

GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT AND ENTREPRENEURSHIP
LOK SABHA
UNSTARRED QUESTION NO. 3491
ANSWERED ON 11/08/2025

E-COMMERCE ENTREPRENEURSHIP TRAINING

3491. DR. KADIYAM KAVYA:

Will the Minister of SKILL DEVELOPMENT AND ENTREPRENEURSHIP be pleased to state:

- (a) the details of programmes to train Warangal's rural youth in e-commerce entrepreneurship;
- (b) the number of beneficiaries in Telangana in 2024-25; and
- (c) the partnerships with e-commerce platforms for market access?

ANSWER

THE MINISTER OF STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF SKILL DEVELOPMENT AND ENTREPRENEURSHIP

(SHRI JAYANT CHAUDHARY)

(a) & (b): The Ministry of Skill Development and Entrepreneurship (MSDE) through its Autonomous Institutes, namely, National Institute for Entrepreneurship and Small Business Development (NIESBUD) and Indian Institute of Entrepreneurship (IIE) has taken various initiatives to promote training of youth in entrepreneurship development in various sectors including e-commerce across various districts including Warangal in the State of Telangana. The details of the initiatives are as under:

- (i) NIESBUD has conducted Entrepreneurship Development Programmes (EDPs) and Entrepreneurship based Skill Development Programmes (ESDPs) in order to promote entrepreneurship among youth. The module on usage of Digital Marketing, Social Media and E-Commerce for promoting businesses is integrated in the EDP and ESDP Curriculum.
- (ii) Strengthening Entrepreneurial Climate through Capacity Building, Incubation Support, Mentoring and Handholding under SANKALP Scheme - NIESBUD under MSDE has implemented a project for strengthening the entrepreneurship ecosystem of different marginalized sections of the society with the support of the Skills Acquisition and Knowledge Awareness for Livelihood Promotion (SANKALP) Programme of MSDE. The project aimed at creating, fostering and promoting the spirit of entrepreneurship among the various target groups through Capacity Building, Mentoring and Handholding. The Institute has imparted training to 50 beneficiaries through Entrepreneurship Development Programme under the project in the district of Warangal in the year 2022-23.
- (iii) Pilot Project for Entrepreneurship Development Program - NIESBUD under MSDE has implemented a Pilot Project for Entrepreneurship Development Program in 10 States supported by the MSDE which aimed at creating, fostering and promoting the spirit of entrepreneurship among the target groups through Entrepreneurship Development

Programme, Mentoring and Handholding support. The Institute has imparted training to 120 beneficiaries through the project in the district of Warangal in the year 2022-23.

- (iv) MSDE through its Autonomous Institutes, namely, NIESBUD and IIE have been implementing the skilling and entrepreneurship component of Pradhan Mantri Janjati Adivasi Nyaya Maha Abhiyaan (PM JANMAN) – a scheme of Ministry of Tribal Affairs for upliftment of Particularly Vulnerable Tribal Groups (PVTGs), since March 2024. The project is being implemented with support of Tribal Cooperative Marketing Development Federation of India (TRIFED) in 15 States across the country under which a total of 500 VDVks are to be set up. As on 31.07.2025, out of the total target of 25 VDVks for the state of Telangana, all 25 VDVks have been established and a total of 1,461 candidates have been trained through these VDVks.
- (v) NIESBUD under MSDE in collaboration with the Ministry of New and Renewable Energy (MNRE) is organizing Entrepreneurship Development Programme (EDP) on Solar Entrepreneurship under PM Surya Ghar Muft Bijli Yojana. This programme aims to promote rooftop solar adoption, empower entrepreneurs, and create sustainable livelihood opportunities by fostering and mentoring budding and existing entrepreneurs in the field of solar entrepreneurship. NIESBUD has trained 30 beneficiaries under the project during the FY 2025-26 in the State of Telangana.
- (c) NIESBUD under MSDE has collaborated with various private and public sector to promote digital marketing linkages for entrepreneurship and livelihood development and enhance market access. These interventions aims to empower the youth by equipping them with necessary digital skills to effectively run and scale their business. The details of the MoUs signed by NIESBUD in this regard are as under:

Organization	Date of Signing of MoU	Objective
Open Network for Digital Commerce (ONDC)	13.08.2024	To collaborate on leveraging digital commerce for entrepreneurship and livelihood development. It focuses on developing skills, organizing training programs, and supporting entrepreneurial activities through ONDC's network.
Government e-Marketplace (GeM)	13.08.2024	For integrating GeM procurement into NIESBUD's training programs and facilitating the registration of entrepreneurs on the GeM portal.
Meta (Facebook, WhatsApp, Instagram)	04.09.2023	To support the aspiring and current small business owners with the necessary tools, knowledge, and resources on Digital Marketing Skills to thrive in today's dynamic market environment.

Further, in the North-Eastern State of Assam, IIE has been implementing Pradhan Mantri Van Dhan Yojana (PMVDY), a scheme of Ministry of Tribal Affairs (MoTA). The scheme aims to uplift the livelihood of the tribal communities by enabling them to have sustainable livelihood via value addition of Minor Forest Produce (MFP) and by providing a Minimum Support Price (MSP) to the products. The products of IIE's Van Dhan Vikas Kendras under PMVDY are branded as "TRISSAM" and are registered with e-commerce platforms like Swiggy Mini Stores and MyStore for extensive market access.
