

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

**UNSTARRED QUESTION NO. 1260.
TO BE ANSWERED ON TUESDAY, THE 11TH FEBRUARY, 2025.**

UTILISATION OF ONLINE E-COMMERCE PLATFORM

**1260. SHRI MAGUNTA SREENIVASULU REDDY:
SHRI PUTTA MAHESH KUMAR:**

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

वाणिज्य एवं उद्योग मंत्री

- (a) whether the Government has taken any recent study/survey regarding the access and utilisation of online e-commerce platforms by rural bodies, entrepreneurs and self help groups;
- (b) if so, the details of the schemes, programmes and initiatives undertaken to increase the presence of rural entrepreneurs/industries on e-commerce platforms in the country during the last five years;
- (c) the details and the total number of beneficiaries especially women and youths who have benefited from the above specified schemes, programmes and initiatives during the such period, scheme, State-wise and district-wise including Andhra Pradesh;
- (d) the details of funds allocated and utilised for the purposes of such schemes during the such period state and district-wise including Andhra Pradesh and particularly in Eluru district; and
- (e) whether the Government has taken any promotional activities / campaigns to increase awareness of such schemes in the country during the such period, 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) to (e): The Government has taken up several measures for increasing the accessibility and presence of rural bodies, entrepreneurs, Self Help Groups on e-commerce platforms, which are as under:

- (i) The Ministry of Skill Development and Entrepreneurship (MSDE) through its autonomous organizations, namely National Institute for Entrepreneurship and Small Business Development (NIESBUD) and Indian Institute of Entrepreneurship (IIE) has taken various initiatives to promote entrepreneurship amongst all sections of the society, including the rural entrepreneurs.

NIESBUD implemented a Pilot Project for Entrepreneurship Development Program in 10 States supported by the Ministry of Skill Development and Entrepreneurship, from January 2020 to March 2023, which aimed at creating, fostering and promoting the spirit of entrepreneurship among the target groups through Entrepreneurship Development Programme, Mentoring and Handholding support. NIESBUD has facilitated Training of Master Trainers on Digital Marketing and Entrepreneurship Development for 98 Master Trainers from 98 blocks of the 10 aspirational districts and Training of Women Self Help Groups (SHGs) on Digital Marketing and Entrepreneurship Development in 101 blocks of the 10 aspirational districts covering 1993 participants. Further, the Institute has facilitated linkages of 693 SHGs to Amazon, 744 SHGs to Flipkart and 830 SHGs to Villa mart e-commerce platforms under the project.

MSDE has sanctioned "Empowering Grassroot Entrepreneurs on Digital Marketing through Capacity Building and Handholding Approach" under Skill Acquisition and Knowledge Awareness for Livelihood Promotion (SANKALP) in 2024 to increase the understanding and knowledge of the targeted beneficiaries about the advantages of e-commerce and to provide comprehensive training and orientation to the targeted beneficiaries on the latest trends, tools, and techniques in e-commerce. As on 31.01.2025, Seven days Capacity Building training on e-commerce has been completed for 3000 trainees by Indian Institute of Entrepreneurship (IIE) under the project.

- (ii) 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 through digital commerce. ONDC is engaging in various initiatives to promote digital entrepreneurship in rural areas as below:
- The Ministry of Electronics and Information Technology's network of Common Services Centers (CSCs) is being utilised to connect every village in India to the national digital market through ONDC. With their network of 4 Lakh+ Village Level Entrepreneurs (VLEs) - CSC through ONDC is unlocking Assisted e-commerce across rural India. This integration allows rural citizens to access a vast e-commerce network, thereby boosting entrepreneurship opportunities and incomes for VLEs.
 - The Ministry of Agriculture is supporting FPOs and making it easier for them to access markets nationwide through ONDC. More than 7000 FPOs have already been onboarded to ONDC-complaint applications, enabling them to sell their produce in 160+ cities across India supported with innovative joint digital demand generation initiatives. This initiative provides farmers and FPO enterprises with digital empowerment and market access.
 - Prasar Bharati is working to bundle broadband services with OTT and e-commerce platforms for rural India riding on BharatNet infrastructure under the Universal Service Obligation fund (USOF) through ONDC.

