

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 1885
TO BE ANSWERED ON: 30.07.2026

MSMEs IN SONIPAT

1885. SHRI SATPAL BRAHAMCHARI:

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

- (a) whether the Government is aware that a large number of Micro, Small and Medium Enterprises (MSMEs) in Sonipat Lok Sabha Constituency have not been adequately integrated with digital marketing, e-commerce platforms and online marketing which is affecting their competitiveness and market access and if so, the details thereof;
- (b) the details of the schemes being implemented by the Government to facilitate digital marketing, e-commerce, branding and technology adoption among MSMEs and the number of enterprises benefited therefrom in Sonipat Lok Sabha Constituency;
- (c) whether the Government is implementing any special programmes to provide financial assistance, skill training, marketing support and linkage with digital platforms to women and rural entrepreneurs and if so, the details thereof; and
- (d) the number of beneficiaries, assistance allocated and future action plan in this regard in Sonipat Lok Sabha Constituency?

ANSWER

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

(a) to (d): Government is committed to promoting digitalisation and enhancing the competitiveness of Micro, Small and Medium Enterprises (MSMEs) across the country, including in Sonipat Lok Sabha Constituency. Various initiatives have been undertaken to facilitate adoption of digital technologies, e-commerce, branding and online marketing by MSMEs. The Government is implementing various schemes and initiatives to facilitate digital marketing, e-commerce, branding and technology adoption among MSMEs which includes Trade Enablement and Marketing (TEAM) Initiative, implemented in partnership with the Open Network for Digital Commerce (ONDC), to facilitate onboarding of MSMEs onto digital commerce platforms, build digital capabilities and expand market access. As of 30.06.2026, approximately 2,41,000 transactions by MSMEs have been conducted on the ONDC Network; Raising and Accelerating MSME Performance (RAMP) Programme, under which States undertake interventions for improving competitiveness, digital adoption, institutional strengthening and market access of MSMEs; Procurement and Marketing Support (PMS) Scheme, which provides assistance for participation in domestic trade fairs, exhibitions, buyer-seller meets and adoption of modern marketing practices and bar code support; Public Procurement Policy for Micro and Small Enterprises (MSEs) Order, 2012, which facilitates participation of MSEs in public procurement through digital platforms such as the Government e-Marketplace (GeM); MSME Competitive (LEAN) Scheme and MSME Sustainable (ZED) Certification Scheme, which support adoption of lean manufacturing practices, quality standards, productivity enhancement, sustainability and advanced manufacturing practices, thereby improving the competitiveness of MSMEs; GIFT (Green Investment and Financing for Transformation) Scheme and SPICE (Strengthening Partnerships for Innovation, Collaboration and Entrepreneurship) Scheme under the RAMP Programme, which promote green technology adoption, innovation, ecosystem development and enterprise competitiveness. Assistance is extended to eligible beneficiaries across the country, including those in Sonipat Lok Sabha Constituency, subject to fulfilment of the eligibility criteria under the respective schemes.
