

# Marketing Support/Assistance to MSMEs



ICAN SCHEME INFORMATION CARD



ICAN - Scheme Information Card -1

# Overview

## Details of the scheme

### Description

Under this scheme MSEs are encouraged and motivated to use bar-codes by conducting seminars and reimbursement of registration fees for bar coding.

### Nature of Assistance

Reimbursement of registration fee (one time and recurring for 3 years) for bar coding. Financial assistance for reimbursement of 75% of one-time registration fee (Under MSE-MDA) w.e.f. 1st January, 2002 and 75% of annual recurring fee for first three years (Under NMCP) w.e.f. 1st June, 2007 paid by MSEs to GS1 India for the use of bar coding.



# Who Can Apply

The scheme is applicable to those MSEs with EMII registration and registration with GS1 India for use of barcode.



# How to Apply

## How to Apply

On getting registration for use of barcode for products (<http://www.gs1india.org/>), take the following steps for reimbursement of fee:

- Fill the prescribed application form for claiming reimbursement on bar code.
- The application form along with formats for supporting documents may be collected from the Director, MSME-DI, or can be downloaded from <http://www.dcmsme.gov.in/>
- The filled-in application form with required documents is to be submitted to the office of MSME-DI.
- The address of MSME-DI is given on the website:  
<http://www.dcmsme.gov.in/Contacts.htm#two>

