

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 4439
TO BE ANSWERED ON 19.03.2026

PROMOTION OF TRADE AND MARKETING AMONG MSMEs

4439. SHRI ATUL GARG:

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

- (a) whether the Government has recently launched any new initiative to promote trade and marketing among Micro, Small and Medium Enterprises (MSMEs) during Financial Year 2025-26 and if so, the details thereof;
- (b) the objective and key components of the MSME TEAM (Trade Enablement and Marketing) Initiative launched under the Raising and Accelerating MSME Performance (RAMP) Scheme;
- (c) whether the scheme focuses on integrating MSMEs, particularly women entrepreneurs, into the digital commerce ecosystem through Open Network and Digital Commerce (ONDC) and if so, the details thereof;
- (d) the total financial outlay allocated for the initiative and the role of National Small Industries Corporation (NSIC) in its implementation; and
- (e) the steps taken to ensure wide-scale awareness and participation of MSMEs across States/UTs under this initiative?

ANSWER

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

- (a): The Trade Enablement and Marketing (TEAM) Initiative is a Sub-Scheme of the programme 'Raising and Accelerating MSME Performance' (RAMP), which is a Central Sector Scheme to promote digitalisation of trade and commerce among MSMEs. The TEAM initiative was launched on 24th June 2024 for the duration of 3 years from 2024 to 2027.
- (b): The objective and key components of MSME TEAM (Trade Enablement and Marketing) Initiative launched under Raising and Accelerating MSME Performance (RAMP) programme are: -
 - i. Expanding Market Reach for MSMEs: Enable MSMEs to present their products and services to a broader audience, unlocking new market prospects beyond their conventional local customer base.
 - ii. Reduction in Cost of Doing Business: MSMEs will have access to a significantly larger pool of buyers, suppliers, and service providers, helping reduce costs. The commission for online commerce would be lower than what is charged by traditional e-commerce platforms. This will allow even the smallest of units to conduct online transactions.

- iii. Leveraging Digital Public Infrastructure through Open Network for Digital Commerce (ONDC): Ease the burden on MSMEs to invest in developing their own digital setup or e-commerce platforms. By capitalising on the Open Network for Digital Commerce (ONDC) ecosystem, MSMEs can access a readily available digital framework, complete with online storefronts, payment gateways, and logistical support.
- iv. Digitalisation of MSMEs, thereby enhancing their competitiveness: Embracing ecommerce can drive the digitization of MSMEs' operations, enabling them to streamline processes, optimise supply chains, and improve overall efficiency. This enhanced competitiveness can help MSMEs thrive in a rapidly evolving business landscape.
- v. Localised e-commerce Access: Offer MSMEs access to e-commerce platforms in their native languages, to support the Government of India's "Local for Global" initiative.
- vi. Convergence with other Government initiatives: Converge with schemes and initiatives such as PM Vishwakarma, Udyam database, Trade Receivables electronic Discounting System, Online Dispute Resolution, Credit Support programmes, Interest Subvention programmes, mSeva, Digilocker, Digital MSME scheme, etc that align with the objectives of the MSME TEAM initiative.
- vii. Formalisation of MSMEs: Integrating MSMEs into the digital commerce ecosystem formalises their operations, ensuring compliance with regulations and enhancing their legitimacy in the market. This can improve their access to financial services and government support.
- viii. Enhancing Credibility and Financial Standing: Strengthen the trustworthiness and credibility of MSMEs by establishing their digital presence and transaction history.
- ix. Nationwide Outreach and Education: Engage with MSMEs nationwide through awareness campaigns and workshops, educating them about the benefits and practicality of embracing e-commerce platforms.

(c): Under the TEAM Initiative Scheme focuses on-boarding of MSMEs including the Women entrepreneurs, on the ONDC network through the Seller Network Participants (SNPs), who shall help / handhold them to complete life cycle of the e-commerce business like preparation of ONDC Compliant digital catalogue, generation of order, Account Management Support (Order fulfilment, operations support, Logistics support, Training and capacity building, contract management between the buyer and seller etc. by imparting training. Not limited to this, financial incentive is offered to support the Micro and Small Enterprises (MSEs) through the SNPs. Target beneficiaries of MSME TEAM Initiative Scheme would be 5 lakh MSEs of which 50% will be women owned MSEs.

(d): The total financial outlay allocated for this initiative is Rs. 277.35 Crores. National Small Industries Corporation (NSIC) acts as the implementing Agency (IA) of the TEAM Initiative, responsible for Scheme execution, MSME onboarding to ONDC, Awareness programs, Develop and maintain the TEAM Initiative portal to register eligible MSEs.

(e): NSIC prepare schedules and conduct workshops and awareness programs across the country to Educate MSMEs on e-commerce, digital catalogues, and online selling. More than 150 workshops are being conducted by PAN India by branch offices of NSIC to ensure wide scale awareness and participation of MSMEs across States/ UTs under this initiative.