

GOVERNMENT OF INDIA  
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 116**  
**TO BE ANSWERED ON 21.07.2025**

**MSMEs BENEFITTED FROM YASHASVINI CAMPAIGN**

116. SHRI IRANNA KADADI:

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

- (a) the state-wise details of the number of MSMEs that have benefited from the Yashasvini Campaign since its inception and the details of the sectors having highest adoption of e-commerce through the campaign;
- (b) the contribution of the aforementioned campaigns in job creation and revenue growth in the MSME sector;
- (c) the measures taken to tackle the digital literacy gaps and infrastructure limitations that hinder MSMEs from participating in e-commerce; and
- (d) whether Government has data on the challenges faced by the MSMEs in adopting e-commerce under the campaign, if so, the details of the steps taken to address them?

**ANSWER**

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

(a) & (b): The Ministry of Micro, Small and Medium Enterprises (MSME) launched the 'Yashasvini' campaign in June 2024 to empower women entrepreneurs (WEs) through formalization, capacity building and mentorship. The campaign aims to onboard informal sector WEs onto the Udyam and Udyam Assist portals to enable access to priority sector lending and Government Schemes. It also aims to achieve the mandated 3% procurement from Women MSEs under the Public Procurement Policy of GoI. A total of seven campaigns in seven States were conducted since its launch. The number of women-owned MSMEs registered in these seven States and the number of employment generated is given in Annexure-I

(c)& (d): The Ministry of MSME implements the Entrepreneurship and Skill Development Programmes (ESDP), Procurement and Marketing Support (PMS), MSME Trade Enablement and Marketing Initiative (MSME TEAM Initiative) which includes modules on capacity building and training in digital literacy for the existing and aspiring entrepreneurs.

National Small Industries Corporation (NSIC) has set up the NSIC Global Mart which is a B2B portal to enable MSMEs connect with buyers and suppliers worldwide and access information on business, technology and finance. The Khadi and Village Industries Commission (KVIC) operates e-khadiindia portal, an e-commerce portal which promotes sale of Khadi and Village Industries products online. It enables artisans and Khadi institutions to reach wider consumers directly. The ruralhaat portal developed by Mahatma Gandhi Institute of Rural Industries (MGIRI), serves as a digital platform for rural entrepreneurs and the Khadi and Village Industries (KVI) sector to showcase and sell their products online directly to consumers, eliminating the need for intermediaries.

Under the MSME TEAM initiative, support is provided to Micro and Small Enterprises (MSEs) for onboarding on to ONDC network, thus enhancing digital market access. It offers financial assistance for cataloguing, logistics, packaging and account management. The TEAM initiative targets to onboard 5 lakh Micro and Small Enterprises (MSEs), with 50% earmarked for women-owned MSEs.

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## ANNEXURE-I

Total Women Owned Enterprises Registered and Employment Reported Under Udyam& UAP After the Respective Date of Yashasvini Event			
	Udyam	UAP	Total
<b>Rajasthan</b>	<b>After 19/07/2024 to 15/07/2025</b>		
Registration	1,11,135	1,87,393	2,98,528
Employment	5,92,093	2,47,581	8,39,674
<b>Jharkhand</b>	<b>After 12/09/2024 to 15/07/2025</b>		
Registration	44,840	80,701	1,25,541
Employment	2,58,691	92,323	3,51,014
<b>Tripura</b>	<b>After 01/10/2024 to 15/07/2025</b>		
Registration	11,960	15,139	27,099
Employment	67,773	18,669	86,442
<b>Assam</b>	<b>After 04/10/2024 to 15/07/2025</b>		
Registration	99,240	48,387	1,47,627
Employment	7,72,724	57,383	8,30,107
<b>Punjab</b>	<b>After 18/10/2024 to 15/07/2025</b>		
<b>Registration</b>	60,847	4,53,912	5,14,759
<b>Employment</b>	2,56,122	2,49,776	5,05,898
<b>West Bengal</b>	<b>After 13/12/2024 to 15/07/2025</b>		
Registration	97,084	43,830	1,40,914
Employment	7,62,885	61,939	8,24,824
<b>Mizoram</b>	<b>After 27/02/2025 to 15/07/2025</b>		
Registration	1,330	148	1,478
Employment	5,563	196	5,759
<b>Report Dated:- 17/07/2025 07:00 PM</b>			