



एमएसएमई टीम पहल
MSME TEAM Initiative



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FAQ for SNPs Registering on the TEAM Initiative Portal

1. What is the TEAM Initiative ?

The TEAM (Trade Enablement & Marketing) Initiative is a program under the Ministry of MSME, designed to empower Micro and Small Enterprises (MSEs) by integrating them with the Open Network for Digital Commerce (ONDC). SNPs play a critical role in onboarding MSEs, creating digital catalogues, and supporting their operations on the ONDC network.

2. Who is eligible to register as an SNP under the TEAM Initiative ?

To register, an SNP must:

- Be live on the ONDC network with the status “Live.”
- Have functionalities enabled as prescribed by ONDC for supporting MSEs.

3. What benefits do SNPs receive under the TEAM Initiative ?

Empanelled SNPs are eligible for:

- Financial incentives for onboarding MSEs and creating ONDC-compliant digital catalogues.
- Operational support for claims through the TEAM Initiative portal.
- Direct association with MSEs across diverse domains and geographies.

4. How can an SNP register on the TEAM Initiative portal?

The SNP registration process involves submitting organization details, relevant documents, and validations. Once the registration is complete, NSIC and ONDC will verify the details before empanelment.

5. Can SNPs update their details after registration?

Yes, SNPs can update their details at any time during the initiative. However, updates must be validated by ONDC before changes are reflected

6. How can an SNP register on the TEAM Initiative portal?

The SNP registration process involves submitting organization details, relevant documents, and validations. Once the registration is complete, NSIC and ONDC will verify the details before empanelment.

7. What documents are required for SNP registration?

Refer to the "Required Documents" section at the end of this FAQ.

#	Question	Steps to Fill	Comments/Additional Notes
1	Organization ID (as on ONDC)	Enter the unique ID provided by ONDC during your onboarding as a Network Participant.	Contact ONDC support if unsure of your Organization ID.
2	Organization Name	Enter the registered name of your organization.	Ensure it matches the name in your ONDC profile.
3	Official Email ID	Provide your official organizational email ID.	Use the email ID used for ONDC communication.
4	Name of Authorized Person	Enter the full name of the authorized signatory.	This person will act as the primary contact for the TEAM Initiative.
5	Designation	Mention the designation of the authorized person.	E.g., CEO, Manager, etc.
6	Authorization Certificate	Upload the certificate authorizing your organization to act as an SNP on ONDC.	Certificate must be signed by the organization's approving authority.
7	Contact No (Landline and Mobile)	Provide valid contact numbers.	Ensure the mobile number matches the one used in official communication.
8	Configuration details:	Fill in the following sub-sections:	
	a. Role	Mention your role on ONDC (e.g., Buyer App, Seller App).	
	b. Domain	Specify your domain (e.g., Retail, Logistics).	
	c. Sub-domain	Specify sub-domain(s) (e.g., Grocery, Electronics).	
	d. Transaction type	Choose B2B or B2C.	
	e. API Version	Provide the version of ONDC APIs integrated by your organization.	
9	States and UTs Covered	Select all applicable States/UTs from the dropdown menu.	

#	Question	Steps to Fill	Comments/Additional Notes
10	Bank Details	Fill in Bank Name, Account Number, and IFSC Code.	Ensure these details are accurate for incentive disbursement.
11	GST Number	Enter your GSTIN.	GSTIN should match your organization's registered information.
12	PAN	Enter your organization's Permanent Account Number (PAN).	
13	Commercial Model	Provide details of the commercial model, categorized by sub-domain/channel.	
14	No. of live sellers onboarded on ONDC	Enter the total number of sellers you've onboarded to ONDC till date.	
15	Date of going live on ONDC	Mention the date when your organization first went live on ONDC.	
16	No. of transactions done to date	Provide the cumulative number of transactions conducted on ONDC.	
17	Short description of SNP (max 150 words)	Provide a concise description of your organization, services, and expertise.	
18	Consent (through a tick box)	Read and tick the declaration to confirm acceptance of all terms and conditions of the TEAM Initiative.	Ensure all terms are understood before proceeding.

Required Documents for Registration

SNPs need to upload the following documents during registration:

1. **Authorization Certificate** – Authorizing participation in the TEAM Initiative.
2. **Bank Details** – Including a cancelled cheque or bank statement.
3. **PAN Card** – Copy of the organization's PAN.
4. **GST Certificate** – Copy of GSTIN registration.
5. **ONDC Credentials** – Proof of integration and live status on ONDC.
6. **Statutory Auditor's Certificate** – Certified statement for financial validation.
7. **Digital Catalogues (if applicable)** – Examples of catalogues created for existing sellers.

8. **Transaction Logs** – Details of transactions conducted on ONDC.

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Last Updated: May 3, 2025
Total Number of visitors: 8198