



एमएसएमई टीम पहल
MSME TEAM Initiative



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Frequently Asked Questions (FAQs)

General FAQs

Q1: What is the TEAM Initiative?

A1: The TEAM (Trade Enablement and Marketing) Initiative is a scheme by the Ministry of MSME, Government of India, launched on June 27, 2024, under the World Bank-supported RAMP program. It aims to empower MSMEs by enabling access to digital commerce through the Open Network for Digital Commerce (ONDC), promoting their market reach and reducing the cost of doing business.

Q2: Who is implementing the TEAM Initiative?

A2: The National Small Industries Corporation (NSIC) is the implementing agency for the TEAM Initiative.

Q3: Who can participate in the TEAM Initiative ?

A3: Micro and Small Enterprises (MSEs) with valid Udyam Registration under manufacturing or service sectors can participate. Medium Enterprises are not eligible for most benefits.

Q4: How long will the TEAM Initiative run?

A4: The TEAM Initiative is a 3-year program running from FY 2024-2025 to FY 2026-2027.

Q5: How does the TEAM Initiative support women entrepreneurs?

A5: The initiative aims to onboard 50% of its beneficiaries as women-owned MSEs, with targeted outreach through workshops, campaigns, and collaboration with women-centric organizations.

TEAM Initiative FAQs

Q1: What are the objectives of the TEAM Initiative?

A1: The TEAM Initiative aims to:

Expand market reach for MSMEs.

- Reduce the cost of doing business.
- Leverage ONDC's digital infrastructure.
- Enhance MSMEs' digital competitiveness and export readiness.
- Promote localized e-commerce access.

Q2: What are the key components of the TEAM Initiative ?

A2: The TEAM Initiative includes::

- Awareness Creation & Demand Generation.
- Onboarding MSEs to ONDC.
- Account Management Support.
- Subsidies for logistics, packaging, and packaging design.
- Digital marketing support.

Q3: How will MSMEs benefit from the TEAM Initiative ?

A3: Benefits include:

- Free onboarding onto ONDC.
- Subsidized cataloging, logistics, and packaging costs.
- Account management support.
- Enhanced market reach and export readiness.
- Access to financial tools and digital infrastructure.

Q4: Is there a cost for MSMEs to register under the TEAM Initiative ?

A4: No, registration under the TEAM Initiative is free of cost.

Q5: How can MSMEs register for the TEAM Initiative ?

A5: MSMEs can register via the TEAM Initiative portal (www.team.msmemart.com) using their Udyam Registration Number and linked mobile number.

ONDC FAQs

▪ Q1: What is ONDC ?

A1: The Open Network for Digital Commerce (ONDC) is a government-backed platform aimed at democratizing e-commerce in India by providing an open digital infrastructure for businesses.

▪ Q2: How does ONDC differ from traditional e-commerce platforms ?

A2: Unlike traditional platforms, ONDC enables interoperability across buyer and seller applications. It reduces costs, promotes inclusivity, and allows MSMEs to access a larger customer base.

▪ Q3: What are Seller Network Participants (SNPs) and Buyer Network Participants (BNPs) ?

A3: SNPs are entities helping MSMEs onboard ONDC by providing cataloging, logistics, and account management support. BNPs are entities promoting demand generation and customer acquisition for MSMEs on ONDC.

Q4 A3: SNPs are entities helping MSMEs onboard ONDC by providing cataloging, logistics, and account management support. BNPs are entities promoting demand generation and customer acquisition for MSMEs on ONDC.: What kind of transactions can MSMEs undertake on ONDC?

A4: MSMEs can engage in both Business-to-Business (B2B) and Business-to-Consumer (B2C) transactions on ONDC.

Q5: Is there a language barrier for MSMEs on ONDC ?

A5: No, ONDC supports localized e-commerce by offering platforms in regional languages, ensuring inclusivity.

Component-wise FAQs

1. Awareness Creation FAQs

Q1: What is the purpose of awareness workshops?

A1: Workshops are organized to educate MSMEs about e-commerce benefits, the TEAM Initiative, and onboarding them onto ONDC.

Q2: Where will the workshops be conducted ?

A2: Workshops will primarily target Tier 2 and Tier 3 cities and MSME clusters for better outreach.

Q3: How many workshops are planned?

A3: A total of 150 workshops will be conducted nationwide.

Q4: Who will organize the workshops?

A4: NSIC will organize the workshops with support from the Ministry of MSME, state governments, industry bodies, and ONDC.

2. Onboarding & Cataloging FAQs

Q1: What is the process for MSMEs to onboard ONDC ?

A1: MSMEs will register on the TEAM portal. An SNP will guide them through KYC, onboarding, and catalog creation.

Q2: Are there any incentives for catalog creation ?

A2: Yes, SNPs can claim up to Rs. 2,500 per MSE for catalog creation, depending on SKU limits.

Q3: Can an MSME use AI-based cataloging tools ?

A3: Yes, AI-based cataloging will be available on the TEAM portal at subsidized rates.

3. Account Management Support FAQs

Q1: What is Account Management Support ?

A1: SNPs provide operational and logistical support to help MSMEs manage their online presence effectively.

Q2: What are the incentives for SNPs under this component?

A2: For B2C, SNPs receive 5% of net sales up to Rs. 5,000 per MSE. For B2B, they receive Rs. 250 per transaction up to Rs. 5,000 per MSE.

4. Subsidy for Transportation & Logistics FAQs

Q1: What is the transportation subsidy structure?

A1:

- B2C orders: Rs. 50 per order for up to 10 orders per MSE.
- B2B orders: Rs. 200 per order for up to 10 orders per MSE.

Q2: How can SNPs claim transportation subsidies ?

A2: SNPs must provide proof of order fulfillment and settlement with MSEs, uploading required documents on the TEAM portal.

5. Demand Generation FAQs

Q1: How is demand generated for MSE products ?

A1: BNPs run campaigns and promotions. Additionally, a digital marketing agency will execute targeted marketing campaigns.

Q2: Are there incentives for BNPs ?

A2: BNPs can claim Rs. 50 per order for up to 10 orders per MSE.

6. Packaging Design FAQs

Q1: What subsidy is available for packaging design ?

A1: MSEs can avail 20% of the design cost or Rs. 2,000 (whichever is less).

Q2: Who will provide packaging design services ?

A2: The Indian Institute of Packaging (IIP) is the designated partner for packaging design services under this initiative.

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