

**GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE
RAJYA SABHA**

**UNSTARRED QUESTION NO. 846.
TO BE ANSWERED ON FRIDAY, THE 06TH FEBRUARY, 2026.**

**PROMOTING RURAL ENTREPRENEURSHIP THROUGH E-COMMERCE
PLATFORMS**

846. SHRI MASTHAN RAO YADAV BEEDHA:

Will the Minister of **Commerce and Industry** be pleased to state:

- (a) whether Government is providing support to rural entrepreneurs, SHGs, artisans and MSMEs for adopting e-commerce for marketing and sale of their products;
- (b) if so, the details of schemes/programmes including training, onboarding on e-commerce platforms, logistics and warehousing support, digital payments, branding and quality certification;
- (c) the number of beneficiaries covered under these schemes during the last five years, year-wise and State/UT-wise; and
- (d) whether any guidelines have been issued or partnerships facilitated with e-commerce and logistics players to promote rural sellers, if so, the details thereof?

ANSWER

**THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE & INDUSTRY
(SHRI JITIN PRASADA)**

(a) to (c): The Government has taken up several measures to support rural entrepreneurs, Self Help Groups (SHGs), artisans and MSMEs for adopting e-commerce for marketing and sale of their products, which are as under:

- i. Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM), an initiative of Ministry of Rural Development is providing support to SHG's which include rural entrepreneurs and artisans for adopting e-Commerce for marketing and sale of their products. DAY-NRLM has established a dedicated e-commerce platform eSaras for selling of curated SHG products. As on date, 2995 Stock keeping units or products have been uploaded on the eSaras platform. Training to the SHGs has been provided on e-commerce onboarding, supply chain management, quality assurance and logistics. The number of beneficiaries onboarded on eSARAS portal, state- wise is placed as Annexure "A".
- ii. Department for Promotion of Industry and Internal Trade (DPIIT) has pioneered the initiative of Open Network for Digital Commerce (ONDC). ONDC is a neutral, interoperable and open network that enables small sellers, including those in rural and semi-urban areas, to participate in digital commerce without dependence on any single proprietary e-commerce platform. The network lowers entry barriers, reduces cost of participation and expands market access for small producers and local sellers across the country. ONDC enables buyer-side applications and seller-side service providers to onboard rural sellers and

SHGs, thereby improving discoverability of their products across multiple consumer applications. ONDC also works with ecosystem partners such as Common Services Centres (CSCs), SIDBI, NABARD and State agencies to facilitate seller onboarding and link them with logistics and fulfilment partners available on the network.

- iii. Ministry of Micro, Small & Medium Enterprises (MSME) has designed a new initiative, MSME TEAM (Trade Enablement and Marketing) Initiative under the World Bank supported ‘Raising and Accelerating MSME productivity (RAMP) program to empower Pan India MSMEs to expand their market reach via e-commerce. The TEAM Scheme digitizes MSME operations and promotes e-commerce adoption by providing MSMEs access to the government-backed ONDC for online storefronts, digital payments, and logistics; enabling seamless onboarding and cataloguing without the need to build individual e-commerce platforms. TEAM portal is used to register MSMEs, capture business profiles, and match them with Seller Network Participants (SNPs); and support capacity-building of MSMEs to leverage digital market opportunities. Year-wise and State/UT-wise number of MSMEs benefitted under TEAM Portal are attached as Annexure ‘B’
- iv. Procurement and Marketing Support Scheme of Ministry of Micro, Small & Medium Enterprises (MSME), a sub-component of “Adoption of e-Commerce by Micro Enterprises” has been introduced that offers 75% Subsidy to Micro units for joining the membership on MSME Global Mart Portal (www.msmemart.com), a B2B e-commerce marketing platform for MSMEs, which provides online digital presence, Trade Leads, Tender Information, Award of Contract information to the MSMEs. Year-wise and State/UT-wise number of MSMEs benefited under are attached as Annexure ‘C’.

(d): A Memorandum of Understanding (MoU) between Ministry of Rural Development (MoRD) and Flipkart Internet Pvt. Ltd. to allow the Self-Help Groups (SHGs) producers including the artisans, weavers and craftsmen to access national markets through the Flipkart Samarth programme. The key features of the MoU include training support for on-boarding products of the SHG members and Clusters (geographical grouping of SHGs), commission charges waiver for selling on the platform for a period of 6 months, cataloguing support for a maximum of 100 products per seller, other benefits like support for warehousing and account management etc. As on January 2026, 2985 SHG sellers have been onboarded on Flipkart. A MoU between MoRD and Amazon has been signed for onboarding and marketing of SHG products through their Amazon Saheli initiative. As on January 2026, 29,829 SHG sellers have been onboarded on Amazon. MoU with Meesho and Jiomart has been signed for supporting SHG women to onboard and sell the products. As on January 2026, 2620 and 1121 products has been onboarded on Meesho and Jiomart.

In addition, ONDC has enabled partnerships with a wide range of logistics service providers to improve last-mile delivery, warehousing and fulfilment options for small and rural sellers. Notably, ONDC has partnered with India Post under the India Post Warehousing Model to provide warehousing, packaging and logistics support, leveraging India Post’s pan-India reach to reduce logistics costs, eliminate inventory holding costs and improve delivery performance for small sellers, artisans and FPOs.

