ONLINE VISIBILITY SCHEME

The online visibility scheme can assist small enterprises to access digital marketing tools and services to capture every online business opportunity and to reach out to a wider local, regional as well as international markets. The scheme aims to equip small enterprises with digital knowledge and capabilities.

Eligible activities under this scheme are:

1. Domain Name (For a minimum of one year)
   a) Domain name registration
   b) Branded Email registration

2. Website Design & Development
   a) Website design and publishing and Content Management System (CMS)
   b) Website Hosting (For a minimum of one year)
   c) Responsiveness to digital devices
   d) Photo gallery and online contact form

3. Social Media Presence
   Devising of a social media strategy for the applicant in form of a report and creation of a Facebook, LinkedIn, Instagram profile.

4. Search Engine Optimization

BENEFITS

1. Visibility
2. Accessibility
3. Brand building
4. Greater audience

GRANT

A refund of 80% of the project cost up to a maximum of Rs 35,000 will be provided to eligible enterprises.

ELIGIBILITY

To be eligible, the enterprise must:
1. be a duly registered SME
2. have an annual turnover not exceeding Rs 50 Million
3. be engaged in any legal economic activity, other than pure trading
4. hold a valid trade license
5. be in operation for at least six months from the date of issue of its BRN

FURTHER INFORMATION

For further information about the program and application process, phone 2020040.