which has a favourable impact on the top line or bottom line has been adopted by the MSMEs. There is a need to further investigate and explore the possibilities to ensure higher number of MSMEs opt for technology up-gradation. The following table shows benefits of adopting new technology accrued to MSMEs.

Benefits of adopting new technology (percentage of firms who adopted new technology, n=51)							
Benefits	Existing Markets			New Markets			Total
	<i>Domestic</i>	<i>Export</i>	<i>Bulk</i>	<i>Domestic</i>	<i>Export</i>	<i>Bulk</i>	
Increase in Trade queries	100.00%	5.88%	0.00%	29.41%	11.76%	0.00%	
Increase in Orders	41.18%	0.00%	0.00%	23.53%	11.76%	0.00%	
Reduction in cost	Upto 5%	5 to 10%	10-20%	20-40%	More than 40%		
	52.94%	17.65%	0.00%	0.00%	0.00%		70.59%
Any other	11.76%						11.76%

4. Generation of new business avenues

This is reflected in trade queries (especially from new markets), production/trade orders, orders from new bulk buyers, joint ventures/collaborations and opportunity to become part of any network.

Immediate Benefits w.r.t. generation of new business avenues reported by MSMEs (percentage of total MSMEs surveyed)		
S No	Benefits	Percentage of surveyed MSMEs
A	Generation of trade queries	65.04%
B	Production / Trade orders (domestic)	29.27%
C	Production / Trade orders (export)	10.57%
D	Orders from bulk buyers like railways, defence, communication departments, large companies	4.88%
E	Joint ventures / Collaborations	3.25%
G	Opportunity to become part of any network (membership)	17.07%

High percentage of MSMEs reported generation of trade queries and trade orders from domestic markets. MSMEs also reported getting trade orders from export market, bulk buyers or joint ventures with orders from domestic markets reported by maximum MSMEs.

The MSMEs were also requested to share information about trade queries converted to order. A higher percentage of MSMEs reported getting orders when probed in detail. One thing which strikes immediately after analysis of this data is that high percentage of MSMEs reported either no conversion or conversion of less than 10 orders from the trade queries. This can mean that although a significant number of participating MSMEs are able to convert trade queries into orders but the number of orders per MSMEs is very small indicating that lot more effort has to be focussed in this segment. This would be very attractive feature for businesses to take part in NSIC events if they see a upswing in their sales.

Table: Trade queries converted to order

S No	Number of queries converted to order	Percentage of MSMEs
1	No conversion (zero)	24.39%
2	Less than 10 orders	48.78%
3	10 to 25 orders	9.76%
4	25 to 50 orders	1.63%
5	More than 50 orders	0.81%
6	Did not respond	14.63
	Total	100%

Trade queries converted to order by typology of firms, here also Micro enterprises have got the highest conversion although the number of MSMEs have been only 117.

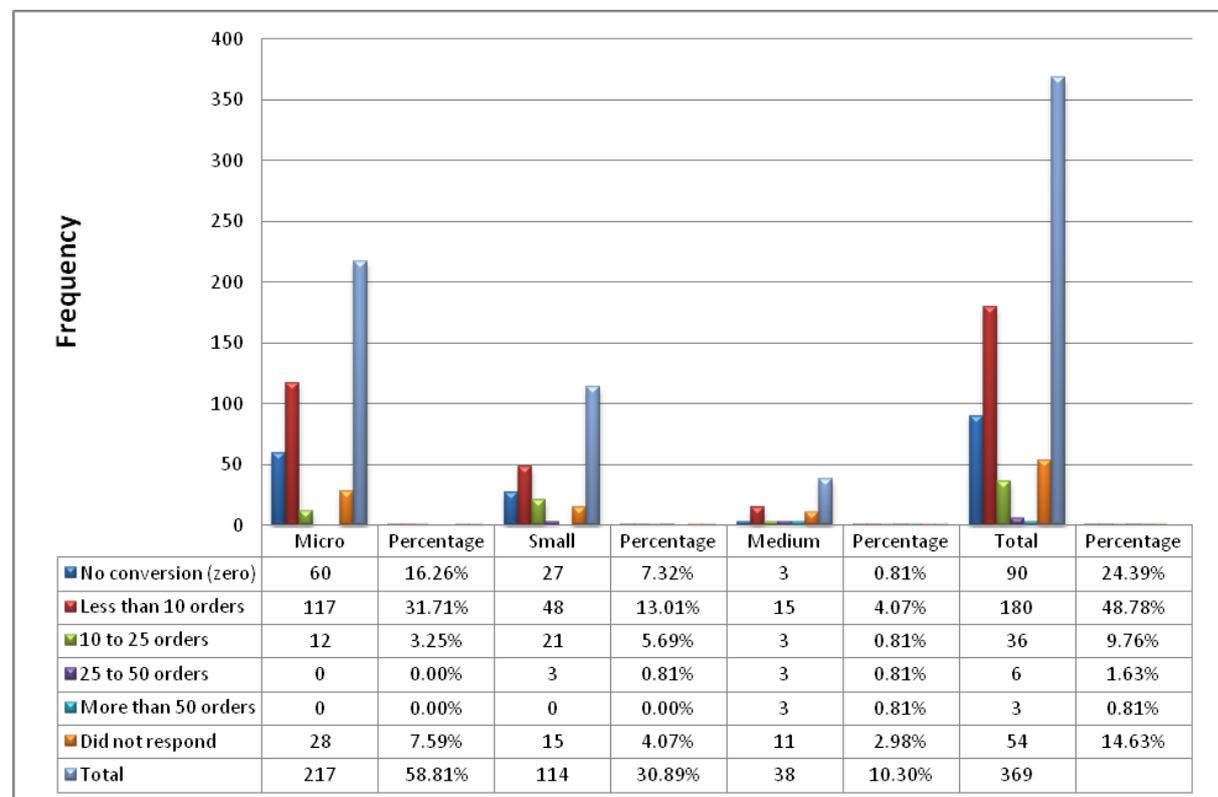


Table 10: Trade queries converted to order by typology of firms

Trade queries converted to order by event participated in reaffirms that Domestic Exhibitions lead the way where orders are followed up on after queries are addressed.

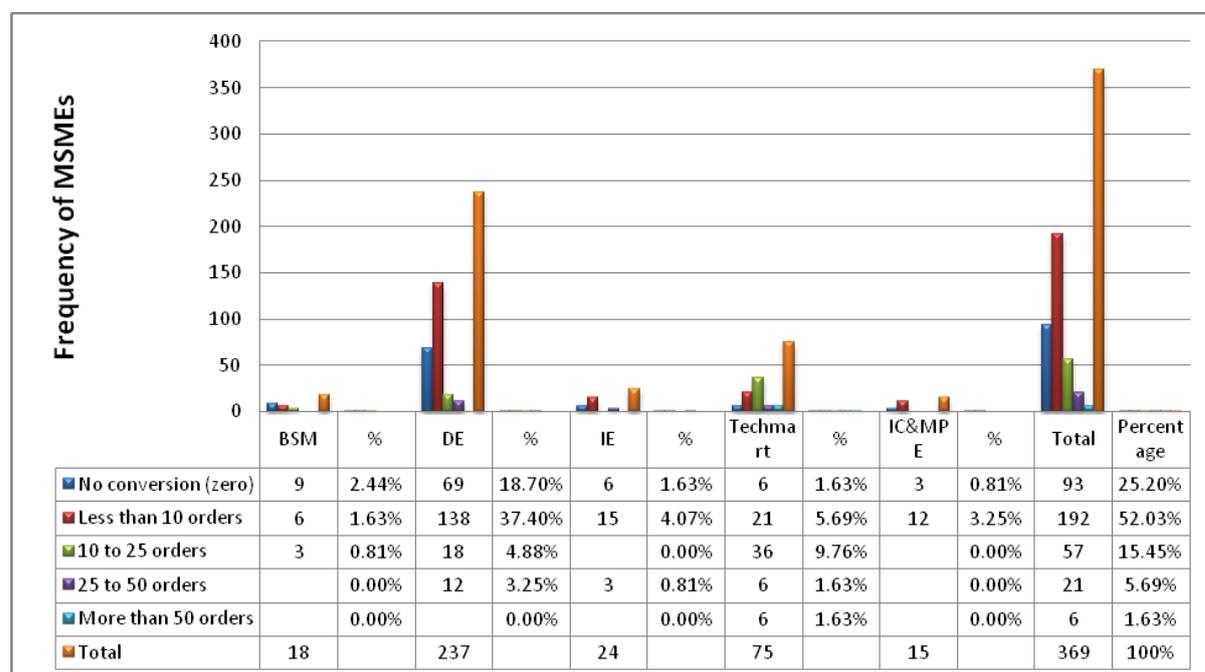


Table 11: Trade queries converted to order by event participated in

Value of orders/sales generated in lakhs and multiple of lakhs through participation in events. Although the figures were not shared by the MSMEs regarding the exact value of orders but they gave an indication through a range of value of sales order generated. It is noticeable that the events have a high variance in this regard. On one hand, MSMEs reporting zero value of orders decreased considerably in 2010-11 as compared to 2009-10. On the other hand orders worth more than INR 1 crore were also placed during the events in 2010-11. It should be noted that only 3% of the MSMEs took more than 50% (approx) of order value over the period of both the years. This highlights the high variance in terms of value of orders to different MSMEs and the significant impact bulk orders can have on the growth of MSMEs.

