

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 2340
TO BE ANSWERED ON 05.03.2020

E-COMMERCE MARKETING PLATFORM FOR MSMEs

2340. SHRI SUDHAKAR TUKARAM SHRANGARE:

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

- (a) whether the Government proposes to launch e-commerce marketing platform for Micro, Small and Medium Enterprises (MSMEs);
- (b) if so, the details thereof ; and
- (c) the steps taken by the Government to boost MSME sector as well as to increase contribution of MSMEs in manufacturing sector?

ANSWER

MINISTER OF MICRO, SMALL AND MEDIUM ENTERPRISES
(SHRI NITIN GADKARI)

(a)&(b): Services offered through MSME Global Mart Portal developed by National Small Industries Corporation, a PSU under the Ministry of MSME, include online registration, web store management, multiple payment options, customer support through Call Centre and enhanced security features.

(c): Ministry of Micro, Small and Medium Enterprises implements various schemes and programmes for promotion and development of Micro, Small and Medium Enterprises (MSMEs) across the country. These include Prime Minister's Employment Generation Programme (PMEGP), Scheme of Fund for regeneration of Traditional Industries (SFURTI), A scheme for Promoting Innovation, Rural Industry and Entrepreneurship (ASPIRE), Credit Guarantee Scheme, Credit Linked Capital Subsidy Scheme (CLCSS), Technology Centre Systems Programme (TCSP), Micro and Small Enterprises-Cluster Development Programme (MSE-CDP), Procurement and Marketing Support Scheme, scheme for Zero Defect Zero Effect (ZED) certification, Support for Entrepreneurial and Managerial Development of MSMEs through Incubators, Digital MSME, Intellectual Property Rights (IPR), Lean Manufacturing & Design Clinic to increase the contribution of MSMEs in manufacturing sector.
