

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

RAJYA SABHA
UNSTARRED QUESTION NO. 1702
TO BE ANSWERED ON: 15.12.2025

EXPANSION OF MSME DIGITAL MARKETPLACE

1702. SHRI RAJINDER GUPTA:

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

- (a) whether Government is taking measures to expand the Open Network for Digital Commerce (ONDC) to onboard more Micro, Small and Medium Enterprises (MSMEs) for e-commerce sales and supply chain visibility;
- (b) if so, the details thereof and the progress made;
- (c) if not, the reasons therefor;
- (d) the challenges witnessed especially with respect to competition with large platforms; and
- (e) the proposed further measures to be taken in this regard thereof?

ANSWER

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

(a) to (c): The Ministry has launched Trade Enablement and Marketing (TEAM) scheme which aims at facilitating Micro and Small Enterprises for onboarding onto Open Network for Digital Commerce (ONDC) by providing financial assistance to Seller Network participants (SNPs) for onboarding, cataloguing, account management, logistics, packaging material and design. Notably, half of these beneficiary MSMEs will be women-owned enterprises.

(d) & (e): ONDC is an open network and not a platform, and therefore does not compete with existing e-commerce platforms. The Government is promoting ONDC as a Digital Public Infrastructure (DPI) framework to create an open, interoperable and competitive e-commerce ecosystem.