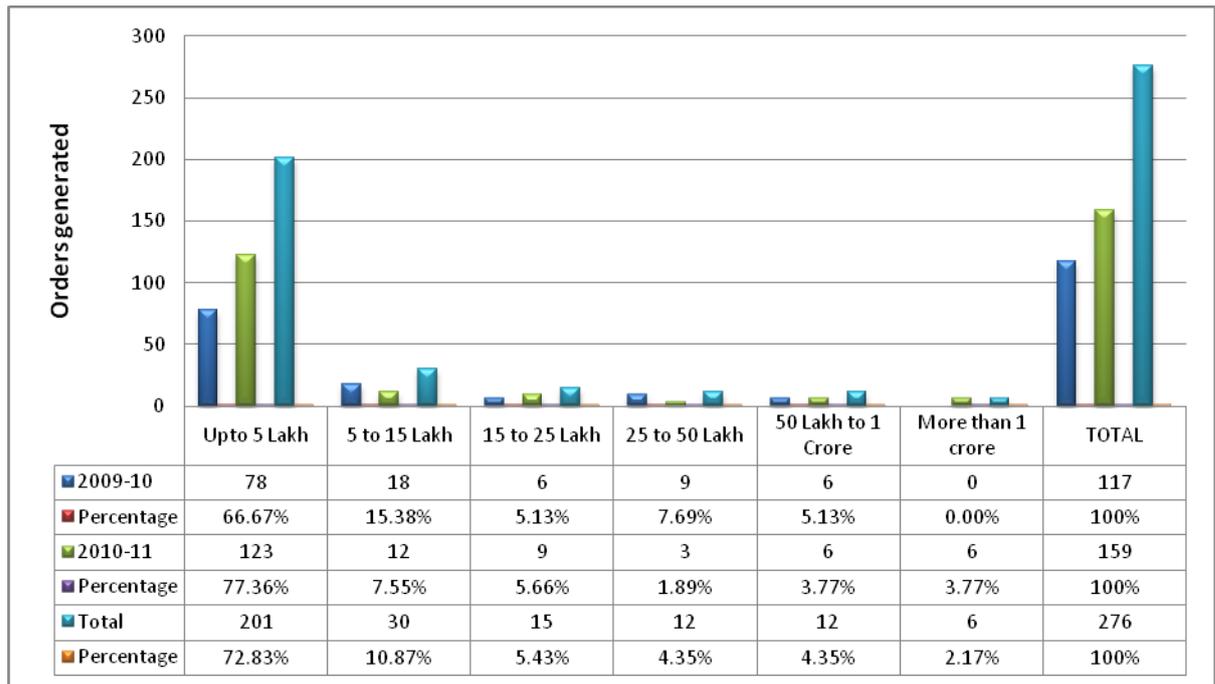


Table 12: Value of orders/sales generated through participation in events

Export orders, orders from bulk buyers, orders from new markets have been low and this needs attention during redesigning of scheme so that the reason of participation by enterprises can be addressed.

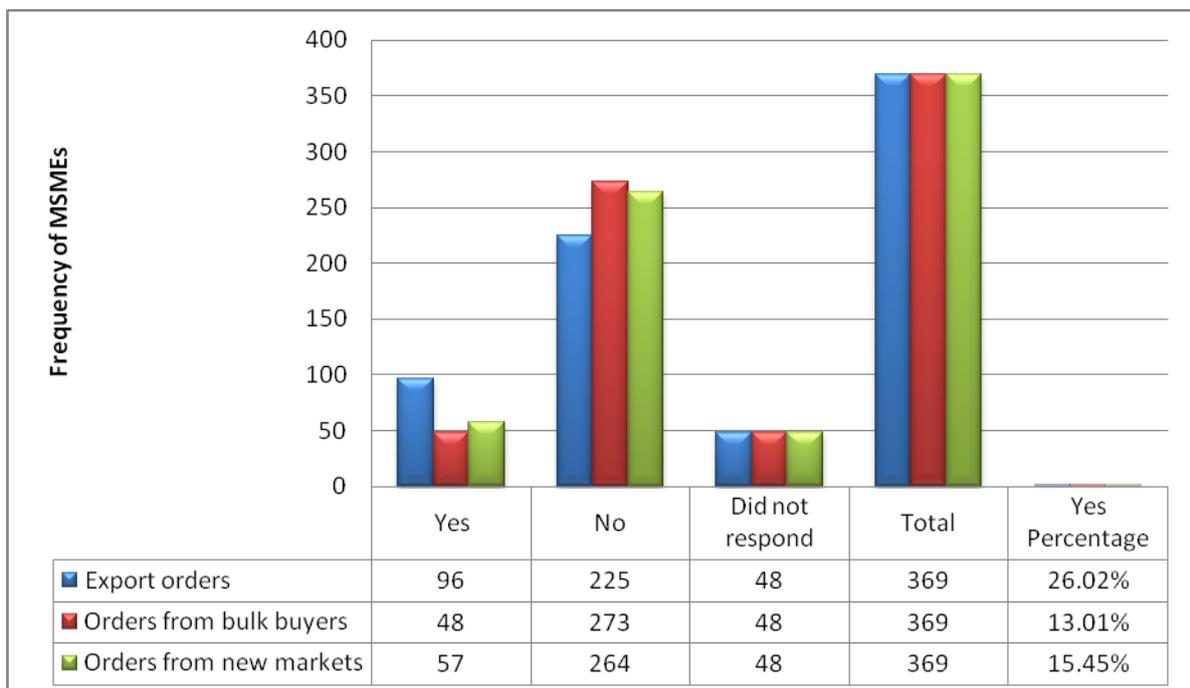


Table 13: Market segments

Although lesser number of MSMEs reported generating export orders, bulk orders and from new markets but a deeper analysis of MSMEs which responded positively to the previous query shows that they got a healthy share of their total volume from these market segments. Market segment wise orders generated gives us a positive indication that both export and new markets are interested in engaging with enterprises. Initial and preliminary indications point more

towards the capacities, technology and quality assurance issues of the MSMEs if they want to operate more in these market segments. An in-depth study should be done to focus on this further to increase orders for a larger number of MSMEs.

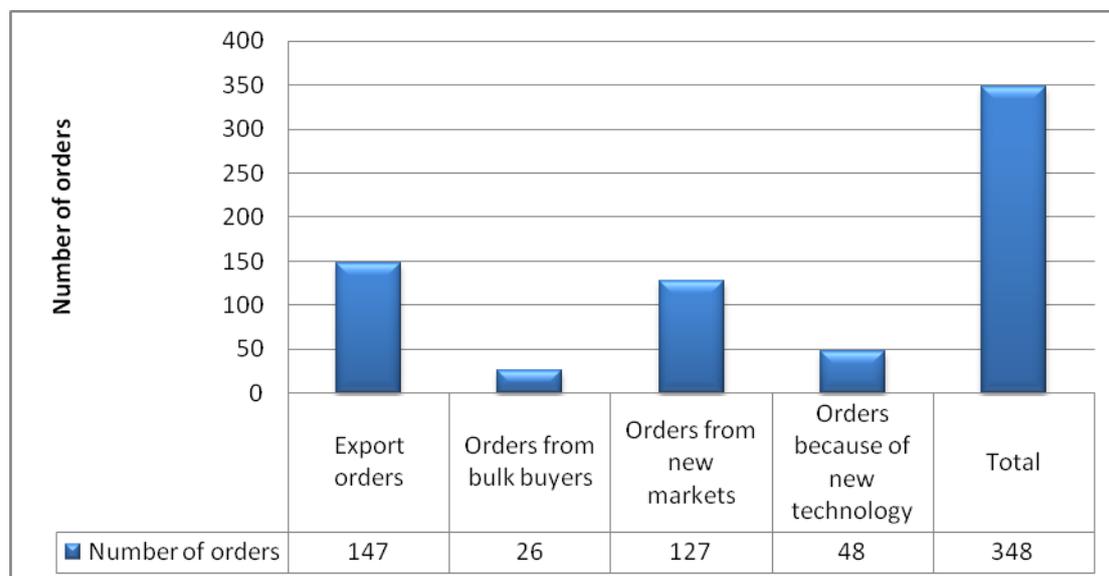


Table 14: Generation of orders market segment wise

5. Share of MSME suppliers to bulk buyers and increase in market share w.r.t. bulk buyers

Out of the total MSMEs surveyed only 4% reported receiving information in advance about the bulk buyers who were expected to participate in/visit the exhibitions with 3% MSMEs being micro and 1% small. Only 2% of the MSMEs reported orders from bulk buyers as immediate benefit of participating in the exhibitions. Out of the MSMEs which reported orders from bulk buyers as immediate benefit, 67% belonged to general category and 33% were women headed. In terms of trade queries generated negligible percentage of total queries (0.06% from existing bulk buyers and 0.23% from newer ones) came from bulk buyers. This also reflects the fact that bulk buyers, especially from the government, have their own procurement processes and eligibility criteria.

In terms of actual orders received from bulk buyers, 14% of total MSMEs reported getting bulk orders. With respect to number of orders from bulk buyers, they constituted 7% of total orders generated during the period in question.

In terms of value, bulk orders were considered as any order worth more than Rupees Fifty Lakh of sales turnover. During the period considered for the evaluation, bulk orders constituted 50% of the total value of orders generated.

6. Benefits of the scheme to MSMEs from NER

92% of the MSMEs surveyed from the north east region are involved in manufacturing while 8% are into services. Out of the total 78 MSMEs surveyed, 92% are micro, 4% small and 4% medium enterprise. With respect to category within the NER MSMEs, 42% were women headed, 54% general and 4% others (SC and ST). 88% of the responding MSMEs had a turnover of under 5 lakhs, 8% between 5 to 25 lakhs and 4% between 3 to 5 crores.