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, this initiative is set to enhance the resilience and growth potential of India's MSME sector, driving a more robust, inclusive digital commerce ecosystem.
 - Funding agencies like SIDBI and philanthropic agencies like Bill & Melinda Gates Foundation (BMGF), Grameen, Sattva etc are enabling SHGs 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.
 - Currently, there are around 7 lakh+ sellers and service providers on the ONDC network. As ONDC is a network, and not a platform or a marketplace, it does not collect demographic data on beneficiaries.
 - ONDC has delivered 300+ hours of virtual training on ONDC & 200+ hours of technical training through open digital sessions, attended by 50,000+ startups, students, business leaders, bureaucrats etc.
 - ONDC has developed a Handbook to help sellers (especially first time sellers) succeed in digital commerce in 14 languages and are being distributed widely
 - ONDC has partnered with Bhashini to improve app development and e-commerce in Indic languages.
 - ONDC Sahayak - Whatsapp Bot "ONDC Sahayak" launched in 5 languages, to be extended to 22 languages, to help sellers and buyers get information about ONDC.
 - ONDC has launched ONDC Academy in partnership with UGC & National Council for Vocational Education and Training (NCVET) to enable training and capacity building around e-Commerce adoption across India.
- (iii) For strengthening marketing support for products made by women of Self-help Groups (SHGs), Deendayal Antyodaya Yojna-National Rural Livelihoods Mission (DAY-NRLM) has launched eSARAS mobile App in July, 2023 as an e-Commerce initiative for products made by the SHGs. eSARAS, an e-commerce mobile app, is used as a more effective platform for marketing of the products made by women of SHGs. This initiative of Ministry of Rural Development (MoRD) aims for promotion of the marketing of the best, authentic handicrafts and hand-looms.

National Rural Livelihood Mission (NRLM) in collaboration with State Rural Livelihood Missions (SRLMs) have taken other e-commerce initiatives to promote curated products covering food products, handicrafts and hand-

loom etc. from SHGs and SHG members' entrepreneurs through multiple channels such as linkages with e-Commerce platforms like GeM, Open Network for Digital Commerce (ONDC), Flipkart, Amazon, Meesho and Jio-Mart.

The SHG products from 31 States/UTs have been on-boarded on the eSARAS platform. eSARAS is also live as a Seller Network Participant on Open Network for Digital Commerce (ONDC). A two days Training of Trainers (TOTs) for integration of women SHGs with ongoing marketing initiatives was held on 7th-8th August 2024. 88 Master Trainers from all States/ UTs were trained.

State/UT-wise no. of SHG members on-boarded on e-commerce platforms is attached as Annexure-I.

ANNEXURE-I**ANNEXURE REFERRED TO IN REPLY TO PARTS (a) to (e) OF THE LOK SABHA UNSTARRED QUESTION 1260 FOR ANSWER ON 11.02.2025.**

State wise no. of SHG members on-boarded on e-commerce platforms.

S. No.	State	*No. of SHG Members on-boarded on e-commerce platforms
1.	ANDHRA PRADESH	6462
2.	ASSAM	1276
3.	BIHAR	350
4.	GOA	1200
5.	GUJARAT	250
6.	HARYANA	126
7.	JAMMU AND KASHMIR	116
8.	JHARKHAND	98
9.	KARNATAKA	800
10.	KERALA	3000
11.	MAHARASHTRA	10803
12.	MANIPUR	156
13.	NAGALAND	16
14.	SIKKIM	3000
15.	TAMIL NADU	2289
16.	TRIPURA	30
17.	UTTARAKHAND	110
18.	UTTAR PRADESH	2253
19.	WEST BENGAL	102
	Total	32437

*As reported by the States/UTs
