

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

RAJYA SABHA
UNSTARRED QUESTION NO. 904
TO BE ANSWERED ON: 28.07.2025

DIGITAL AND E-COMMERCE INTEGRATION OF MSMEs

904. SHRI DHANANJAY BHIMRAO MAHADIK:

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

- (a) whether Government is taking steps to digitally empower Micro, Small and Medium Enterprises (MSMEs) for online marketing and e-commerce integration;
- (b) the number of MSMEs onboarded on platforms like ONDC, GeM, and other digital marketplaces;
- (c) whether digital literacy and cyber security training is being provided; and
- (d) the measure taken to support rural and micro units in accessing digital infrastructure for business growth?

ANSWER

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

- (a): The Government has taken several steps to digitally empower Micro, Small and Medium Enterprises (MSMEs) for online marketing and e-commerce integration. These include:-
- (i) Open Network for Digital Commerce (ONDC) initiative, designed to democratize e-commerce by creating an open network for local commerce, enables different types of sellers and businesses including Farmers Producers Organizations (FPOs), Self-Help Groups (SHGs), MSMEs, weavers, artisans, traders and retailers onboard onto ONDC.
 - (ii) Government e-Marketplace for digitizing Government procurement, both being initiatives of the Ministry of Commerce and Industry.
 - (iii) Ministry of MSMEs initiatives like MSME Trade Enablement and Marketing (MSME TEAM) Initiative, which focuses on onboarding MSMEs onto the ONDC platform and supporting in their e commerce journey.
 - (iv) Procurement and Marketing Support (PMS) Scheme, which provides financial assistance for selling through e-commerce.
 - (v) MSME Global Mart – a B2B e-commerce platform for MSMEs developed by the National Small Industries Corporation (NSIC) aimed to provide access to global trade leads, tenders, and other relevant information, and
 - (vi) ekhadiindia.com, an e-commerce portal for B2C sales, offering global reach and interactive features for khadi and village industries, developed and managed by the Khadi and Village Industries Commission.

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(b): As on 21st July 2025, more than 10.72 Lakh Udyam-verified MSMEs are registered on GeM portal. The number of MSMEs onboarded on MSME TEAM portal as on 23rd July 2025 is 2834.

A total of 1.26 lakh sellers are registered on ONDC as of 24 July 2025

(c) & (d): Training on digital literacy and e-commerce operations is in-built in the MSME TEAM Initiative in various places including Tier II and III cities, and rural areas.

GeM organizes awareness programmes on digital literacy and provides hand-holding support to MSMEs.

ONDC has conducted more than 300 hours of virtual training and more than 200 hours of technical training for above 50,000 MSMEs, startups, businesses and others. ONDC Sahayak - Whatsapp Bot “ONDC Sahayak” launched in 5 languages, to be extended to 22 languages, to help sellers and buyers get information about ONDC.
