GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION No. 5335
TO BE ANSWERED ON 03.04.2025

OPEN NETWORK DIGITAL COMMERCE

5335.   SHRI CHANDAN CHAUHAN.
          SHRI JASHUBHAI BHILUBHAI RATHVA.
          SHRI VISHWESHWAR HEGDE KAGERI.

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

(a)   The criteria proposed to ensure that fifty percent of the onboarded businesses are women-led;
(b)   The manner in which Rs.277.35 crore budget would be allocated across different aspects of the initiative such as financial assistance, training and technology integration; and
(c)   The steps taken by the Government to ensure that Mirco, Small and Medium Enterprises (MSMEs) continue to use the Open Network Digital Commerce (ONDC) beyond the initial support phase?

ANSWER

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

(a):   The Ministry of MSME's MSME Trade Enablement and Marketing (MSME TEAM Initiative) in collaboration with the Open Network Digital Commerce (ONDC) aims to propagate e-commerce among MSMEs in the country. To ensure that 50% of the beneficiary enterprises are women owned, the criterion that is being used is that the enterprise should be registered as women owned enterprise on the Udyam portal of the Ministry. The Scheme aims to benefit 5,00,000 MSEs, out of which 2,50,000 beneficiaries would be Women entrepreneurs.

(b):   The following component wise allocation of the total outlay of Rs. 277.35 Cr for the MSME TEAM Initiative:

S. No.	Component of MSME TEAM Initiative	Outlay (Rs. In Cr)
1	Awareness creation and demand generation	14.875
2	On boarding and Cataloguing of micro and small enterprises	125
3	Account Management Support transport and packaging subsidy, packaging design and AI cataloguing assistance on the portal	108.91
4	Portal development, and administration costs	277.35
	Total	**277.35**

(c):   MSMEs that on-board the open network digital commerce are being supported through Seller Network Participants (SNPs) on ONDC in on-boarding and account management which will help them continue and sustain their e-commerce operations on the portal.

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