



KAMARAJ IAS ACADEMY
Only IAS Academy by Grandson of "Perunthalsivam Kamarajar"

Trade Enablement and Marketing Scheme

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Recently, the Minister of state for Micro, Small & Medium Enterprises informed the Rajya Sabha about the Trade Enablement and Marketing Scheme.

About Trade Enablement and Marketing Scheme

It is the sub scheme of the scheme 'Raising and Accelerating MSME Performance' (RAMP), which is a Central Sector Scheme

The initiative will empower MSMEs with digital tools and guidance to effectively utilize the e-commerce marketplace.

Objective: To support MSMEs to help them access different markets by integrating them with e-commerce platforms.

Financial Outlay and Duration: The outlay is Rs. 277.35 Cr. for the duration of 3 years from 2024 to 2027.

Eligibility Criteria: All the Udyam registered Micro and Small Enterprises (MSEs) under manufacturing and services sectors will be eligible for benefits under the Initiative.

Targeted beneficiaries: It envisages benefiting 5 lakh Micro and Small Enterprises (MSEs) of which 50% are to be women owned MSEs.

It focus on

Connecting MSMEs with the ONDC Network.

Provides access to digital storefronts, integrated payment systems, and logistics support.

Reduce operational barriers and help businesses tap into wider customer bases.

It emphasizes formalizing operations and establishing digital transaction histories, which will enhance the credibility and trust of participating MSMEs.

Implementing Agency: National Small Industries Corporation (NSIC)

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