



Marketing Support

The following marketing support will be provided to the SME sector from the government:

- **Marketing under a Common Brand Name:** Funds from Small & Medium Enterprises Renewal Fund Society, Haryana would be utilized for promoting and marketing products manufactured by clusters under a common brand name. This will be a continue assistance to promote the brand/market the product. The society will formulate guidelines in consultation with industrial associations for this purpose.
- **Participation in National/International Trade Fairs:** Small & Medium Enterprises Renewal Fund Society of Haryana will book space in prominent products-specific international trade fairs and offer space to small scale industrial units of Haryana at concessional rentals. This will help SMEs approach international buyers and get exposure to the developments in their respective fields in other States as well as countries.