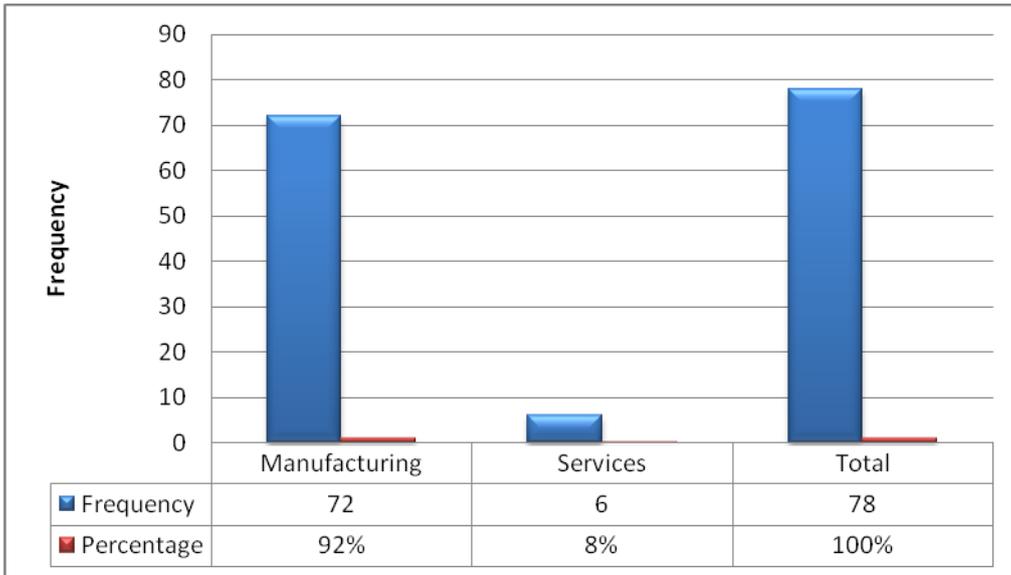


Figure 15: Nature of firms covered

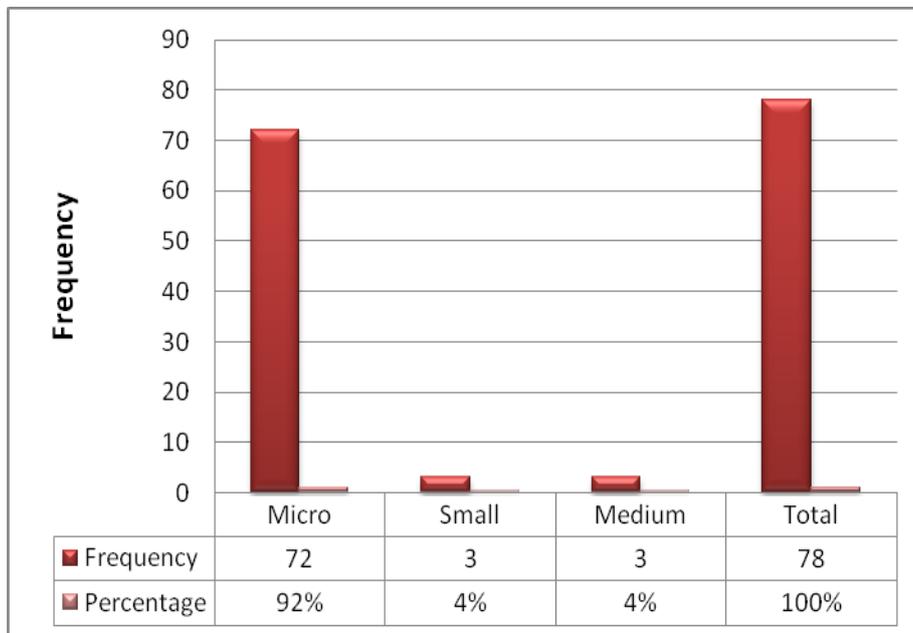


Table 16: Type of firms covered

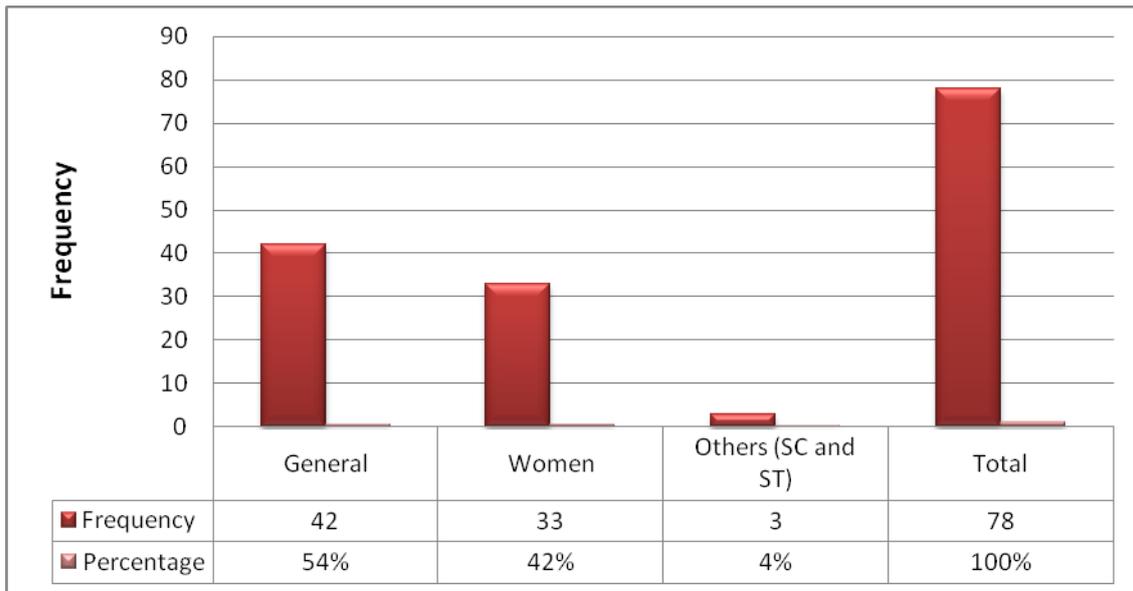


Table 17: Category of firms covered

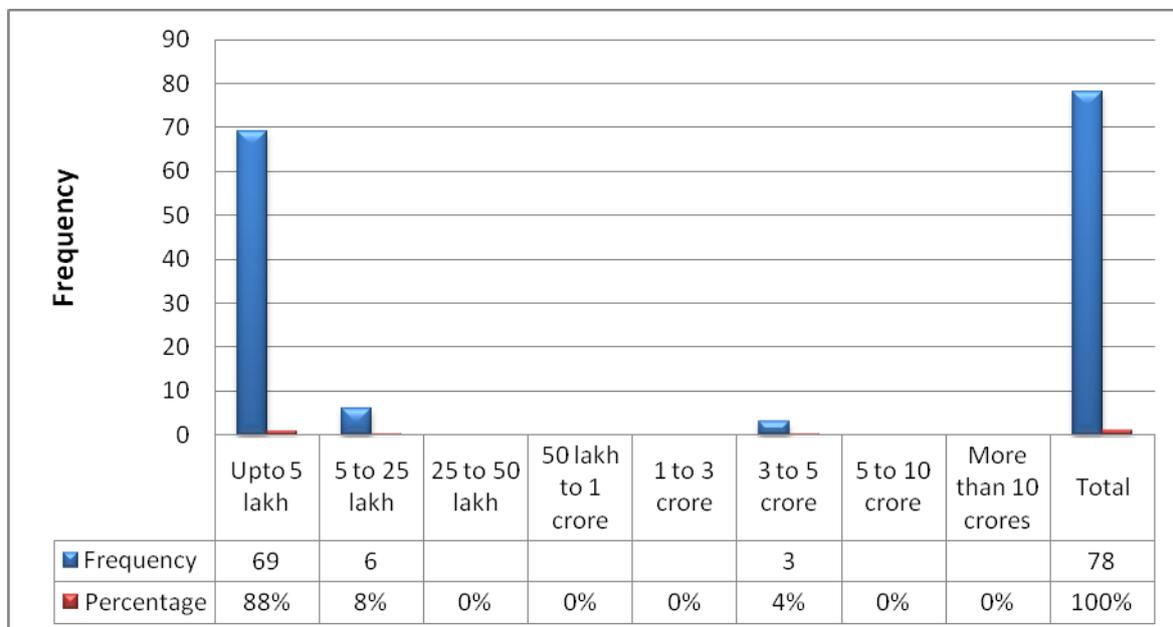


Table 18: Annual turnover of firms

The entire participation can be seen in only two categories of events namely domestic exhibitions (74%) and Techmart (26%). None of the respondents reported participating in any other event in the last two years in any other event. Considering the immediate benefits of the participation, and as represented in the following figure it can be seen publicity (27%), market exposure (26%), generation of trade queries (21%) and trade orders from the domestic market (20%) has been cited as the most pertinent benefits by the MSMEs. 85% of the MSMEs (primarily women headed) reported getting support from NSIC for participation in the events. The support provided was basically the information about the event (96%) and only 4% reported information in advance about the participants' profile.

