

MSME TEAM, PMS, Global Mart and eKhadiIndia digitally empower MSME including SC/ST entrepreneurs for online marketing and e-commerce integration

59,000 SC/ST MSMEs Onboard GeM; Thousands Join Global Mart and MSME TEAM

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The Government has taken several initiatives to digitally empower MSMEs including SC/ST entrepreneurs for online marketing and e-commerce integration. These include Government e-Marketplace (GeM) for digitizing Government procurement, MSME Trade Enablement and Marketing (MSME TEAM) initiative which focuses on onboarding MSMEs onto the Open Network for Digital Commerce (ONDC) platform and supporting in their e-commerce journey; Procurement and Marketing Support (PMS) Scheme, which provides financial assistance for selling through e-commerce; MSME Global Mart – a B2B e-commerce platform for MSMEs developed by the National Small Industries Corporation to provide access to global trade leads, tenders and other relevant information; and ekhadiindia.com, an e-commerce portal for B2C sales, offering global reach and interactive features for khadi and village industries, developed and managed by the Khadi and Village Industries Commission.

National Scheduled Caste and Scheduled Tribe Hub (NSSH) Scheme, 80% of annual membership/subscription fee (upto Rs. 25,000/-) of Government promoted e-commerce portals is reimbursed to SC/ST MSEs.

As on 15.08.2025, 59,390 SC/ ST MSMEs are on-boarded on GeM Portal. Further, the number of SC/ST MSMEs onboarded on MSME Global Mart and MSME TEAM portal are 24970 and 304, respectively.

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

AKS

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