

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

RAJYA SABHA
UNSTARRED QUESTION No. 907
TO BE ANSWERED ON 28.07.2025

**DEPLOYMENT OF AI AND ML TECHNOLOGIES
IN CHAMPIONS PORTAL**

907. SHRI KARTIKEYA SHARMA:

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

- (a) the current scope of AI and ML deployment on Champions portal, specifically the number of modules (e.g. 69 locations receiving AI based grievance redress, predictive analytics for demand bottlenecks) and insights generated;
- (b) the plans underway to expand AI/ML capabilities such as smart diagnostics, automated credit facilitation, Sectoral benchmarking across more MSMEs and regions; and
- (c) the initiatives taken by the Ministry to enable affordable access to AI and ML solutions, such as subsidized software tools, partnerships with tech incubators, or open-source platforms, to empower MSMEs in digital transformation and competitiveness?

ANSWER

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

- (a): The Champions Portal is a facility provided by of Micro, Ministry Small and Medium Enterprises for :
- (i) Ensuring speedy, convenient and effective redressal of MSMEs grievances.
 - (ii) Handholding and helping MSMEs in their navigation of government schemes and policies.
 - (iii) Providing guidance and advisory services in areas of finance, marketing, technology, raw material, labour, infrastructure and capacity building.
 - (iv) Connecting MSMEs with key officials of Ministry, State Governments, Lending Institutions and Government agencies.
 - (v) Disseminating of information and details of all schemes of Ministry of Micro, Small and Medium Enterprises.

As on date, the portal disseminates information in 11 regional languages by using the facilitation from 69 control rooms in all States and UTs.

Champions portal has an AI chatbot, Champ. It is a Natural Language Processing (NLP) - enabled chatbot that can handle routine queries, guide users through various processes.

(b) and (c): The Ministry has taken several initiatives to empower MSME in digital transformation and competitiveness. These, inter-alia, include Udyam registration for establishing a digital identity, Tool Rooms and Technology Centres for technology adoption and capacity building, MSME Sustainable Zero Defect Zero Effect and LEAN Schemes to enhance competitiveness and MSME Innovative Scheme for enabling idea conversion into business ventures in partnership with technology institution and incubators. The Ministry has operationalised Trade Enablement and Marketing Scheme in collaboration with Open Network for Digital Commerce (ONDC), an open source platform, wherein MSME are supported to onboard digital commerce by offering subsidized tools of e-cataloguing and online marketing. Khadi and Village Industries Commission has launched an e-commerce platform, ekhadiindia.com, to promote and sell authentic Khadi and Village industry products online.