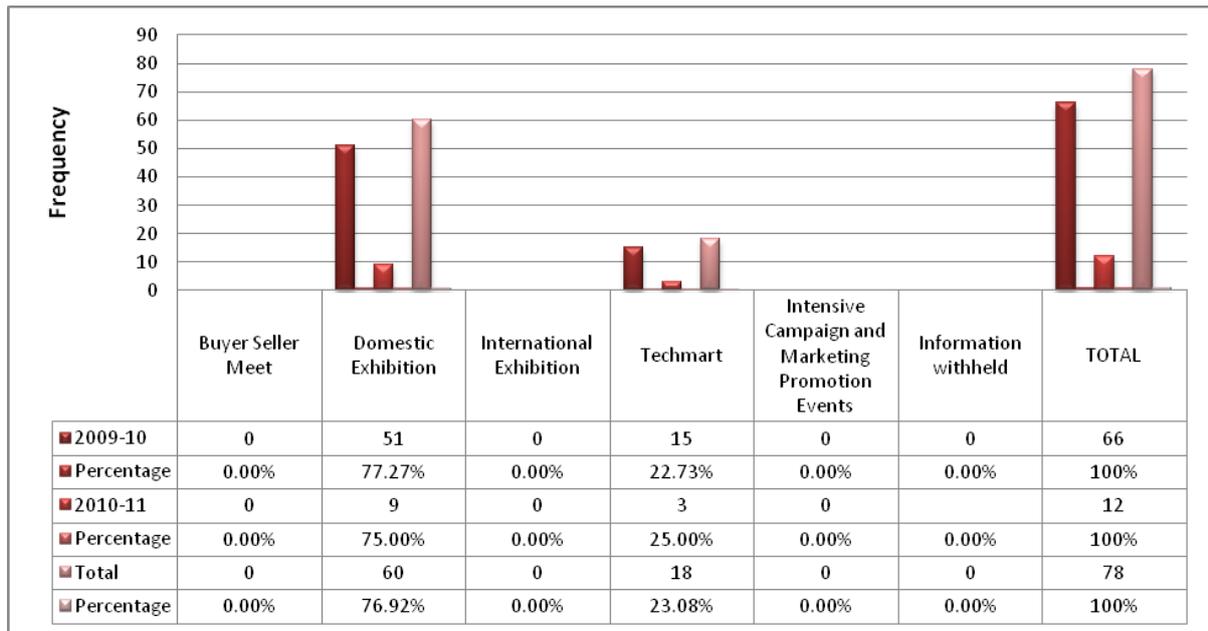


Table 19: Participation of firms in events

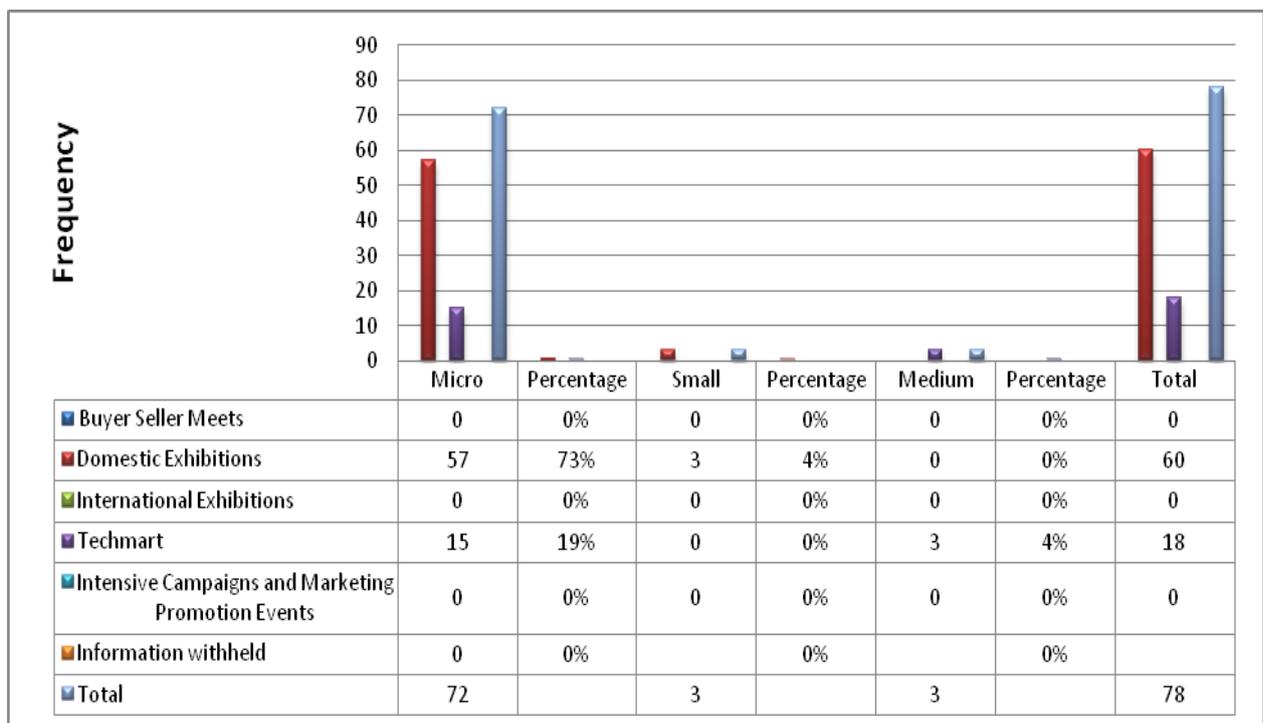


Table 20: Typology of firms participating in events

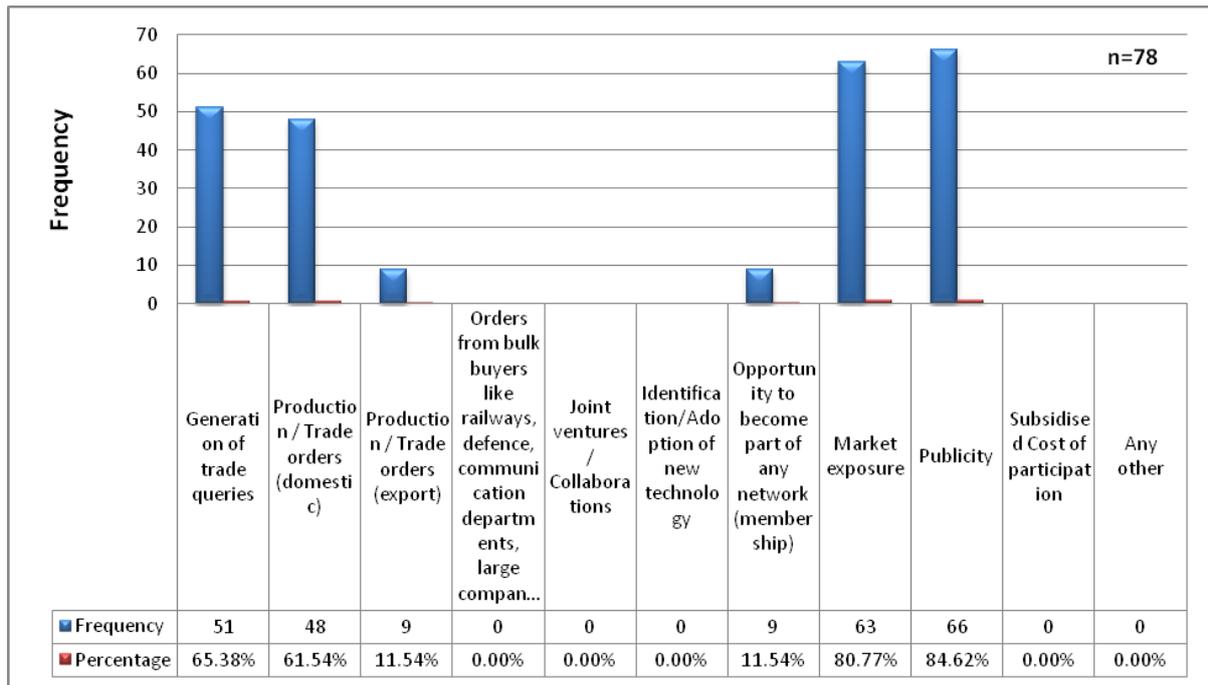


Table 21: Immediate benefits of participation in the events

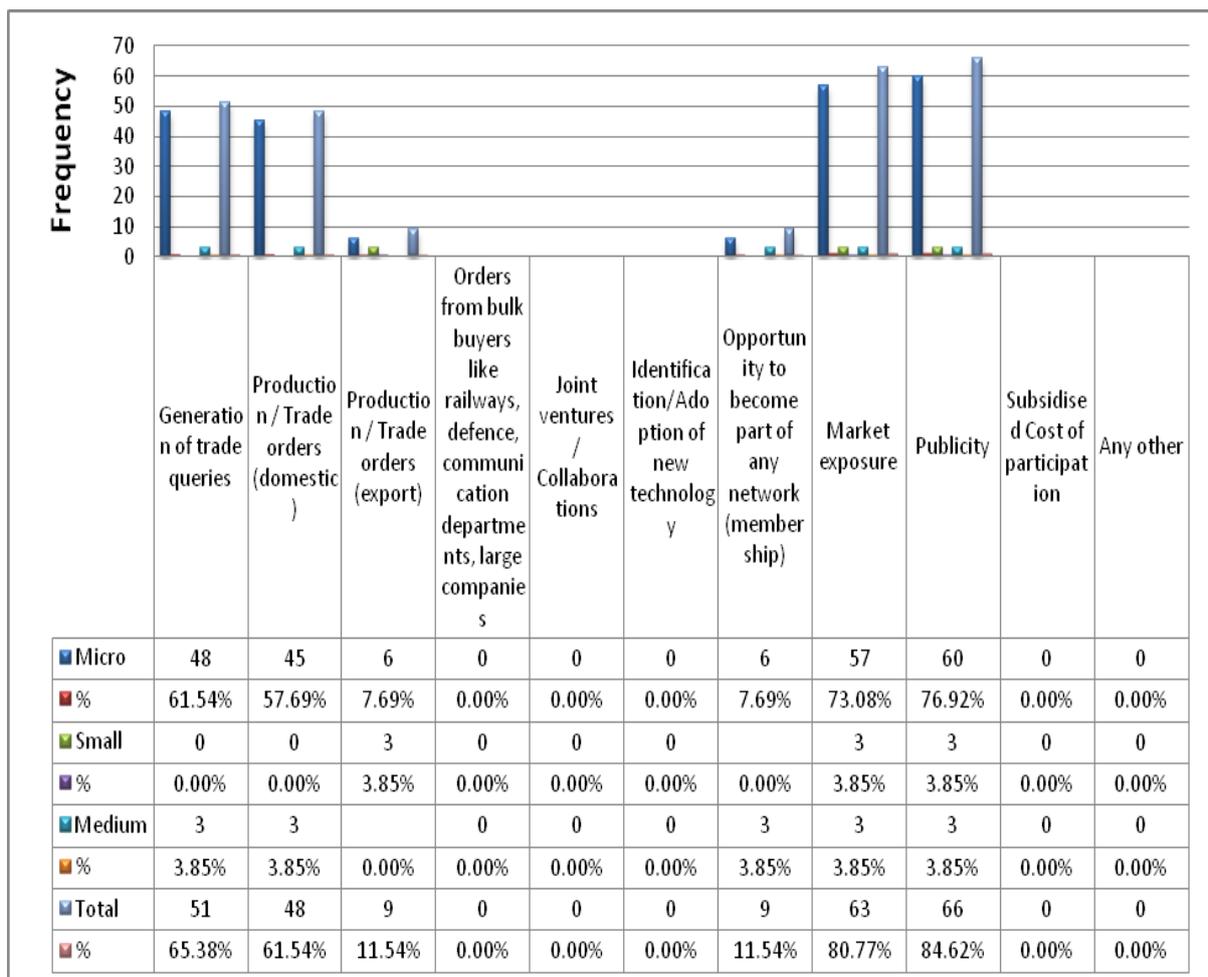


Table 22: Immediate benefits of participation in events by typology of firms

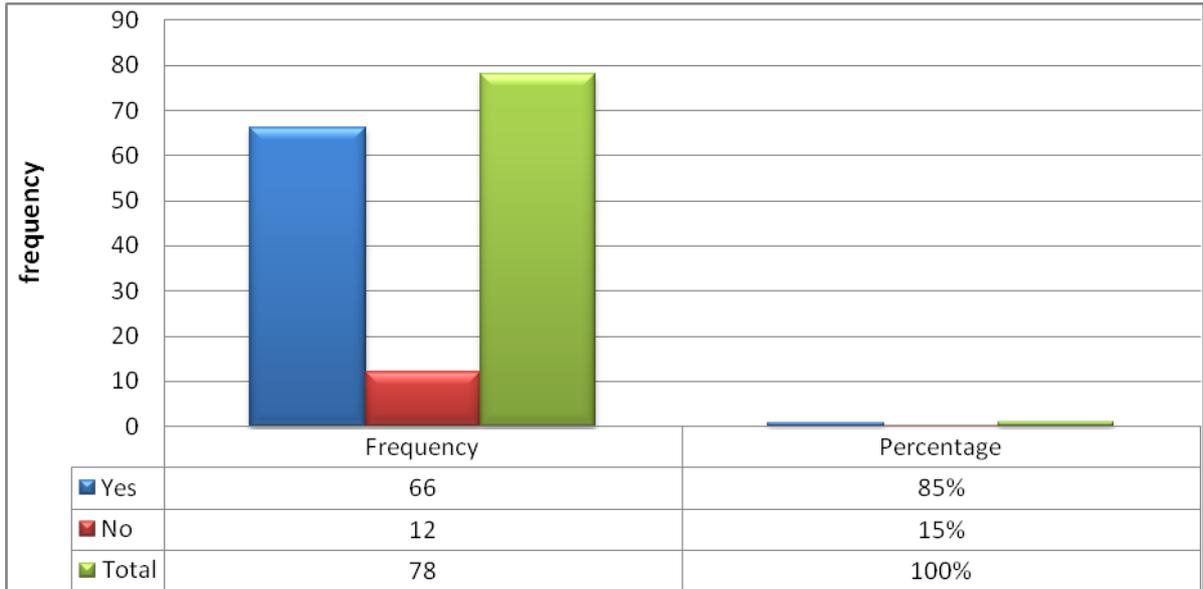


Table 23: Help received from NSIC for participation in the events

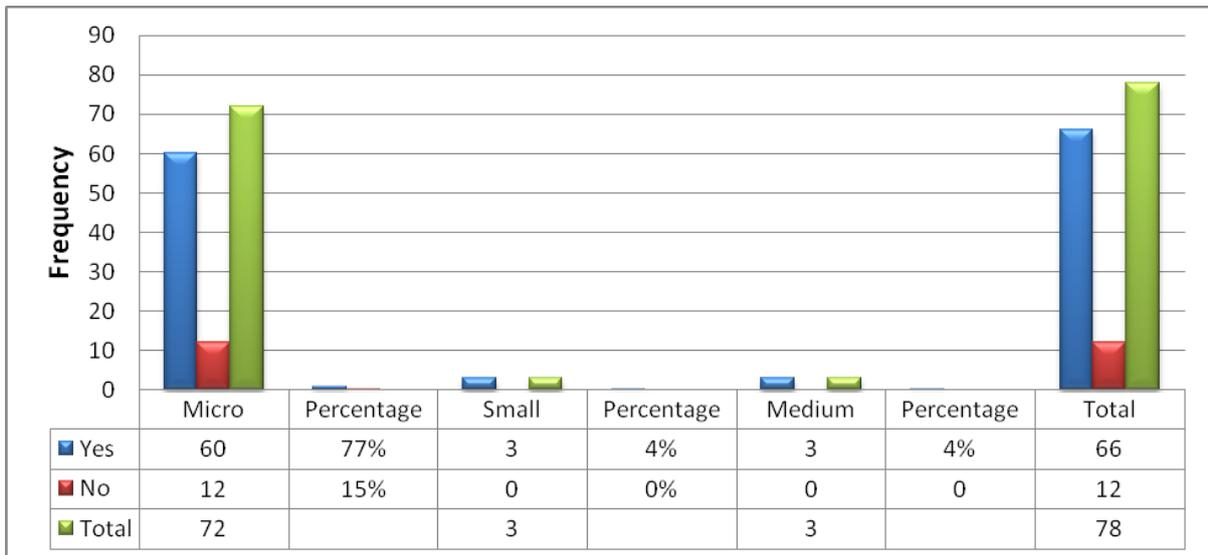


Table 24: Help received from NSIC for participation in these events by typology of firms

