

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

RAJYA SABHA
UNSTARRED QUESTION No. 108
TO BE ANSWERED ON 22.07.2024

OPEN NETWORK DIGITAL COMMERCE (ONDC)

108. SHRI SANJAY SETH:

Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

- (a) the details on the timeline and milestones for onboarding 5 lakh MSMEs to the Open Network Digital Commerce (ONDC), including specific targets for women-led enterprises
- (b) the details on regional distribution data of MSMEs being onboarded to the ONDC, highlighting the areas with the highest participation rates and the expected economic impact; and
- (c) plans for ensuring the sustainability and scalability of the ONDC initiative, including long-term goals and strategies for continuous support to MSMEs?

ANSWER

MINISTER OF STATE FOR MICRO, SMALL AND MEDIUM ENTERPRISES
(SUSHRI SHOBHA KARANDLAJE)

(a): As a sub-scheme under the Central Sector Scheme “Raising and Accelerating MSME Performance”, the Ministry of MSME launched a sub-scheme “MSME Trade Enablement and Marketing Initiative” (MSME-TEAM Initiative), which aims at assisting five lakh Micro, Small and Medium Enterprises (MSMEs) to onboard the Open Network Digital Commerce (ONDC) platform, through awareness workshops which will include hand-holding assistance for onboarding onto ONDC. MSME TEAM scheme aims to provide financial assistance to micro and small enterprises (MSEs) through Seller Network Participants, for catalogue preparation, account management, logistics and packaging material & design. Of the total five lakh MSEs to be benefited, two and a half lakh MSEs would be women owned MSEs. The scheme is valid from 2024 to 2027.

(b): The objective of MSME-TEAM Initiative is to provide assistance to micro and small enterprises all across the country. However, awareness workshops will be conducted preferably in Tier 2 and Tier 3 cities and MSME Clusters for greater outreach, especially among women and SC/ ST owned MSMEs.

(c): The MSME TEAM Initiative, being a sub-scheme, is for a period of three years upto March 2027. However, MSMEs can continue to onboard onto ONDC, which is an open network.
