



The Trade Enablement and Marketing (TEAM) Scheme leverages Digital Public Infrastructure to empower MSMEs

TEAM provides MSMEs with ready-made online storefronts; integrated digital payment solutions and logistical support by providing direct access to Open Network for Digital Commerce (ONDC)

TEAM portal enables streamlined onboarding by digitally registering MSMEs; capturing their business profiles and matching them to Seller Network Participants (SNPs)

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The Trade Enablement and Marketing (TEAM) Initiative is a Sub- Scheme of the scheme 'Raising and Accelerating MSME Performance' (RAMP), which is a Central Sector Scheme. The outlay of MSME TEAM Initiative is Rs. 277.35 Cr. for the duration of 3 years from 2024 to 2027.

The TEAM Scheme leverages Digital Public Infrastructure to empower MSMEs in e-commerce by:

- i. Providing MSMEs direct access to a Government-backed digital commerce network called Open Network for Digital Commerce (ONDC) which offers ready-made online storefronts, integrated digital payment solutions, and logistics support.
- ii. Reducing the need for MSMEs to build their own e-commerce platforms by enabling onboarding and cataloguing through ONDC's interoperable systems.
- iii. Using the TEAM portal to digitally register MSMEs, capture their business profiles, and match them efficiently to Seller Network Participants (SNPs) for streamlined onboarding and ongoing digital business support.
- iv. Facilitating capacity-building workshops and support for MSMEs, ensuring they can readily use and benefit from e-commerce and digital market opportunities.

MSME TEAM Initiative envisages to benefit 5 lakh Micro and Small Enterprises (MSEs) of which 50% are to be women owned MSEs.

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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