

Reimbursement of Bar-Code Registration & Annual Recurring Fee by MSME-DI, Kolkata

Bar Coding is a series of parallel vertical lines (bars and space), that can be read by bar code scanners. Bar coding has been in use extensively for the past 30 years worldwide and is now finding increase usage across various industry sectors. It is used worldwide as part of product packages, as price tags, carton labels, on invoices even in credit card bills and when it is read by scanners, a wealth of data is made available at the users.

The bar code become unique and universal and can be recognized anywhere in the world. Bar coding is an international concept today. It facilitates unique product identification through using international symbologies/numbering system, promotes brand image and would enable timely and accurate capture of product information. This results in wide ranging benefits including lowering of inventory costs, lower overall supply chain costs and hence reduced costs for Indian products, increasing efficiency of Indian industry and adherence to stringent quality assurance norms through product traceability.

Recognizing the importance of bar coding, O/o DC (MSME), Ministry of Micro, Small and Medium Enterprises, Govt. of India had introduced an attractive financial assistance scheme for registered Micro and small manufacturing enterprises. As per the scheme Micro and Small manufacturing enterprise, who have adopted bar code on or after 1st January, 2002 were eligible to get the financial assistance 75% of the one time registration fee paid to GS1 India. The scope of the scheme was enhanced with effect from 1st June 2007 and accordingly, it was decided that 75% of the annual recurring fee for the first three years would also be reimbursed to Micro and Small entrepreneurs, in addition to reimbursement of one time registration fee as charged by GS1.

The O/o DC(MSME) has further decentralized the reimbursement process and financial powers for reimbursement has been delegated to the Directors, MSME-DIs with effect from 1st April 2009. Now, the MSEs of West Bengal, who have Entrepreneur's Memorandum Part-II acknowledgement number from State DI / DICs and also have Registration with GS1 India for the use of Bar-Code, may apply to the Director, MSME-DI, Kolkata in prescribed Application Form available at website www.msmedikolkata.gov.in

Contacts of GS1 India is - # 330, 2nd 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 **Web site:** www.gs1india.org

Guidelines of financial assistance to MSEs for use of Bar-code.

Objective: The basic objective of granting financial assistance to the MSEs is to enhance their competitiveness by motivating and encouraging them to use Global Standards in Bar-coding. The objective is to be achieved through use of Bar-coding by maximum number of MSEs and getting benefits like inventory control, wide acceptability of products in the domestic and world markets, higher efficiencies, lower costs, better quality assurance and greater acceptance of their products by local as well as International buyers.

Eligibility: MSEs who have Entrepreneur's Memorandum Part-II acknowledgement number from State Directorate of Industries/DICs and also have registration with GS1 India for the use of Barcodes.

Funding Pattern: 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. With effect from 1st April, 2009, one time registration fee is Rs. 25,000 to Rs. 35,000 depending upon number of Stock Keeping Units (SKUs)/product types & annual fee is Rs. 6,000. Reimbursement will be restricted to 75% of the fee paid by MSEs. Any other charges like service taxes, etc. are not reimbursable. In addition, 75% reimbursement of annual recurring fee (for the 1st three years) paid by MSEs to GS1 India is to be made to only those MSEs who have paid above fee for the period from 1st June, 2007 and thereafter. Reimbursement of one time registration fee is made under the SSI-MDA Scheme & of annual recurring fee under the National Manufacturing Competitiveness Programme (NMCP).

Reimbursement Procedure: Application form along with supporting documents viz. Pre-receipt for one time registration fee (Annexure-I), Pre receipt for annual recurring fee (Annexure-II), Affidavit regarding status of the MSE (Annexure-III), Certificate from Chartered Accountant concerning investment in Plant & Machinery, etc. (Annexure-IV), Undertaking regarding non/twice availing of similar benefits from other organizations, etc.(Annexure-V) are available on the website of MSME-DI, Kolkata www.msmedikolkata.gov.in for claiming financial assistance in respect of Bar code registration fee/annual recurring fee. The MSEs are required to apply on the prescribed application form alongwith supporting documents to the Director, MSME-DI, Kolkata, 111 & 112 B. T. Road, Kolkata – 700 108.

Validation of Schemes: Reimbursement of one time registration fee under SSI-MDA Scheme & annual recurring fee under NMCP Scheme to MSEs for registration with GS1 India for use of Barcodes is valid upto 11th Plan (2007-2012).

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