



एमएसएमई टीम पहल MSME TEAM Initiative



MSME TEAM (Trade Enablement & Marketing) Initiative

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Ensuring Expansion of Market Reach & Wider Customer Base for MSEs by reducing the cost of doing business through e-commerce enablement, powered by the Open Network for Digital Commerce (ONDC).

This initiative supports MSEs in adopting digital commerce, creating opportunities for growth, and connecting them with a wider customer base across India.

Benefits of Registration

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Process Overview

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Eligibility Criteria

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Steps to Register

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ONDC Network



MSME TEAM



About ONDC

Benefits of Registration

Registering on the MSME TEAM Portal provides the following advantages:

Free Onboarding

Seamless access to ONDC without registration charges.

Digital Commerce Enablement

Connect with existing seller apps (SNPs) on the ONDC network.

Pan-India Market Reach

Access a diverse customer base across economic and social groups nationwide.

Subsidized Support

Covers on boarding, digital catalogue creation, logistics and account management for e-commerce operations.

Handholding Support

Awareness building and end to end support through e commerce journey.

Process Overview

Seller Network Participants (SNPs)

ONDC-certified partners responsible for connecting MSEs to the network.

Comprehensive Support

SNPs will help create a digital catalogue, provide order management, and support logistics operations.

Training and Capacity Building

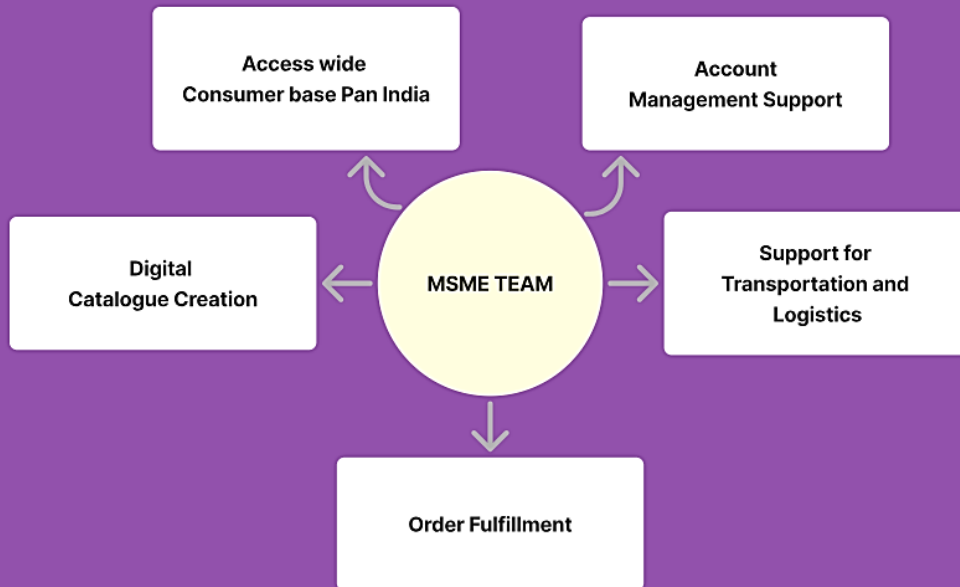
SNPs will train MSEs to manage e-commerce effectively.

Process Flow Steps

1 Registration on TEAM Portal

2 MSME Match with SNP

3 Go Live on Network



Eligibility Criteria

To register for the TEAM Initiative:

Udyam Registered MSE

The enterprise must be registered as an MSE and have a valid Udyam Registration number.

Not Registered on ONDC

Enterprises already registered as sellers on ONDC are not eligible. A self-declaration will be required.

No Prior Similar Benefits

The enterprise must not have availed benefits under any similar ONDC initiative run by Central/State Government or other entities.

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