

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

RAJYA SABHA
UNSTARRED QUESTION NO. 121
TO BE ANSWERED ON: 01.12.2025

FUNDS ALLOCATED UNDER THE SCHEME-TEAM

121. SHRI BHUBANESWAR KALITA:

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

- (a) the funds allocated under the scheme Trade Enablement and Marketing (TEAM);
- (b) the manner in which the scheme plans to leverage digital public infrastructure to promote Micro, Small and Medium Enterprises (MSMEs) in E-Commerce;
- (c) whether any special emphasis will be given to women entrepreneurs under the scheme;and
- (d) 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) & (d): Yes, MSME TEAM Initiative envisages to benefit 5 lakh Micro and Small Enterprises (MSEs) of which 50% are to be women owned MSEs.
