

## **Guidelines for financial assistance to Micro & Small Enterprises (MSEs) for use of Bar-code.**

**1. OBJECTIVE:** The basic objective of financial assistance is to enhance the Marketing competitiveness of Micro & Small Enterprises (MSEs) by way of:

- (i) Providing 75% of one time registration fee and annual recurring fee (for first three years) paid by MSEs to GS1 India.
- (ii) Popularising the adoption of bar codes on large scale amongst MSEs, and
- (iii) Motivating and encouraging MSEs for use of bar codes through conducting seminars on Bar Code, etc.

**2. TARGET GROUP:** Micro & Small Enterprises (MSEs) throughout the country.

**3. ELIGIBILITY:** Those MSEs who have Entrepreneurial Memorandum Part- II acknowledgement number from Directorate of Industries/ District Industries Centers and also have registration with GS1 India for use of Bar Codes are eligible for 75% reimbursement of one-time registration fee and annual recurring fee (for first three years) paid by them to GS1 India.

**4. FINANCIAL ASSISTANCE:** Under [SSI-MDA scheme](#), the financial assistance is provided towards 75% reimbursement of only one-time registration fee paid by MSEs w.e.f. 1st January, 2002. Considering the difficulty of MSEs to meet the liability of the payment of annual recurring fee, 75% annual recurring fee (for first three years) is also reimbursed to MSEs under [NMCP scheme - Marketing Assistance/ Support to MSMEs \(Bar Code\)](#) w.e.f. 1<sup>st</sup> June, 2007.

Fee structure for one-time registration/ annual recurring to be paid by MSEs for using of Bar Codes are revised by GS1 India from time to time. As and when, fee is revised by the GS1 India, the revised fee structure will be applicable. The revised fee structure is available on the website [www.gs1india.org](http://www.gs1india.org). However, reimbursement will be restricted to 75% of the fee paid by MSEs. Any other charges like service taxes, etc. are not reimbursable. Further, 75% reimbursement of one-time registration fee paid by MSEs to GS1 India is provided to those MSEs who have got registration from GS1 India for use of Bar-codes on or after 1<sup>st</sup> January, 2002. In addition, 75% reimbursement of annual recurring fee paid by MSEs to GS1 India is provided to only those MSEs who have paid above fee for the period from 1<sup>st</sup> June, 2007 and thereafter.

**5. IMPLEMENTING AGENCIES:** Office of Development Commissioner (MSME) under Ministry of Micro, Small & Medium Enterprises, and Government of India was providing 75% reimbursement of (i) one-time registration fee and (ii) annual recurring fee (for first three years) to eligible Micro & Small Enterprises (MSEs) for use of Bar Code in order to enhance their marketing competitiveness.

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With a view to ensure speedy and extensive implementation of the scheme, the work related to reimbursement of one-time registration fee/ annual recurring fee has been decentralised and transferred to field offices i.e. Micro, Small & Medium Enterprises - Development Institutes (MSME-DIs) w.e.f. 1-4-2009.

**6. WHERE AND HOW TO APPLY:** Eligible MSEs may apply to the Director, Micro, Small & Medium Enterprises - Development Institute of their region in prescribed application form for claiming reimbursement on Bar Code. Application Form along with formats for the supporting documents may be collected from Director, MSME-DI of their region and are also available on this office Website [www.dcmsme.gov.in](http://www.dcmsme.gov.in). Detailed addresses of MSME-DIs are available on this office website at option - field offices i.e. [www.dcmsme.gov.in/NASApp/senetwar/ctrlDRSearch.jsp](http://www.dcmsme.gov.in/NASApp/senetwar/ctrlDRSearch.jsp). For further information/ enquiries, MSEs may contact to the Director, MSME-DIs of their region.

**7. HOW TO GET REGISTRATION FOR USE OF BAR CODES:** Global Standard 1 (GS1) India formerly EAN India, an autonomous body under Ministry of Commerce & Industry, Government of India, bar code promoter is authorised for granting registration for use of Bar Codes. Other details on Bar Code are available on their web site [www.gs1india.org](http://www.gs1india.org).

Interested MSEs may approach the GS1, India for getting registration for use of Bar Codes at the following offices:-

1. GS1 INDIA  
#330, 2<sup>nd</sup> Floor, 'C' Wing,  
August Kranti Bhawan,  
Bhikaji Cama Place,  
New Delhi - 110066  
Phone: 91-11-26168720/721/725  
Fax: 91-11-26168730  
E-mail: [info@gs1india.org](mailto:info@gs1india.org)

2. GS1 INDIA  
C/o MSME Development Institute  
Andheri Kurla Road, Sakinaka  
Mumbai - 400072, India  
Phone +91-22-28576516/ 28576517  
Fax +91-22-28579539  
Email: [info.mumbai@gs1india.org](mailto:info.mumbai@gs1india.org)

**7. VALIDITY OF FINANCIAL ASSISTANCE:**

Financial assistance towards 75% reimbursement for one-time registration fee/ annual recurring fee is valid upto XI Plan (2007 - 2012).