

GOVERNMENT OF INDIA  
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

**RAJYA SABHA**  
**UNSTARRED QUESTION No.1861**  
**TO BE ANSWERED ON 17.03.2025**

**ENSURING 50 PER CENT ONBOARDED BUSINESSES AS WOMEN-LED**

1861. DR. PARMAR JASHVANTSINH SALAMSINH:

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

- (a) the specific criteria that will be used to ensure that 50 per cent of the onboarded businesses are women-led;
- (b) the manner in which the ₹ 277.35 crore budget would be allocated across different aspects of the initiative, such as financial assistance, training, and technology integration; and
- (c) the manner in which Government will ensure that Micro, Small and Medium Enterprises (MSMEs) continue to use open network digital commerce beyond the initial support phase?

**ANSWER**

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

(a): The Ministry of MSME's MSME Trade Enablement and Marketing (MSME TEAM Initiative) in collaboration with the Open Network Digital Commerce (ONDC) aims to propagate e-commerce among MSMEs in the country. To ensure that 50% of the beneficiary enterprises are women owned, the criterion that is being used is that the enterprise should be registered as a woman owned enterprise on the Udyam portal of the Ministry. The Scheme aims to benefit 5,00,000 MSEs, out of which 2,50,000 beneficiaries would be Women entrepreneurs.

(b): The following component wise allocation of the total outlay of Rs. 277.35 Cr for the MSME TEAM Initiative:

S. No.	Component of MSME TEAM Initiative	Outlay ( Rs. In Cr)
1	Awareness creation and demand generation	14.875
2	On boarding and Cataloguing of micro and small enterprises	125
3	Account Management Support, transport and packaging subsidy, packaging design and AI cataloguing assistance on the portal	108.91
4	Portal development, and administration costs	28.565
	Total	277.35

(c): MSMEs that on-board the open network digital commerce are being supported through Seller Network Participants (SNPs) on ONDC in onboarding and account management which will help them continue and sustain their e-commerce operations on the portal.

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