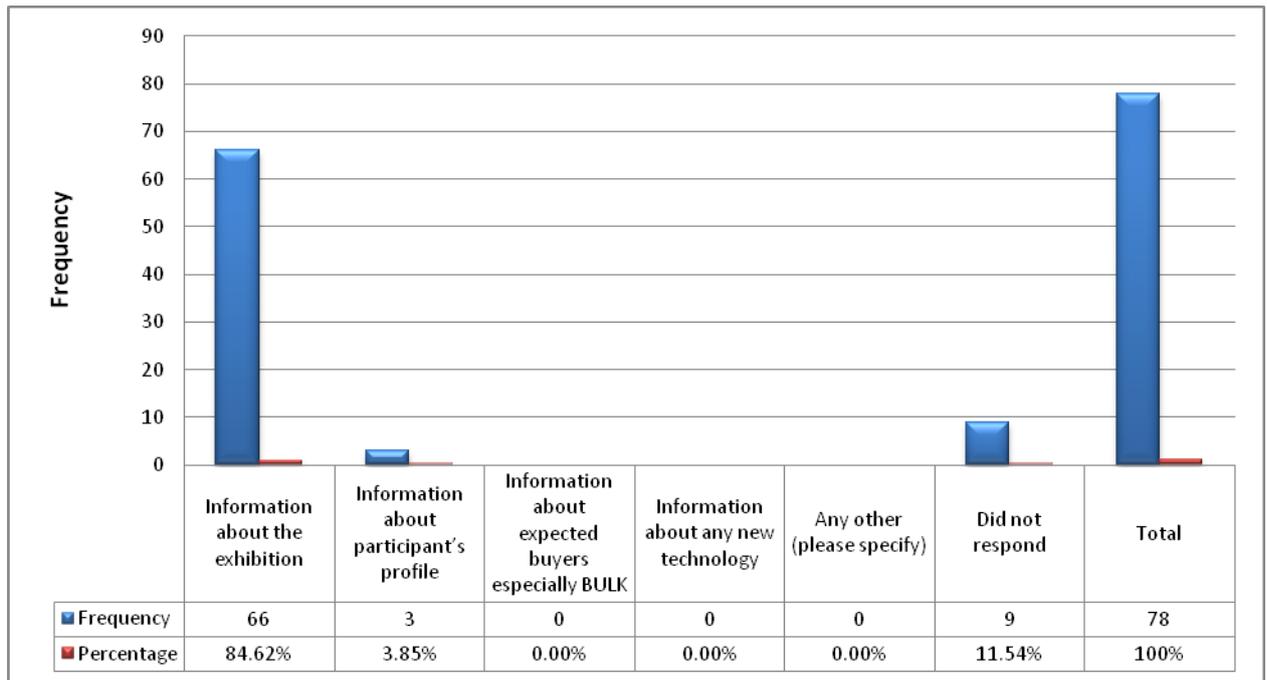


Table 25: Nature of help received

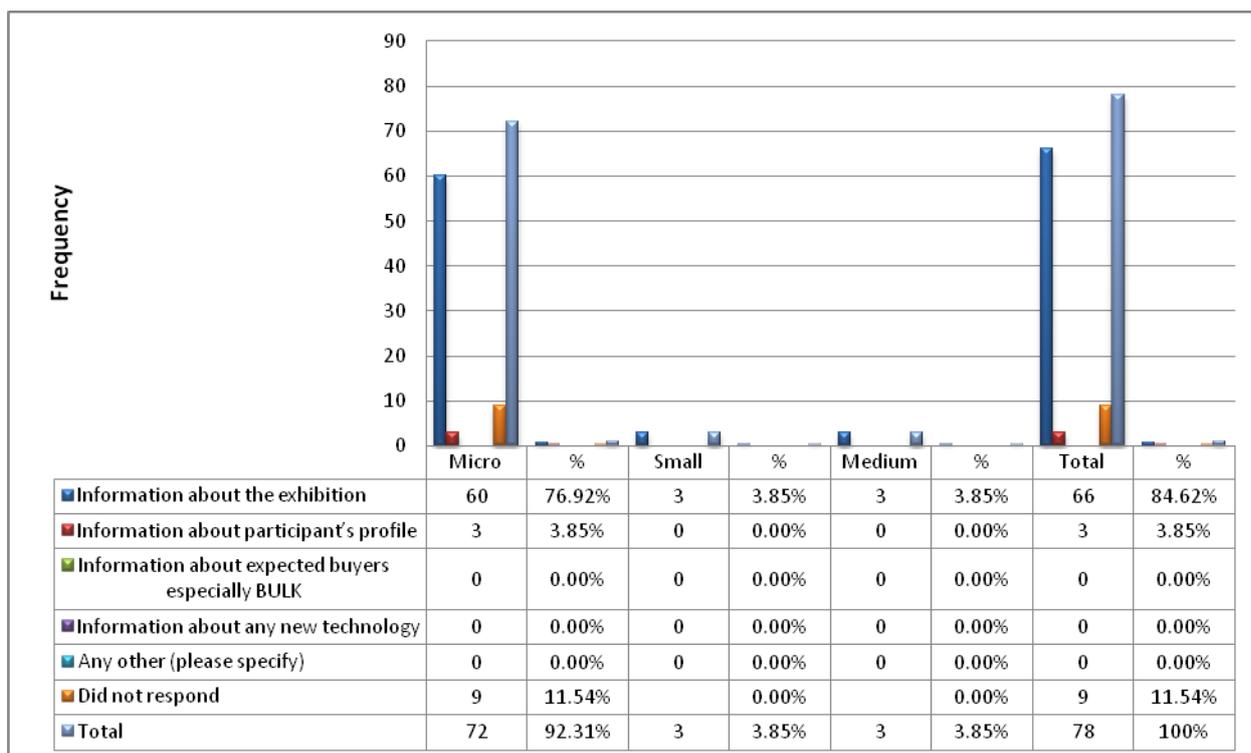


Table26: Nature of help

A total of 804 trade queries were generated between all the MSMEs from the NER region with 82.9% from existing domestic market and the remaining 17.1% from existing export markets with no queries from new markets, domestic or export. 32% of MSMEs reported no conversion of queries into order whereas a majority (45%) reported less than 10 orders from the queries generated. 23% of MSMEs reported conversion of 10 to 25 queries into orders. None of the responding MSMEs reported orders beyond 25 from the queries generated.

