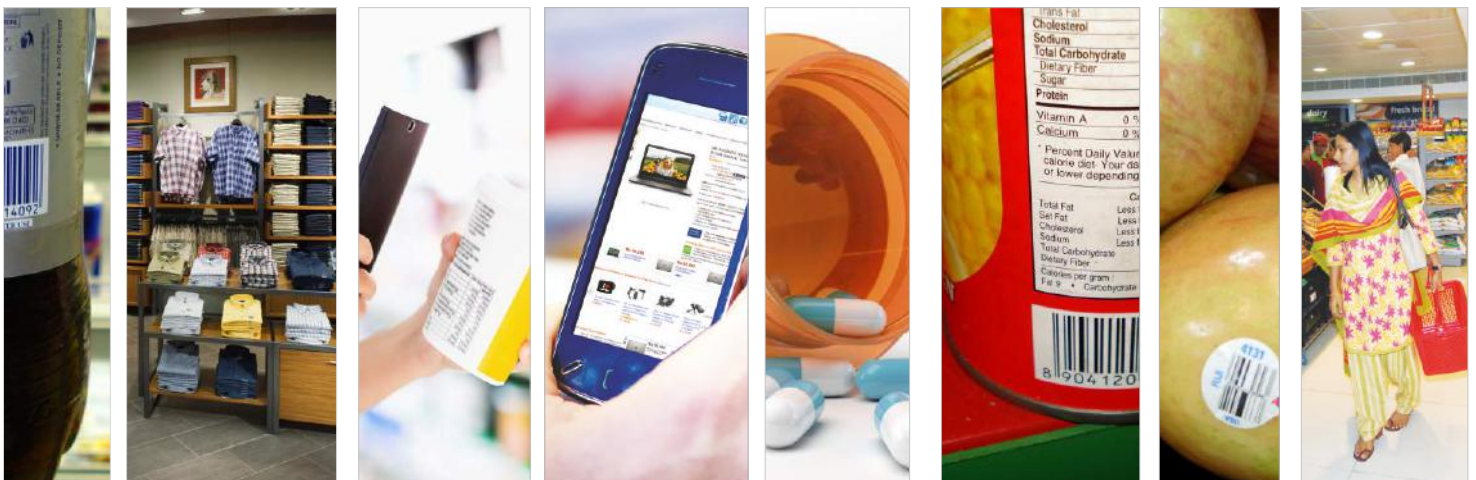


Financial Assistance on Barcodes for Registered Micro & Small Enterprises



Now Sell More Worldwide

More and more consumers are moving towards e-commerce websites and mobile apps because of the wide product range and ease of shopping that online platforms provide. To continue to meet consumer demands, e-commerce companies are attracting more sellers to their platforms. They are looking for new products and brands to sell, giving micro and small businesses in India a new avenue to reach consumers in regional, national and international markets directly.

To take advantage of this opportunity, all you have to do is adopt some simple global best practices, such as identifying and labeling your products with GS1 barcodes.

This will also help with getting your products to retail shelves of modern trade retailers who direct suppliers to label products with GS1 barcodes so they are ready to sell in stores.

Key benefits of using GS1 barcodes:

- Empowers search engines to provide more precise search results - increasing visibility of your products online
- Helps with faster listing of your products on e-commerce platforms
- Meets prerequisite to do business with modern trade retailers
- Facilitates accurate and faster billing at retail billing counters
- Gives an international look and feel to your products
- Enables automated data capture with 100% accuracy
- Ensures correct consignment dispatches as per customer orders
- Supports accurate real-time stock management for you and your retailers
- Helps meet several buyer requirements internationally
- Allows you to efficiently track & trace and recall products

GS1 standards are used by over 2 million companies across 150 countries.

They are the most widely used standards in the world with over 5 billion barcode scans each day.



Financial Scheme for Micro and Small Enterprises

The Ministry of Micro, Small and Medium Enterprises (MSME), Government of India, recognises the contribution of micro and small enterprises (MSEs) in the growth of the Indian economy, export promotion and employment generation. To promote their growth and help them compete in domestic and international markets by adopting global best practices to become successful, this Ministry is offering a special financial assistance scheme for MSEs.

This scheme makes it highly affordable for micro and small business units to adopt GS1 global standards in barcoding. Under this scheme, the Ministry of MSME will reimburse **75% of the one-time registration fees** and **75% of the annual renewal fees** incurred for the **first three years**.

GS1 standards make it easy for people to discover and purchase products wherever they are at home, in store or on the go.

Availing a Scheme Has Never Been Easier

Steps:

1. For barcodes, apply for GS1 Company Prefix Number online at www.gs1india.org/form/23 and submit required documents as detailed therein to info@gs1india.org
2. For reimbursement from Ministry of MSME, fill reimbursement application form available at http://dcmsme.gov.in/schemes/assist_bar_code.htm and submit with required documents as detailed therein to Director MSME-DI of your region
3. Cheque/DD of reimbursement amount will be dispatched directly to you from the Ministry of MSME or credited to your bank account



Contact Details

Nearest Director, MSME-DI's (formerly SISI's)
www.dcmsme.gov.in

Or

Office of Development Commissioner (MSME)

Ministry of Micro, Small and Medium Enterprises
Nirman Bhawan, New Delhi
T +91 (11) 23063800/23062694

GS1 India (Under Ministry of Commerce, Govt. of India)

Delhi
T +91 (11) 42890890
E info@gs1india.org

Mumbai
T +91 (22) 28576516
E info.mumbai@gs1india.org

Bangalore
T +91 (80) 23405552
E info.bangalore@gs1india.org

www.gs1india.org

