

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 6281
TO BE ANSWERED ON 02.04.2026

OBJECTIVES OF TEAM SCHEME

6281. DR. AMOL RAMSING KOLHE:
SHRI MOHITE PATIL DHAIRYASHEEL RAJSINH:
SMT. SUPRIYA SULE:
PROF. VARSHA EKNATH GAIKWAD:
SHRI SANJAY DINA PATIL:
SHRI BHASKAR MURLIDHAR BHAGARE:

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

- (a) whether the Government is aware of the objectives of the Trade Enablement and Marketing (TEAM) Scheme to enhance market access, branding, e-commerce integration and export opportunities for enterprises and the extent to which these objectives have been realised in Maharashtra and if so, the details thereof;
- (b) whether any assessment has been undertaken of district-wise coverage, participation of enterprises and utilisation of funds under the Scheme in Maharashtra and if so, the details thereof;
- (c) whether it is a fact that enterprises in Maharashtra continue to face challenges relating to onboarding on digital marketplaces, branding support, logistics integration and access to national and international markets and if so, the details thereof;
- (d) whether adequate institutional support, training and handholding mechanisms are in place to ensure effective implementation of the Scheme in the State and if so, the details thereof; and
- (e) the steps taken or proposed, with timelines, to improve outreach, outcomes and measurable market linkages under the TEAM Scheme in Maharashtra?

ANSWER

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

- (a): The Trade Enablement and Marketing (TEAM) Initiative has been launched by the Ministry of Micro, Small and Medium Enterprises (MoMSME) under the Raising and Accelerating MSME Performance (RAMP) Programme with the objective of enhancing market access, branding, digital marketing capabilities, e-commerce integration and export opportunities for Micro and Small Enterprises (MSEs) through the Open Network for Digital Commerce (ONDC).

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The key objectives of the TEAM Scheme include:

- Facilitating onboarding of MSMEs onto the ONDC network to enable digital commerce participation.
- Supporting MSMEs in creation of digital product catalogues, branding and packaging improvements.
- Providing training and capacity building on e-commerce operations, digital marketing, logistics and online payments.
- Strengthening market linkages and increasing online sales opportunities for participating enterprises.

(b) to (e): NSIC as Implementing Agency (IA) conducts MSME TEAM Workshops in various districts/Venues across the country including Maharashtra, thereby mobilising MSMEs through awareness workshops, hand-holding support and facilitation for on boarding on the TEAM portal and ONDC platform by SNPs which enables them to establish digital storefronts, access wider markets and participate in online trade.