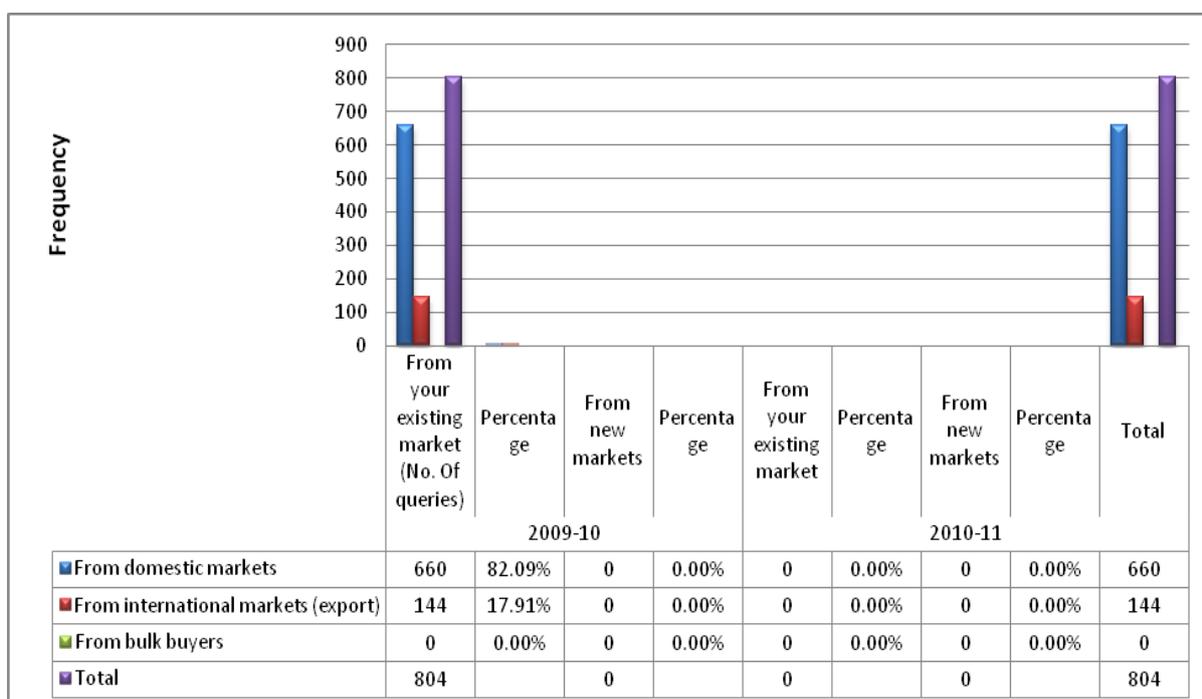


Table 27: Trade queries generated through participation (Numbers)

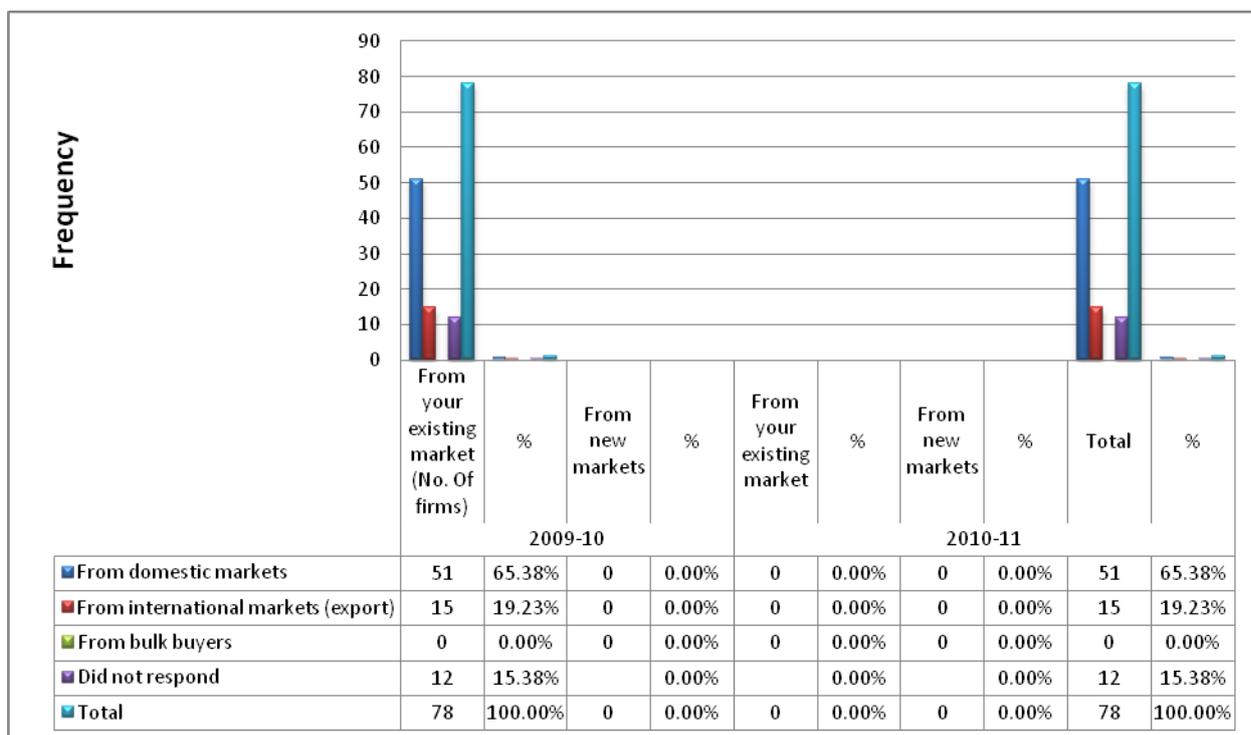


Table 28: Trade queries generated through participation (number of firms)



Table 29: Trade queries converted to order

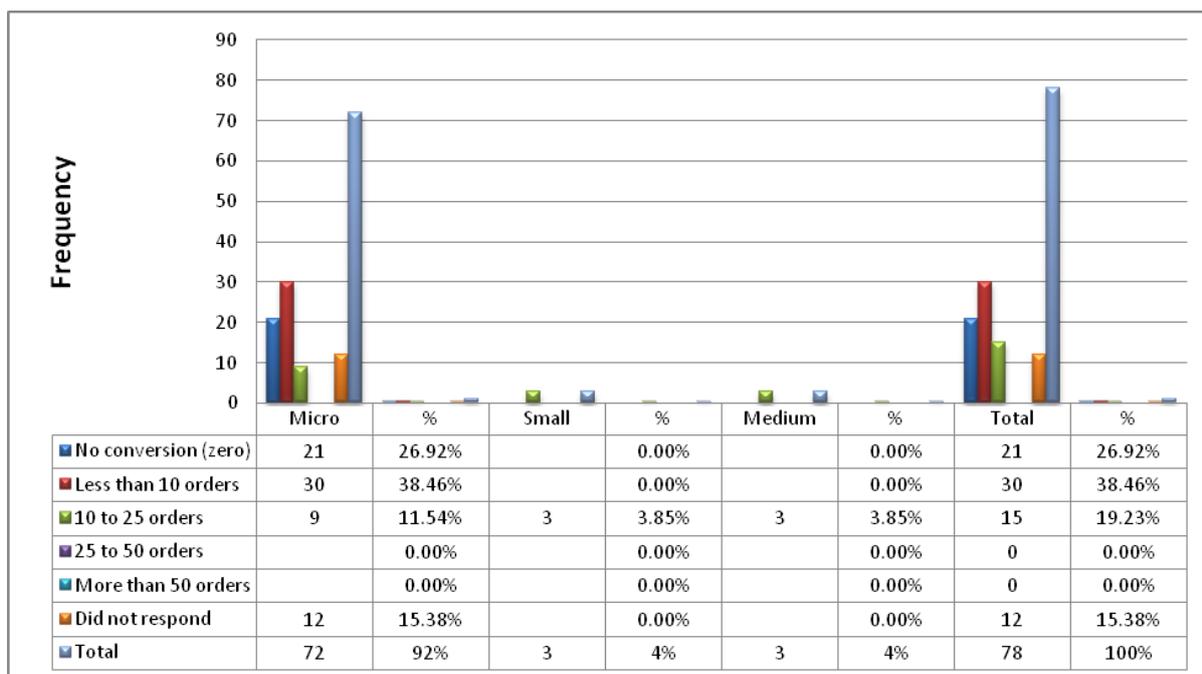


Table 30: Trade queries converted to order by typology of firms

68% of the participating MSMEs were able to identify new technology and almost 86% out of them adopted new technology. This is a significant rate of adoption but only 8% of the MSMEs who adopted new technology reported generation of orders as benefit but 31% reported reduction of cost upto 10%.

The overall findings suggests in order to ensure reach of the schemes and promote the maketability of these firms efforts need to made to enhance the participation in other events. Also seeing conversion rate of trade queries to trade orders, more effort need to be required to reach to the new markets, bulk buyers and export markets.

7. Further Support Required by MSMEs

To increase the effectiveness of the scheme, MSMEs were probed as to what more NSIC can do to maximise trade queries, orders and availability of new technology. In terms of further support required from NSIC 53% respondents stated that the number of events should be increased annually to create more visibility while 43% want better support in preparing for a event and 26% want more buyers to participate. Hence the scheme in future should look at how this feedback will be incorporated to make it worthwhile for enterprises to participate and also draw many more enterprises to partake of the benefits available.

