

MSME Minister Launches TEAM Scheme to Boost E-commerce Access for Small Enterprises At Udyami Bharat



New Delhi, Jun 27 (KNN) On Thursday, the Ministry of Micro, Small, and Medium Enterprises (MoMSME) commemorated 'Udyami Bharat - MSME Day' in an event presided over by Union Minister for MSMEs, Jitan Ram Manjhi.

Minister Manjhi unveiled the new Trade Enablement & Marketing (TEAM) scheme, a Rs 277.35 crore initiative set to run from 2024 to 2027.

The scheme aims to enhance e-commerce access for Micro and Small Enterprises (MSEs) through the government's Open Network for Digital Commerce (ONDC).

Recognising the challenges faced by MSEs in the digital marketplace, the TEAM scheme will provide support for catalogue development, ONDC onboarding, and account management. Additionally, it will offer subsidies

for transportation, logistics, and packaging.

The Ministry projects that 5 lakh MSEs will benefit from the TEAM scheme over three years, with half of these being women-owned enterprises.

To promote awareness and facilitate onboarding, the Ministry plans to organise 150 e-commerce workshops in tier 2 and 3 cities and MSME clusters.

Several Memoranda of Understanding (MoUs) were exchanged, including agreements between the Ministry of MSME and the state governments of Goa, Andhra Pradesh, and Maharashtra, as well as between various institutions such as IIAC and Bhashini, NSIC and ONDC, and SIDBI and partner financial institutions.

The day's proceedings included four focused sessions addressing key areas of MSME development: reducing litigation costs, conduct of micro and small enterprises arbitration, use of AI software in MSE arbitration, and legal reforms in the MSMED Act.

Minister of State for MSME, Shobha Karandlaje, and Minister of State (Independent Charge) for Law & Justice, Arjun Ram Meghwal, also addressed the attendees, reinforcing the government's dedication to fostering a robust and sustainable MSME ecosystem in India.

(KNN Bureau)