

Ministry of MSME's TEAM Initiative Empowering Small Businesses across India through Digital Commerce Enablement

Remote enterprises from Jammu & Kashmir to Manipur expand market access through ONDC-enabled support ecosystem

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The Ministry of Micro, Small and Medium Enterprises (MSME) is accelerating the digital transformation of India's smallest businesses through the Trade Enablement and Access to Market (TEAM) Initiative — a transformative sub-scheme under the World Bank-supported Raising and Accelerating MSME Performance (RAMP) Programme.

Implemented by the National Small Industries Corporation, the TEAM Initiative aims to provide end-to-end e-commerce support to Micro and Small Enterprises (MSEs), enabling them to participate effectively in digital commerce ecosystems through the Open Network for Digital Commerce (ONDC).

The initiative seeks to empower artisans, home-based entrepreneurs, local manufacturers and small retailers by providing structured institutional support across every stage of e-commerce participation, including onboarding, cataloguing, packaging, logistics and customer management.

Success Stories Reflect TEAM's Transformational Impact: From the Hills of Udhampur to Pan-India Households

Baba Sankari Farmer Producer Organization (FPO), located in Village Pachari, District Udhampur, Jammu & Kashmir, specializing in premium walnuts, has emerged as a notable example of the TEAM Initiative's impact in geographically remote regions.



Prior to onboarding under the initiative, the FPO's market access remained limited due to geographical isolation and lack of direct buyer connectivity. Within two months of onboarding under TEAM, the FPO witnessed significant improvements in business outreach and sales performance.

The FPO successfully processed more than 100 orders from customers across India, enabling its products to reach households nationwide. Digital payment integration under the initiative also ensured timely settlements and reduced payment delays commonly faced by rural producers. Farmers associated with the FPO have benefited from improved market visibility and enhanced income opportunities.

The success of Baba Sankari FPO demonstrates how digital commerce can bridge geographical barriers and create new economic opportunities for rural enterprises.

Kanglei Foods Unlocking Opportunities in the North-East

Kanglei Foods, based in Bishnupur, Manipur, and led by Mr. Koijam Sanahal, is another example of how the TEAM Initiative is supporting enterprises operating in geographically challenging regions.

By leveraging TEAM's logistics support and doorstep shipment pickup services coordinated through Logistics Service Providers (LSPs), Kanglei Foods has expanded its customer base beyond the North-East and now receives regular monthly orders from multiple states.

The enterprise has recorded steady income growth through the initiative's order-generation and logistics enablement support while serving customers in different parts of India as well as remote areas within Manipur.



Comprehensive Support under TEAM Initiative

The TEAM Initiative is designed to support MSEs across every stage of digital commerce participation through:

 Onboarding onto the ONDC Network Structured digital onboarding with full technical assistance	 Digital Product Catalogue Creation Professional listing, photography guidance, and content support
 Account Management & Customer Comms Dedicated support for seller accounts and buyer interactions	 Order Generation & Business Scaling Demand creation strategies and growth enablement tools
 Packaging Support Guidelines and material support for professional packaging	 Delivery Logistics End-to-end logistics coordination including doorstep pickup

By reducing entry barriers and lowering commission costs through ONDC's interoperable digital commerce architecture, the TEAM Initiative is expected to play an important role in advancing digitally inclusive growth and expanding market access for small businesses across Bharat.

For more information on the TEAM Initiative, visit: team.msme.gov.in

TEAM Initiative Portal



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