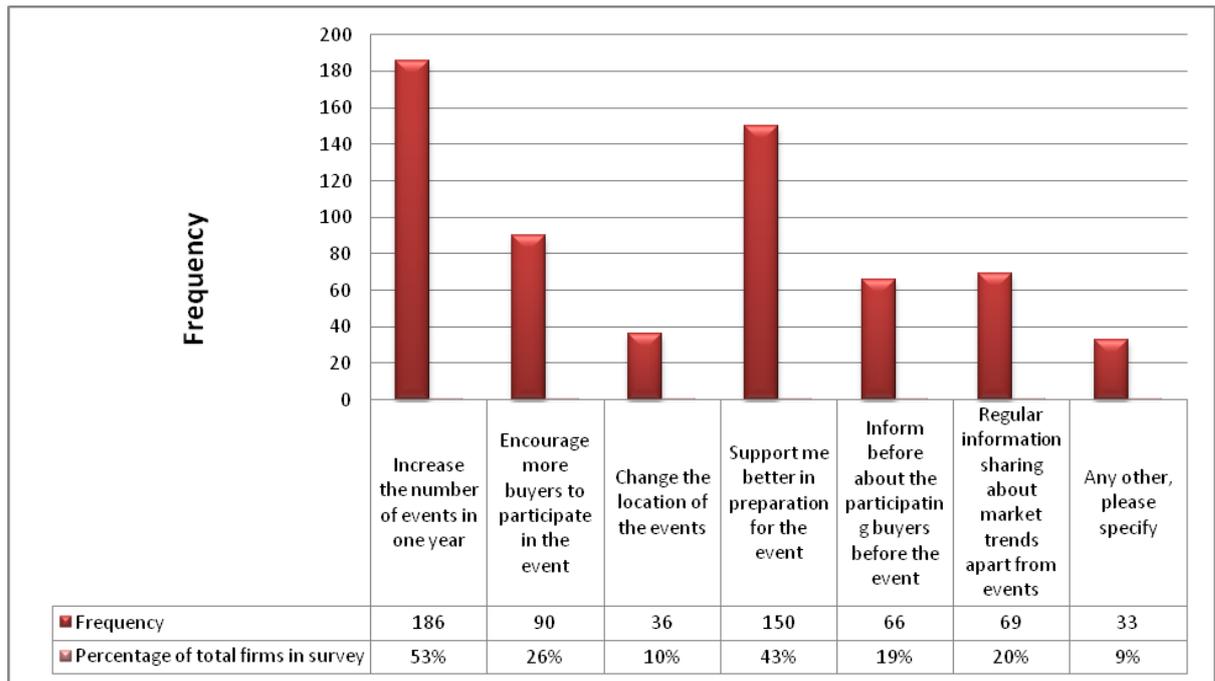


Table 31: Support required from NSIC

8. Budget outlay for different events

The budget amount to organise the number of events in a calendar year needed discussion and analysis. It has been felt that NSIC can reach more MSMEs and organize the domestic exhibitions in a much better way if there is a slight increase in the budget provision. Few of the participants who went for International exhibitions also raised issues on the low freight subsidy. According to them it is not sufficient and some of them had to abandon their machineries or sell them at a very cheap price as they did not have enough money to bring the machineries back to India. It was also felt by some of the participants that the cost of air travel has also gone up substantially. Also, due to budget constraints, NSIC has to accommodate two units in a single stall. Therefore, as an organizer, NSIC would be able to provide better services to the participants if there is an increase in the budget for some of the events especially the International events.

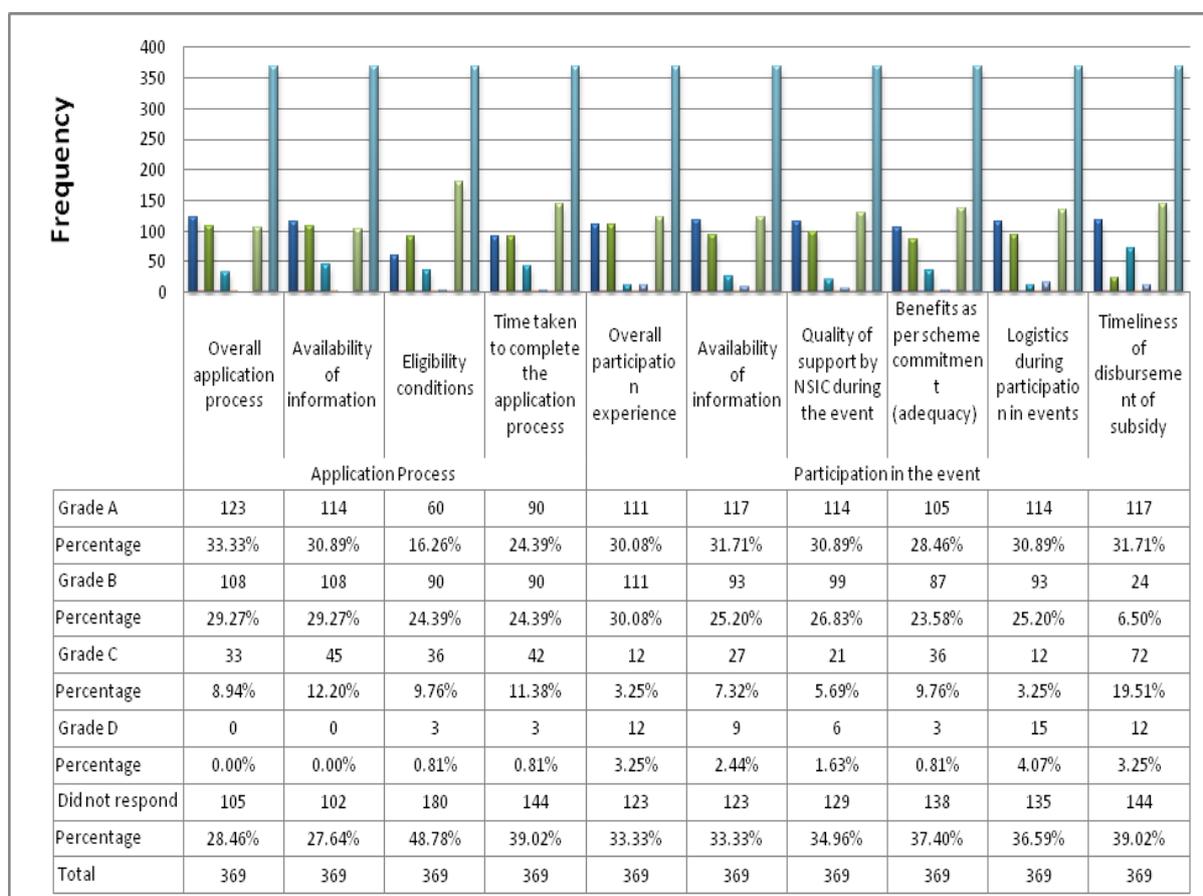
H. CONCLUSION

The Indian MSME sector is predominantly skewed in favour of the male gender when it comes to ownership with only 4% women headed MSMEs. In contrast, 50% of respondent MSMEs who availed the benefits of MAS are women headed. This clearly shows that the positive discrimination followed by MAS in terms of higher subsidies to women headed firms is encouraging more and more women to reach out to MAS.

MSMEs Opinion about MAS and Events Participated In

MSMEs were asked to grade the scheme and the event they participated in based on different relevant parameters. These parameters were broadly classified under two headings namely application process and experience of participation. The different subheads within these headings were graded as Excellent (A), Good (B), Satisfactory (C) and Below Satisfactory (D). The broad headings and subheads are shared below.

Parameters	Issues
Application Process	Overall application process
	Availability of information
	Eligibility conditions
	Time taken to complete the application process
Participation in the event	Overall participation experience
	Availability of information
	Quality of support by NSIC during the event
	Benefits as per scheme commitment (adequacy)
	Logistics during participation in events
	Timeliness of disbursement of subsidy



Opinion on different parameters of the event and Marketing Assistance Scheme with the overall grade for all parameters being B which indicates that there is scope for moving upto grade A if features like higher participation, more information about exhibition, higher conversion of queries into orders etc can be managed.

Table 32: Opinion on different parameters of the event and Marketing Assistance Scheme

MSMEs were also asked to rate the benefit of the MAS on a scale of 1-5 with 1 being lowest and 5 being highest. The overall rating of benefits of scheme is highest for grade 3. Its right in the middle of the scale indicating that enterprises are satisfied and yet looking forward to many

positive changes as outline above which can better their participation and also make them give NSIC a higher grade. The overall rating score of the scheme is 3 out of 5.

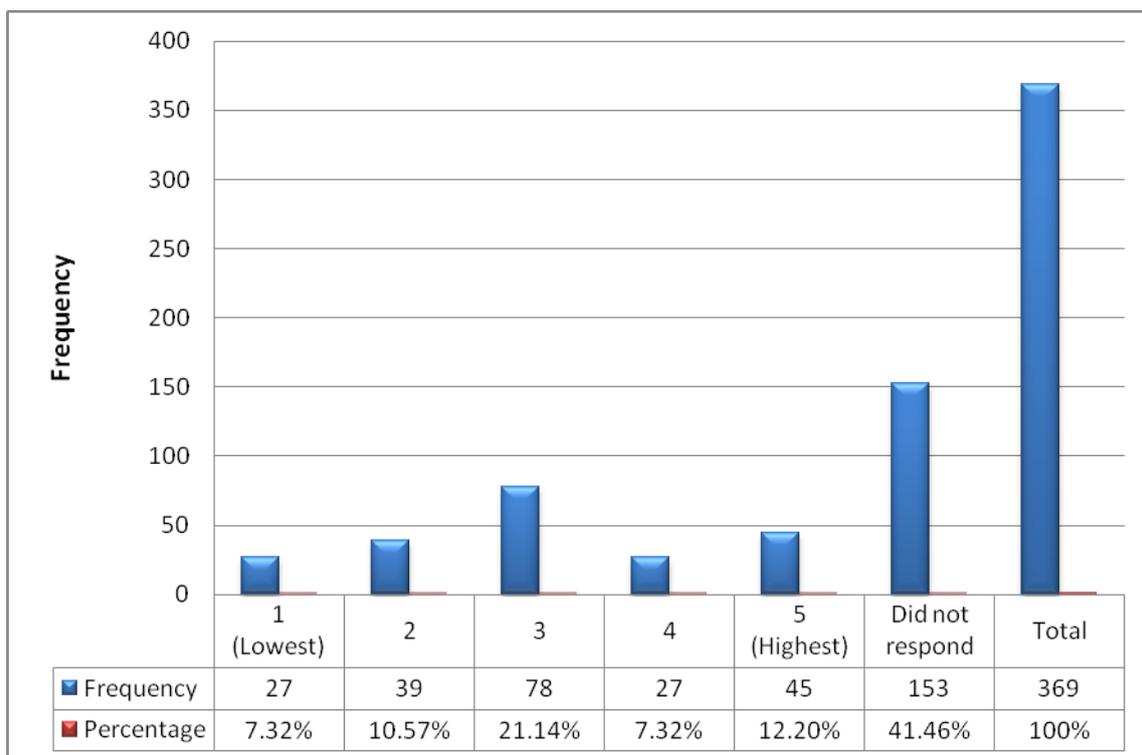


Table 33: Rating of the MAS by Participants

I. Cost Benefit Analysis¹

Since it was not possible to do a comprehensive cost benefit analysis of the entire scheme, Tech Mart 2010 and Tech Mart 2011 were taken up as sample.