ANNEXURE-A**ANNEXURE REFERRED TO IN REPLY TO PARTS (a) to (c) OF THE RAJYA SABHA
UNSTARRED QUESTION NO. 846 FOR ANSWER ON 06.02.2026.**

The number of beneficiaries onboarded on eSARAS portal, state-wise is placed as under:

Sl. No.	State	No. of Products
1	Andhra Pradesh	38
2	Assam	44
3	Bihar	63
4	Chhattisgarh	32
5	Goa	4
6	Gujarat	21
7	Haryana	96
8	Himachal Pradesh	66
9	Jammu & Kashmir	29
10	Jharkhand	82
11	Karnataka	162
12	Kerala	22
13	Madhya Pradesh	119
14	Maharashtra	35
15	Meghalaya	7
16	Odisha	153
17	Punjab	109
18	Rajasthan	295
19	Tripura	9
20	Uttar Pradesh	1327
21	Uttarakhand	61
22	West Bengal	181
	Grand Total	2955

ANNEXURE-B**ANNEXURE REFERRED TO IN REPLY TO PARTS (a) to (c) OF THE RAJYA SABHA
UNSTARRED QUESTION NO. 846 FOR ANSWER ON 06.02.2026.**

Year wise / State & UT wise MSME beneficiaries on TEAM Portal

S. No.	State Name	(2025- Jan. 2026)	(2024-25)
1	ANDHRA PRADESH	79	12
2	ARUNACHAL PRADESH	8	-
3	ASSAM	78	7
4	BIHAR	151	9
5	CHANDIGARH	7	-
6	CHHATTISGARH	46	1
7	DELHI	394	51
8	GOA	68	1
9	GUJARAT	264	103
10	HARYANA	121	19
11	HIMACHAL PRADESH	869	5
12	JAMMU AND KASHMIR	36	3
13	JHARKHAND	49	21
14	KARNATAKA	306	54
15	KERALA	111	34
16	MADHYA PRADESH	118	36
17	MAHARASHTRA	1008	257
18	MANIPUR	19	5
19	MEGHALAYA	48	-
20	MIZORAM	4	-
21	NAGALAND	25	1
22	ODISHA	102	2
23	PUDUCHERRY	5	3
24	PUNJAB	82	9
25	RAJASTHAN	162	34
26	SIKKIM	1	-
27	TAMIL NADU	361	68
28	TELANGANA	148	14
29	TRIPURA	7	-
30	UTTAR PRADESH	580	52
31	UTTARAKHAND	70	21
32	WEST BENGAL	179	12
	Total	5506	834

ANNEXURE-C

**ANNEXURE REFERRED TO IN REPLY TO PARTS (a) to (c) OF THE RAJYA SABHA
UNSTARRED QUESTION NO. 846 FOR ANSWER ON 06.02.2026.**

Year wise/ State & UT wise Beneficiaries Members of MSME Global Mart

S. No.	State Name	(2025- Jan 26)	(2024-25)	(2023-24)	(2022-23)	(2021-22)	(2020-21)
1	Andaman & Nicobar	8	7	16	6	7	16
2	Andhra Pradesh	194	123	146	101	165	384
3	Arunachal Pradesh	2	8	5	4	20	176
4	Assam	794	274	278	83	201	1038
5	Bihar	139	118	125	151	324	1615
6	Chandigarh	21	28	28	32	30	62
7	Chhattisgarh	54	94	72	82	120	763
8	Dadra & Nagar Haveli	2	3	14	9	16	25
9	Daman & Diu	1	6	5	6	10	15
10	Delhi	568	585	781	1035	1098	1810
11	Goa	79	16	28	29	47	67
12	Gujarat	634	802	636	807	1034	3717
13	Haryana	321	343	389	495	628	1102
14	Himachal Pradesh	540	37	41	57	419	366
15	Jammu & Kashmir	24	15	24	25	48	154
16	Jharkhand	117	121	169	208	218	599
17	Karnataka	707	810	800	951	1370	2013
18	Kerala	173	167	166	195	279	775
19	Ladakh	4	-	-	-	-	-
20	Lakshdweep	-	-	-	-	2	1
21	Madhya Pradesh	156	182	233	331	476	783
22	Maharashtra	1238	1714	1722	2287	3046	5121
23	Manipur	27	24	23	39	43	282
24	Meghalaya	16	10	8	4	8	109
25	Mizoram	5	4	6	3	13	165
26	Nagaland	5	3	9	1	10	167
27	Orissa	176	231	286	270	327	7746
28	Pondichery	30	36	69	60	29	90
29	Punjab	180	216	339	364	875	1048
30	Rajasthan	158	196	233	384	785	1394
31	Sikkim	-	2	-	1	10	37
32	Tamil Nadu	874	859	1020	1080	1277	3035
33	Telangana	392	434	472	479	603	818
34	Tripura	10	6	9	5	9	104
35	Uttar Pradesh	631	757	833	1134	1371	7394
36	Uttarakhand	78	80	88	113	115	353
37	West Bengal	601	749	740	711	916	2780
Total		8959	9060	9813	11542	15949	46124
