

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

**UNSTARRED QUESTION NO. 3455.
TO BE ANSWERED ON TUESDAY, THE 17TH DECEMBER, 2024.**

TRAINING OF RURAL BUSINESS OWNERS IN e-COMMERCE SKILLS

3455. SHRI SHASHANK MANI:

Will the Minister of **COMMERCE AND INDUSTRY** be pleased to state:

वाणिज्य एवं उद्योग मंत्री

- (a) whether the Government has data on the number of rural entrepreneurs in Uttar Pradesh who are actively using e-commerce platforms to reach wider markets;
- (b) if so, the details thereof including the existing programme, if any, to train rural business owners in e-commerce skills such as digital marketing and online sales; and
- (c) whether the Government is planning additional initiatives to promote digital entrepreneurship in rural areas and if so, the details thereof?

ANSWER

वाणिज्य एवं उद्योग मंत्रालय में राज्य मंत्री (श्री जितिन प्रसाद)

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

(a) & (b): Ministry of Rural Development (MoRD) has on-boarded products of 2253 rural entrepreneurs in Uttar Pradesh on various e-Commerce platforms under Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM) for wider market reach.

802 Farmer Producer Organisations (FPOs) from the state of Uttar Pradesh have been onboarded on Open Network for Digital Commerce (ONDC) network, enabling them to reach nationwide market.

In addition to the above, several rural entrepreneurs in Uttar Pradesh may be using e-commerce platforms for their business voluntarily for which data is not available centrally.

The Government has taken up several measures for training the rural business owners in e-commerce skills such as:

- The National Institute for Entrepreneurship and Small Business Development (NIESBUD), an Autonomous Institute under the administrative control of Ministry of Skill Development and Entrepreneurship (MSDE) has signed a Memorandum of Understanding (MoU) with Meta on 4th September, 2023 to support the Indian entrepreneurial ecosystem. The aim of the MoU is to provide aspiring and current small business owners with the necessary tools, knowledge, and resources and to train budding and existing entrepreneurs in digital marketing skills by Meta platforms like Facebook and Instagram. Approximately 22,000 NIESBUD trainees

under the above programs have been trained on digital marketing by Meta.

- NIESBUD has also, in collaboration with Meta Small Business Academy (MSBA), developed four online courses on Digital Marketing Skills available in both English and Hindi. 8707 trainees have been imparted training through these online courses.
- Trainings are also regularly conducted for Self Help Group (SHG) by Ministry of Rural Development under Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM) with e-Commerce Partners on supply chain, branding, packing, logistics, on-boarding on e-Commerce platforms etc.

(c): Department of Promotion for Industry and Internal Trade (DPIIT) has pioneered the initiative of Open Network for Digital Commerce (ONDC). The initiative aims at democratising digital commerce to enable every seller, MSME, merchant, farmers and consumer to access, participate and benefit from market access through digital commerce. ONDC is engaging in various initiatives to promote digital entrepreneurship in rural areas as given below:

- The UP government and ONDC have signed a MoU to scale up the growth and development of small businesses by enhancing their market reach.
- ONDC partnered with the Ministry of Electronics and Information Technology's network of Common Services Centers (CSCs) to connect every village in India to the national digital market and is unlocking Assisted e-Commerce across rural India.
- Small Farmers' Agri-Business Consortium (SFAC) is working with ONDC to support Farmer Producer Organisations (FPOs). More than 7000 FPOs have already been onboarded on ONDC enabling them to sell their produce in 60+ cities across India. This initiative provides farmers and FPO enterprises with digital empowerment and market access.
- Prasar Bharati is working with ONDC to bundle broadband services with OTT and e-commerce platforms for rural India riding on BharatNet infrastructure under the Universal Service Obligation fund (USOF). This includes enabling shopping on WAVES, Prasar Bharati's OTT platform, integrated with ONDC's digital commerce framework to enable sale of products and services, bridging the digital divide for rural sellers.
- The Ministry of MSME has launched a MSME Trade Enablement and Marketing (TEAM) Scheme, designed to onboard 5 lakh Small and Medium Enterprises (SMEs) onto ONDC with 50% of its beneficiaries designated to be women-owned enterprises.
- ONDC is supporting Self-Help Groups (SHGs) and social sector organizations with support from SIDBI and philanthropic agencies like Bill & Melinda Gates Foundation (BMGF), Grameen, Sattva etc enabling them to transition to digital platforms and sell their products through ONDC. BMGF has also initiated a program to empower 1 million women entrepreneurs through ONDC.

Ministry of Rural Development under DAY-NRLM has entered into MoUs with different online platforms namely Flipkart Internet Pvt. Ltd., Amazon, Fashnear Technologies Pvt. Ltd. (Meesho) and Jiomart respectively for on-boarding and marketing of SHG products.

In addition, MoU has also been signed between the MoRD and Easytrip Planners Ltd. for conducting a pilot for supporting SHG members for setting up and managing travel booking enterprises in the States of Bihar, Gujarat, Madhya Pradesh and Uttar Pradesh.