The total budget (actual) as shared by NSIC for Tech Mart 2010 was Rs. 231.67 lakh. Out of this Rs. 161.45 lakh was generated as revenue from stall rentals and other incomes (sponsorship, sale of Tech Mart trade directory and advertisements in the trade directory). During the event, a total of 45,590 trade queries were generated. The ratio between the budget and queries generated show that for every single query generated the scheme invested Rs. 508. The total business value of these queries was to the tune of Rs. 9229.65. In other words, for every single rupee spent during the event, the scheme mobilized trade queries approximately worth Rs. 39.83. This is a very favourable ratio.

Similarly, during Tech Mart 2011, the scheme had a total budget of Rs. 308.75 lakh. It was proposed to generate revenues upto Rs. 236.65 from stall rentals and other incomes. During the event a total of 43,334 trade queries were generated. Since the overall budget had an increasing trend of 44.3% and the generation of query had a downward trend of approximately 5% the cost per trade query generated increased to Rs. 712. During Tech Mart 2011, total trade queries generated were approximately worth Rs. 14,547.28 lakh. So for every single rupee spent in organising Techmart 2011, the event mobilized trade queries worth Rs. 47 which is significantly higher than the previous year and a very positive trend.

¹ This section is based upon the annual report on Tech Mart India -2010 and 2011 as shared by NSIC with the evaluation team.

J. RECOMMENDATIONS

During the Evaluation Study, Kaarak visited and interviewed many respondents. During these interactions the study team faced several problems in extracting the responses from the MSMEs who were quite elusive about sharing information about their business. Hence in many ways, the data that Kaarak received was expansive and not specific making it difficult to analyse it.

However, the analysis was successfully completed and results have been shared above. In brief the following points need to be considered going forward.

1. NSIC has to cast the net wider to include small and medium enterprises as they don't participate in large enough numbers.
2. NSIC has to make participation in events more attractive with respect to business queries, order generated, opportunities for networking, meeting local and global enterprises.
3. NSIC should increase the number of annual events and organize them in not only big metro's but smaller cities and centers of business
4. Intensive Campaigns and Marketing Promotion Events' contribution to the scheme needs to be reanalyzed. Several MSMEs do not even consider it as an immediate benefit to them.
5. Bulk orders have a significant impact on the competitiveness of the MSMEs. MSMEs are more than willing to upgrade their technology, capacity and quality assurance parameters if they are assured of bulk orders. Buyer seller meets is an important event where MSMEs can meet more of the bulk buyers. It might be useful to increase the number of buyer seller meets with effective participation from bulk buyers, both government as well as private.
6. NSIC should increase participation of MSMEs in international exhibitions to improve export orders and market share. Organising more international level exhibitions within the country has also proved effective in capturing export orders.
7. Need for better and higher quality data-
 - NSIC should have more robust data about enterprises it has provided subsidy to on a annual and ongoing basis for each of its offices in India
 - Record benefits from events in terms of orders and contacts made. This will enable it to clearly attribute increase in business due to its efforts. This can be done by requesting participating MSMEs to fill up a feedback form at the end of each event.
8. NSIC should seek specific information about technology requirements from different sectors so that technology fairs can be organized in a sector specific manner example for hosiery/ handloom/ food processing etc. This will ensure serious visitors and participants who are both interested in technology transfer.
9. NSIC has to seek higher participation from underserved categories and typologies of firms like those in NER. This is so that they can actively engage on a national platform and leverage their learning's from regular participation.
10. NSIC prepares an annual calendar of events at the start of the year and publishes it online on the NSIC website. NSIC also has a scheme specific citizen charter with various steps of availing the benefit, documentation required, name and contact details of concerned official and maximum time taken to complete each step of the process. While this is a good practice, it is also important to undertake a time and motion study to analyze how many applications from MSMEs were actually disposed within the specified time frame.

11. As discussed with NSIC, the proposed changes in the budget of some of the campaigns and schemes for better positioning of NSIC Nationally and internationally are mentioned below. The increase in budget in some of the components of the Scheme would enable NSIC to facilitate the participants, buyers and sellers to reap more benefits from the scheme.

Sl.No	Schemes/Campaigns	Existing budget	Proposed Budget
1.	Domestic Exhibitions (Organisation)	30 Lakh	45 Lakh
2.	Domestic Exhibitions (Participation)	10 Lakh	15 Lakh
3.	International Exhibitions (Abroad)		
	1. Latin America	25 Lakh	40 Lakh
	2. Others	20 Lakh	30 Lakh
4.	Organising Exhibitions Abroad	50 Lakh	50 Lac
5.	Co-sponsoring/Buyer-Seller meet		
	1. Category- A	5 Lakh	5 Lakh
	2. Category- B	3 Lakh	3 Lakh
	3. Category- C	2 Lakh	2 Lakh
	4. Rural	1 Lakh	1 Lakh
6.	Intensive Campaign/Marketing Promotion Events		
	1. Category- A	0.80 Lakh	0.80 Lakh
	2. Category- B	0.48 Lakh	0.48 Lakh
	3. Category- C	0.32 Lakh	0.32 Lakh
	4. Rural	0.16 Lakh	0.16 Lakh
7.	Freight Subsidy		
	1. Latin America	0.20 Lakh	0.30 Lakh
	2. Others	0.15 Lakh	0.20 Lakh

Table 34: Proposed budget

Annexure 1: Questionnaire for MSMEs

Evaluation Survey of Marketing Assistance Scheme of NSIC

Questionnaire for MSMEs

1. Basic information about the beneficiary.

a. Name and address of firm:	b. Name and designation of respondent:
c. Nature of business: Manufacturing / Services	d. Name of Product/Service :
e. Type of firm: Micro / Small / Medium	f. Category: Women headed/SC/ST/NER

2. Annual Turnover of the firm for the last financial year: Please tick ✓ whichever is applicable.

a. Upto 5 Lakh		b. 1 to 3 Crore	
c. 5 to 25 Lakh		d. 3 to 5 Crore	
e. 25 to 50 Lakh		f. 5 to 10 Crore	
g. 50 Lakh to 1 Crore		h. More than 10 Crores	

3. How did you come to know about this scheme?

- Through Newspaper advertisement
- Through TV
- Through radio
- Through friends/relatives
- Through buyer/ seller meet
- Through NSIC Campaign
- Through NSIC Seminar
- Through Industry Association
- Through NSIC Website
- Any other, please specify

4. Which NSIC event you have participated in the financial years-

	09-10	10-11
Event/ City		

5. What do you think are immediate benefits of participation in these events? (More than one answer is possible)

Benefits	Please tick ✓
Generation of trade queries	
Production / Trade orders (domestic)	
Production / Trade orders (export)	
Orders from bulk buyers like railways, defence, communication departments, large companies	
Joint ventures / Collaborations	
Identification/Adoption of new technology	
Opportunity to become part of any network (membership)	
For market exposure	
For Publicity	
Subsidised Cost of participation	
Any other (Please specify)	

6. Did you receive any help in preparing for participation in these events? Yes / No

If yes, please tick whatever appropriate below:

- a. Information about the exhibition
- b. Information about participant's profile
- c. Information about expected buyers especially BULK
- d. Information about any new technology

7. How many trade queries were generated through these events? Existing markets are the geographic regions (city, region or country²) where you were already supplying before the event and new markets are the ones from where you have received the trade query for the first time.

Trade queries generated	2009-10		2010-11	
	From your existing market (No. Of queries)	From new markets	From your existing market	From new markets
From domestic markets				
From international markets (export)				
From bulk buyers				

8. If yes, how many numbers of total trade queries converted into orders?

- a. Less than 10
- b. 10 – 25
- c. 25 – 50
- d. More than 50

9. Please provide the approximate value of **Total orders/sales generated** during these events (including all orders confirmed after the exhibition). Please tick whichever is applicable.

Value of orders generated	2009-10	2010-11
Upto 5 Lakh		
5 to 15 Lakh		
15 to 25 Lakh		
25 to 50 Lakh		
50 Lakh to 1 Crore		
More than 1 crore		

10. Did you get any export orders due to these events organised by NSIC? Yes / No

11. Did you get any orders from bulk buyers due to these events organised by NSIC? Yes / No

12. Did you get any orders from new markets due to these events organised by NSIC? Yes / No

13. By participating in these events, were you able to identify any new technology? Yes / No

14. Did you adopt any new technology after participating in these events? If yes, please tick benefits resulted out of adopting new technology in your business? (more than one answer is possible)

Benefits	Existing Markets			New Markets		
	Domestic	Export	Bulk	Domestic	Export	Bulk
	Please tick <input type="checkbox"/> whichever is applicable					
Increase in Trade queries						

² Example of markets in India can be North, South, West, East, North East Region. Examples of international markets are European Union, USA, Great Britain, Australia, Middle East, Africa, Asia, Indian sub-continent, China, CIS, South America etc.

Increase in Orders						
Reduction in cost	Percentage reduction in cost (Please tick ✓ whichever is applicable)					
	Upto 5%	5 to 10%	10-20%	20-40%	More than 40%	
Any other (please specify)						

15. Out of total orders generated in the events, please share total number of orders generated in each of the components listed below.

Nature of Order	Numbers
Export orders	
Orders from bulk buyers	
Orders from new markets	
Orders because of new technology	

16. What more can NSIC do to maximise trade queries, orders and availability of new technology through these events?

- Increase the number of events in one year
- Encourage more buyers to participate in the event
- Change the location of the events
- Support me better in preparation for the event
- Inform before about the participating buyers before the event
- Regular information sharing about market trends apart from events
- Any other, please specify

17. What has been your cost of your participation in all the events?

Cost in INR	2009-10	2010-11
From NSIC		
Your Contribution		

18. Please provide your opinion about the event on the following parameters and issues as Excellent (A), Good (B), Satisfactory (C) and Below Satisfactory (D).

Parameters	Issues	Grade
Application Process	Overall application process	
	Availability of information	
	Eligibility conditions	
	Time taken to complete the application process	
Participation in the event	Overall participation experience	
	Availability of information	
	Quality of support by NSIC during the event	
	Benefits as per scheme commitment (adequacy)	
	Logistics during participation in events	
	Timeliness of disbursement of subsidy	

19. Please rate the benefit of this scheme on a scale of 1-5 with 1 being lowest and 5 being highest

20. Please give additional feedback about the scheme w.r.t gaps and any other concerns you have

Signature of respondent: