



MSME Ministry implements TEAM Scheme to enhance Digital Marketing capabilities and E-Commerce integration for Micro and Small Enterprises (MSEs)

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The Trade Enablement and Marketing (TEAM) Initiative has been launched by the Ministry of Micro, Small and Medium Enterprises (MoMSME) under the Raising and Accelerating MSME Performance (RAMP) Programme with the objective of enhancing market access, branding, digital marketing capabilities, e-commerce integration and export opportunities for Micro and Small Enterprises (MSEs) through the Open Network for Digital Commerce (ONDC).

The key objectives of the TEAM Scheme include:

- Facilitating onboarding of MSMEs onto the ONDC network to enable digital commerce participation.
- Supporting MSMEs in creation of digital product catalogues, branding and packaging improvements.
- Providing training and capacity building on e-commerce operations, digital marketing, logistics and online payments.
- Strengthening market linkages and increasing online sales opportunities for participating enterprises.

NSIC as Implementing Agency (IA) conducts MSME TEAM Workshops in various districts/Venues across the country including Maharashtra, thereby mobilising MSMEs through awareness workshops, hand-holding support and facilitation for on boarding on the TEAM portal and ONDC platform by SNPs which enables them to establish digital storefronts, access wider markets and participate in online trade.

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.

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