

MSME Ministry Empowers MSEs with Digital and E-Commerce Support under RAMP

eKhadi, MSME Global Mart, and PMS Schemes Expand Market Access for Small Enterprises

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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.

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).

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.

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.

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.

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.

This information was given by the Minister of State for Micro, Small and Medium Enterprises Sushri Shobha Karandlaje in a written reply in Rajya Sabha today.

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