



सत्यमेव जयते

सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय

MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES, GOI



## MSME Trade Enablement & Marketing (TEAM) Initiative

In commemoration of MSME Day 2024, MSME Ministry launched the Trade Enablement & Marketing (TEAM) initiative on 27th June, 2024 with an outlay of Rs 277.35 crore for three years (2024-27). This initiative under the World Bank-supported RAMP program will empower MSEs (Micro and Small Enterprises) to access new markets, expand their customer base and boost income via the government's backed Open Network for Digital Commerce (ONDC).

**5 lakh MSEs** to benefit from the scheme in three years, **50 per cent of which would be Women-owned enterprises.**

With challenges faced by MSEs in accessing e-commerce such as limited digital access, financial constraints and lack of confidence in operating via digital platforms, the TEAM initiative aims to boost e-Commerce access to Udyam-registered MSEs.

- **NSIC (National Small Industries Corporation), a Mini Ratna CPSE under Ministry of MSME, Govt of India** is the Implementing agency for this Initiative.
- MSEs will be supported through SNPs (seller network participants of ONDC), who are responsible for connecting them to ONDC through a Seller Application. They will create digital catalogue, provide account management support including order fulfillment, operations support, logistics support, training and capacity building on e-commerce.
- Subsidies will be provided to eligible MSEs via SNPs to help cover costs for above services provided by SNPs as per following-

| Component                               | Subsidy per MSE                                                                                                        |
|-----------------------------------------|------------------------------------------------------------------------------------------------------------------------|
| <b>Digital Cataloguing</b>              | <b>Rs. 2,500</b><br>(Rs 50 per SKU up to 50 SKUs for B2C & Rs 125 per SKU up to 20 SKU for B2B)                        |
| <b>Account Management Support</b>       | <b>Rs. 5,000</b> (For B2C: 5% of net sales on the network, For B2B: Rs. 250 per transaction on network)                |
| <b>Transportation</b>                   | <b>Rs 500 for B2C:</b> (Rs 50 per order for 10 orders)<br><b>Rs 2000 for B2B:</b> (Rs 200 per order for 10 orders)     |
| <b>Sustainable Packaging</b>            | <b>Rs 200 for B2C:</b> (Rs 20 per order up to 10 orders)<br><b>Rs 2500 for B2B:</b> (Rs 250 per order up to 10 orders) |
| <b>Packaging design provided by IIP</b> | <b>Rs 2,000</b> or 20% of design cost, whichever is less                                                               |

- **AI based Digital Cataloguing** will also be available for MSEs through the initiative portal to fast rack and reduce the cost of preparation of digital catalogue.
- **150 Workshops** will be organized preferably in tier 2, 3 cities to create awareness about the initiative among MSMEs and onboarding onto ONDC network, along with demand generation drives through digital marketing.

The Initiative information, registration system, FAQ, funds flow system & help desk are available on initiative portal <https://team.msmemart.com> .

**Eligible MSEs can avail the benefits by registering FREE on the TEAM Initiative portal.**