

# Financial Assistance on GS1 Barcodes for Micro Enterprises



## Expand Your Market Reach With GS1 Barcodes

The retail sector in India has seen significant growth over the last few years, especially during the COVID-19 pandemic, making online shopping a norm. Consumers are looking for new products and brands all the time, which they can buy from comforts of their home.

As a micro enterprise, if you have to reach out to more consumers, you have to list your products on popular e-marketplaces and retail chains, such as Amazon, Big Basket, Flipkart, Reliance, DMart & the likes. To list with these, you need to identify your products uniquely using global barcoding standards (GTINs/EAN).

To promote the growth of micro enterprises and help them compete in domestic and international markets by adopting barcode, the Ministry of Micro, Small & Medium Enterprises is offering a financial assistance scheme for micro enterprises.

### Key benefits of using GS1 barcodes:

- Get higher ranking of your product pages
- Enable faster listing of your products on e-marketplaces/retail chains
- Meet export requirements
- Meet buyer and Regulatory requirements
- Share product details with consumers using Smart Consumer app
- Enable 100% scan efficiency at PoS applications
- Allocate and assign barcodes using DataKart - an online cloud based application
- Facilitate track and trace of products
- Integrate your product catalogue with government platforms like ONDC, GeM, etc.

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

They are the most widely used standards in the world with over 6 billion barcode scans each day.

# About Financial Assistance Scheme

Under this scheme, the Ministry of MSME will provide financial assistance of 80% of one-time registration fees and the annual recurring fees for first 3 years for micro enterprises, subject to maximum limit of Rs. 50,650/-

## How to Apply

### Steps:

1. Register for GS1 barcodes by visiting <https://www.gs1india.org/content/register-for-barcodes> and paying the requisite fees.
2. For claiming reimbursement, apply to the Director / HOO; Micro, Small & Medium Enterprises- Development Institute (MSME-DI) of your region in prescribed application form (Annexure - A), along with GS1 India allotment letter, invoice and receipt.

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

## Contact Details

### Office of Development Commissioner (MSME)

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[http://dcmsme.gov.in/MSME\\_DIS.aspx](http://dcmsme.gov.in/MSME_DIS.aspx)

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