Trade Enablement and Marketing (TEAM) Initiative

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Why in News?

The MSME TEAM Initiative is currently conducting district-level workshops to onboard 5 lakh small businesses onto the ONDC network.

- It is a ***sub-scheme of the RAMP Scheme.***

  RAMP - *The Raising and Accelerating MSME Performance (RAMP) scheme is a World Bank-supported central sector scheme designed to improve market access, credit availability, and technology adoption for Indian MSMEs.*

- **Aim –** To strengthen market access, branding, digital storefronts, and export opportunities for ***Micro and Small Enterprises (MSEs)*** through Open Network for Digital Commerce (ONDC).
- **Nodal Ministry –** Ministry of Micro, Small and Medium Enterprises.
- **Launched in -** 2024.
- **Duration –** 3 years (FY 2024 - 2027).
- **Implementing Agency –** National Small Industries Corporation (NSIC).
- **Target Beneficiaries -** 5 lakh MSEs, with a mandatory focus on inclusivity—***50% of beneficiaries must be women-owned enterprises.***
  - **Primary** – Micro and Small Enterprises (MSEs), startups, MSME manufacturers and service providers.
  - **Secondary** – Workers, logistics providers, local communities, and consumers benefiting from wider product access.
- **Eligibility –** All the Udyam registered Micro and Small Enterprises (MSEs) under manufacturing and services sectors; no direct individual beneficiaries.
- **Coverage –** Pan-India implementation through district-level workshops and ONDC integration.

Key Features

- **Financial Subsidies -** Direct monetary support for specific tasks, such as a Rs. 2,500 subsidies for cataloguing and rs.5,000 for account management.
- **Institutional Handholding -** The NSIC acts as a dedicated mentor, organizing district-level workshops to guide sellers through the onboarding process.
- **Technical Infrastructure -** Access to the TEAM Portal and Seller Network Participants (SNPs), which provide the software interface to plug into ONDC.
- **Specialized Training Modules -** Curriculum-based sessions on digital marketing, SEO, and online dispute resolution.
- **Gender-Focused Quota -** A specific feature of the scheme is the 50% reservation/target for women-owned MSMEs.
- **Localized Support -** Implementation of e-commerce tools in regional languages to help non-English speaking entrepreneurs.

References

1. PIB | TEAM
2. Operating Guidelines | TEAM

