Effectiveness of Central Government's Marketing Assistance Schemes for MSMEs of Ahmadabad District in Gujarat

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Micro, Small & Medium Enterprises (MSMEs) plays a pivotal role in the growth of Indian Economy, over the years governments and other institutions have realized that in order to sustain the growth momentum of India it is important to sustain and develop our MSME sector. Therefore various support schemes and programs are being formulated for the development of MSMEs, out of various schemes by Indian Government which are targeted to provide support to MSMEs in different ways one such scheme by government of India is Marketing Assistance Scheme and this research work intends to study the effectiveness of marketing assistance schemes for MSMEs provided by central government through National Small Industry Corporation (NSIC). Researcher approached NSIC and was able to get a list of MSMEs which had availed support under marketing assistance scheme in last three years viz 2015-16, 2016-17, & 2017- 18 from Ahmedabad district. A list of 118 units was being provided by NSIC and out of these 118 MSMEs primary data was collected from 98 units to meet research objectives. A systematic research methodology was being followed to collect the information and to analyse the information provided by the MSMEs. Uni variate and Bi Variate statistical methods were applied to analyse the data and T test, one way Anova, and Chi Square test were used to test the research hypothesis. At last this research work corroborates that Majority of the MSMEs which had availed support under marketing assistance scheme are satisfied with the benefits they received from the scheme, but some of the aspects where NSIC and Government should focus are timely disbursal of support amount, information availability on time, increase in number of domestic exhibitions, participation should be allowed more than once among others.

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