

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION No. 2218
TO BE ANSWERED ON 12.02.2026

MSME TEAM INITIATIVE

2218. SHRI B K PARTHASARATHI:

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

- (a) the number of Micro, Small and Medium Enterprises (MSME) sellers onboarded under the MSME Trade Enablement and Marketing (TEAM) initiative since its inception, year and State-wise;
- (b) the details regarding the key activities promoted under the initiative such as digital onboarding, market linkage support, capacity-building, branding, logistics enablement and access to e-commerce/Open Network for Digital Commerce (ONDC) platforms;
- (c) the outcomes achieved through the initiative in terms of increase in sales, market access, customer base and geographic reach of MSME sellers, year and State-wise;
- (d) the number of MSMEs that have reported sustained or repeat sales after onboarding under the initiative, State-wise;
- (e) whether the Government has conducted any impact assessment or evaluation study to measure the effectiveness of MSME TEAM in improving the commercial performance of MSMEs; and
- (f) if so, the key findings thereof and if not, the reasons therefor?

ANSWER

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

- (a): Micro, Small and Medium Enterprises (MSME) sellers onboarded under the MSME Trade Enablement and Marketing (TEAM) initiative since inception year and state-wise is provided in **Annexure-A**.
- (b): The TEAM Initiative promotes a wide spectrum of activities designed to digitally enable Micro, Small Enterprises (MSEs) and strengthen their participation in e-commerce through the Open Network for Digital Commerce (ONDC). It begins with digital onboarding, where MSEs register on the TEAM portal and are supported in creating ONDC-compliant digital catalogues through empanelled Seller Network Participants, enabling seamless access to the open, interoperable ONDC ecosystem and its benefits such as increased visibility, wider market reach, and reduced cost of doing business. Through ONDC's decentralized framework, MSEs can tap into multiple buyer apps, enhanced market linkages, and transparent digital transactions, significantly improving their competitiveness in the digital marketplace. To strengthen MSE readiness, the initiative conducts capacity-building workshops across the country, combining awareness sessions, live demonstrations, and on-the-spot registration support, ensuring more MSMEs can join and benefit from the network efficiently. Further, logistics enablement is provided via transportation subsidies that reduce early fulfilment costs for MSEs as they begin receiving orders on ONDC, easing their transition into e-commerce operations. Complemented by demand generation, digital marketing, and market linkage support, the initiative ensures that MSEs not only join the digital ecosystem but also sustain and grow within it, unlocking the full benefits of e-commerce participation.

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(c) & (d): MSME TEAM Initiative scheme is aimed at driving business growth outcomes for MSMEs, primarily measured through number of transactions (number of sales) undertaken by MSME. Majority of MSMEs under the TEAM scheme have been onboarding within the current year (2025-26) (Till 09th February 2026). The State-wise number of transactions (number of sales) undertaken by MSME in TEAM Initiatives is provided in **Annexure-B**.

(e) & (f): The MSME TEAM Initiative is a sub-scheme of the scheme 'Raising and Accelerating MSME Performance' (RAMP) Programme. RAMP programme has an in-built robust Monitoring & Evaluation (M&E) framework, wherein impact assessment is continuously done with respect to progress.

MSME sellers onboarded under the MSME TEAM initiative across States/UTs

States/UTs	Registered on TEAM Portal		On-boarded on ONDC through TEAM	
	2025-26 upto 09.02.2026	2024-25 (Inception year)	2025-26 upto 09.02.2026	2024-25 (Inception year)
Andaman and Nicobar Islands	2			
Andhra Pradesh	140	12	49	
Arunachal Pradesh	9		5	
Assam	137	7	52	
Bihar	265	11	70	1
Chandigarh	16	1	2	
Chhattisgarh	68		23	
Delhi	568	51	319	6
Goa	84	1	6	
Gujarat	476	103	183	
Haryana	209	19	75	1
Himachal Pradesh	992	5	14	1
Jammu and Kashmir	68	3	24	
Jharkhand	92	21	39	4
Karnataka	473	54	205	2
Kerala	165	34	79	10
Ladakh	2			
Madhya Pradesh	236	36	106	3
Maharashtra	1481	262	733	14
Manipur	29	5	8	1
Meghalaya	58		44	
Mizoram	4		1	
Nagaland	387	1	18	
Odisha	179	2	59	
Puducherry	18	3	4	
Punjab	156	9	42	2
Rajasthan	308	37	92	3
Sikkim	5		1	
Tamil Nadu	590	72	186	7
Telangana	255	14	82	
The Dadra and Nagar Haveli and Daman and Diu	2			
Tripura	13		5	
Uttar Pradesh	887	55	435	6
Uttarakhand	99	22	60	
West Bengal	341	12	106	2
Total :	8814	852	3127	63

Number of transactions (number of sales) undertaken by MSME in TEAM Initiatives

Seller State	Transactions (Till 30.01.2026)	Till 30.01.2025
Andhra Pradesh	12	2
Assam	104	104
Bihar	120	2
Chandigarh	2	2
Chhattisgarh	6315	46
Delhi	30548	19
Gujarat	1974	21
Haryana	7156	9
Himachal Pradesh	8	3
Jammu & Kashmir	20	
Jharkhand	12	
Karnataka	4722	5
Kerala	19	33
Madhya Pradesh	756	8
Maharashtra	3307	21
Manipur	2	1
Odisha	9	
Pondicherry	16	
Punjab	137	6
Rajasthan	62	11
Tamil Nadu	69	35
Telangana	40	
Uttar Pradesh	44616	20
Uttarakhand	4	
West Bengal	114	3
Grand Total	100,144	351