

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

RAJYA SABHA
UNSTARRED QUESTION NO. 2494
TO BE ANSWERED ON: 11.08.2025

**SUPPORTING MSMEs FOR PROMOTING GOODS AND
SERVICES THROUGH E-COMMERCE**

2494. SHRI KARTIKEYA SHARMA:

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

- (a) the support being extended to MSMEs for promoting their goods and services through e-commerce platforms under various Government schemes and initiatives;
- (b) the range of services provided—such as digital onboarding, logistics support, marketing assistance, training, and integration with GeM or other private platforms—to enhance market access and competitiveness;
- (c) the total number of MSMEs benefited from such support, if so, State -wise and sector-wise list of the same; and
- (d) whether there are plans to expand outreach and digital enablement to more MSMEs, particularly in rural and Tier-II/Tier-III regions across India?

ANSWER

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

- (a) and (b): The Government has taken several initiatives to support MSMEs in marketing their goods and services through e-commerce platforms. A few such initiatives/ schemes are:
- i. The Ministry of MSME is implementing ‘MSE TEAM (Trade Enablement and Marketing)’ Initiative, which is a sub-scheme under the World Bank supported "Raising and Accelerating MSME Performance (RAMP)" Programme. This Initiative envisages to empower Micro and Small Enterprises (MSEs) with digital tools and guidance to effectively utilize the e-commerce marketplace by integrating them with the Open Network for Digital Commerce (ONDC). This will enable the MSMEs in widening their customer base and increase their income. MSEs will be provided support and handholding assistance in onboarding, digital cataloguing, account management, transport & logistics, and packaging. The Initiative has an in-built component of training and capacity building.
 - ii. eKhadi India portal of the Ministry of MSME: This e-commerce platform exclusively features Khadi and Village Industries products including apparel, grocery, cosmetics, home décor, health and wellness products, essentials and gifts. It enables Artisans/ Weavers and small and micro enterprises to sell their products directly through the portal. Authentic Khadi Trade Mark products are available through the portal. This portal is integrated with Government e-Marketplace (GeM).

- iii. MSME Global Mart of the Ministry of MSME: The MSME Global Mart is a Business –to-Business (B2B) online marketplace platform of the Ministry of MSME, and operated by the National Small Industries Corporation (NSIC). It supports the marketing efforts of MSMEs by connecting them with domestic and global buyers. The platform offers various features like online marketing support, visibility enhancement, access to trade leads, and tender information.
 - iv. Procurement and Marketing Support (PMS) Scheme: This scheme aims to enhance market access for MSMEs by facilitating their participation in trade fairs, exhibitions, Buyers-Sellers meets etc. It also supports micro enterprises for onboarding on MSME Global Mart by providing financial assistance for annual membership fee/subscription fee/cost of cataloguing etc.
 - v. Government e Marketplace is a Government platform to facilitate procurement of goods and services by various Government Departments and Organizations, by enhancing transparency, efficiency and speed in public procurement. It is a centralized and unified platform for public procurement offering features like e-bidding, and reverse auctions.
- (c): The total number of MSME benefited by the MSME TEAM Portal and MSME Globalmart portal, state-wise is provided in **Annexure – I**
- (d): The MSME TEAM Initiative envisages benefiting 5 lakh Micro & Small Enterprises, of which 2.5 lakh are to be women owned. Towards achieving this, outreach activities with special focus on Tier 2 and 3 cities are planned.

Annexure-I

Annexure referred to in reply to part (c) of the Rajya Sabha Unstarred Question No. 2494.

Sr. No	State/UT Name	MSME benefitted under Global Mart portal Since 2018 till 07.08.2025	MSME Registered on Team Portal as on 07.08.2025
1	Andaman & Nicobar	78	0
2	Andhra Pradesh	3610	48
3	Arunachal Pradesh	21	5
4	Assam	731	45
5	Bihar	1861	71
6	Chandigarh	335	2
7	Chhattisgarh	1079	25
8	Dadra & Nagar Haveli	38	0
9	Daman & Diu	45	0
10	Delhi	12502	199
11	Goa	153	2
12	Gujarat	10957	255
13	Haryana	3421	95
14	Himachal Pradesh	241	11
15	Jammu & Kashmir	311	17
16	Jharkhand	719	34
17	Karnataka	7074	207
18	Kerala	1977	61
19	Lakshadweep	4	0
20	Madhya Pradesh	1982	100
21	Maharashtra	21086	825
22	Manipur	71	7
23	Meghalaya	30	5
24	Mizoram	11	0
25	Nagaland	11	20
26	Orissa	8186	42
27	Pondicherry	194	6
28	Punjab	2527	50
29	Rajasthan	3898	155
30	Sikkim	13	1
31	Tamil Nadu	12309	266
32	Telangana	1510	97
33	Tripura	48	4
34	Uttar Pradesh	12479	208
35	Uttarakhand	642	50
36	West Bengal	5241	115
	Total	115395	3028