

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

RAJYA SABHA
UNSTARRED QUESTION NO. 1692
TO BE ANSWERED ON: 04.08.2025

MSME TEAM- A SUB SCHEME UNDER RAMP CENTRAL SECTOR SCHEME

1692. SHRI NARESH BANSAL:

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

- (a) the funds allocated under the Trade Enablement And Marketing (TEAM) scheme;
- (b) the manner in which the scheme proposes to utilize digital public infrastructure to promote Micro, Small and Medium Enterprises (MSMEs) in e-commerce; and
- (c) whether the scheme includes a special focus on women entrepreneurs, if so, the details thereof?

ANSWER

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

- (a): The Trade Enablement and Marketing (TEAM) Initiative is a Sub- Scheme of the scheme 'Raising and Accelerating MSME Performance' (RAMP), which is a Central Sector Scheme. The outlay of MSME TEAM Initiative is Rs. 277.35 Cr. for the duration of 3 years from 2024 to 2027.
- (b): The TEAM Scheme leverages Digital Public Infrastructure to empower MSMEs in e-commerce by:
 - i. Providing MSMEs direct access to a Government-backed digital commerce network called Open Network for Digital Commerce (ONDC) which offers ready-made online storefronts, integrated digital payment solutions, and logistics support.
 - ii. Reducing the need for MSMEs to build their own e-commerce platforms by enabling onboarding and cataloguing through ONDC's interoperable systems.
 - iii. Using the TEAM portal to digitally register MSMEs, capture their business profiles, and match them efficiently to Seller Network Participants (SNPs) for streamlined onboarding and ongoing digital business support.
 - iv. Facilitating capacity-building workshops and support for MSMEs, ensuring they can readily use and benefit from e-commerce and digital market opportunities.
- (c): Yes, MSME TEAM Initiative envisages to benefit 5 lakh Micro and Small Enterprises (MSEs) of which 50% are to be women owned MSEs. A total of 1103 women owned MSEs have made registrations under MSME TEAM Initiative (as on 28th July 2025).
