

## TEAM Scheme under the National Small Industries Corporation (NSIC)



The Trade Enablement and Marketing (TEAM) Scheme is an important initiative implemented by the National Small Industries Corporation, a Government of India enterprise under the Ministry of Micro, Small and Medium Enterprises. The scheme has been designed to support Micro, Small and Medium Enterprises (MSMEs) in enhancing their market access, improving their digital capabilities, and strengthening their competitiveness in domestic as well as global markets. In the rapidly evolving digital economy, MSMEs face challenges in adopting modern marketing tools, participating in e-commerce platforms, and connecting with larger supply chains. The TEAM Scheme seeks to bridge this gap by providing structured support, training, and digital enablement opportunities to MSMEs.

### Background and Need for the Scheme

MSMEs play a vital role in the Indian economy. They contribute significantly to employment generation, industrial output, exports, and regional development. However, many MSMEs struggle with limited access to markets, lack of digital literacy, and insufficient marketing resources. With the increasing shift toward digital trade and online marketplaces, it has become essential for small enterprises to adopt technology-driven marketing strategies.

Recognizing these challenges, the Government of India has introduced various initiatives through the Ministry of MSME and implementing agencies such as NSIC. The TEAM Scheme is one such initiative that focuses specifically on trade facilitation and marketing support through digital platforms. The scheme aims to empower MSMEs by helping them participate in e-commerce ecosystems, expand their business networks, and improve their overall market presence.

### Objectives of the TEAM Scheme

The TEAM Scheme has several important objectives aimed at strengthening the MSME sector:

#### 1. Digital Enablement of MSMEs

The primary objective of the scheme is to help MSMEs adopt digital tools and platforms for marketing their products and services. By facilitating their entry into e-commerce marketplaces, the scheme ensures that small enterprises can reach a wider customer base.

#### 2. Enhancing Market Access

One of the biggest challenges for MSMEs is limited access to large buyers and institutional markets. The TEAM Scheme aims to create opportunities for MSMEs to connect with government buyers, corporate buyers, and international customers.

#### 3. Capacity Building and Training

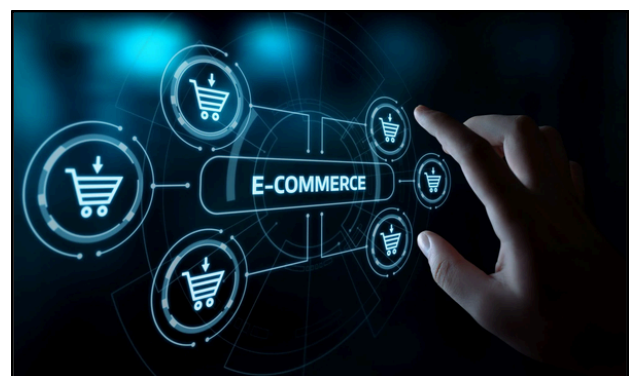
The scheme emphasizes the importance of training and awareness programs. Through workshops, seminars, and skill development sessions, MSME entrepreneurs are trained in areas such as digital marketing, product branding, e-commerce operations, and customer engagement.

#### 4. Promoting Inclusive Entrepreneurship

The scheme also focuses on promoting entrepreneurship among SC/ST entrepreneurs, women entrepreneurs, and startups. By providing them with access to digital platforms and marketing tools, the scheme contributes to inclusive economic growth.

#### 5. Strengthening MSME Competitiveness

By adopting modern marketing techniques and improving their digital presence, MSMEs can enhance their competitiveness in both domestic and international markets.



### Key Features of the TEAM Scheme

The TEAM Scheme includes several important features that make it beneficial for MSMEs:

#### 1. Onboarding Support on E-Commerce Platforms

Under the scheme, MSMEs receive assistance in registering and onboarding on leading e-commerce platforms. This enables them to showcase their products to a larger audience and participate in digital trade.



## 2. Subsidized Participation

The scheme provides financial assistance or subsidized support to MSMEs for onboarding and marketing activities on digital platforms.

## 3. Digital Cataloging and Branding Support

MSMEs are guided on how to create professional product catalogs, improve product descriptions, and build attractive brand profiles online.

## 4. Training and Awareness Programs

NSIC organizes training programs to help entrepreneurs understand the functioning of e-commerce platforms, digital payment systems, logistics management, and online customer engagement.

## 5. Networking Opportunities

The scheme facilitates interaction between MSMEs and large buyers such as public sector undertakings (PSUs), government departments, and private sector companies\*.

## Role of the National Small Industries Corporation (NSIC)

The \*National Small Industries Corporation\* plays a crucial role in implementing the TEAM Scheme. As a government enterprise dedicated to promoting small industries, NSIC acts as a \*facilitator, coordinator, and implementing agency\*.

NSIC's responsibilities include:

- \* Identifying eligible MSMEs and assisting them in joining the scheme.
- \* Conducting training and awareness programs across different regions.
- \* Coordinating with e-commerce platforms and digital service providers.
- \* Providing guidance on compliance, documentation, and digital onboarding.
- \* Monitoring the progress and outcomes of the scheme.

Through its extensive network of offices and training centers across India, NSIC ensures that the benefits of the TEAM Scheme reach MSMEs in both urban and rural areas.

## Benefits of the TEAM Scheme for MSMEs

The TEAM Scheme offers numerous benefits to MSMEs:

### 1. Expanded Market Reach

By joining digital platforms, MSMEs can reach customers across India and even internationally.

### 2. Improved Business Visibility

Online marketplaces provide greater visibility to MSME products and services, helping them build brand recognition.

### 3. Access to Institutional Buyers

MSMEs can connect with government buyers, PSUs, and large corporate organizations.

### 4. Cost-Effective Marketing

Digital platforms offer affordable marketing opportunities compared to traditional advertising channels.

### 5. Enhanced Business Growth

Increased sales and better market access lead to improved financial performance and business growth.

### 6. Skill Development

Entrepreneurs gain valuable knowledge about digital tools, marketing strategies, and modern business practices.

## Importance for SC/ST and Women Entrepreneurs

One of the major focus areas of the TEAM Scheme is to promote \*inclusive entrepreneurship. Special attention is given to enterprises owned by \*\*SC/ST communities and women entrepreneurs\*. These groups often face challenges in accessing markets, financial resources, and technology. By providing them with digital marketing opportunities and capacity-building support, the scheme helps reduce these barriers and encourages their active participation in the economy.

The scheme also aligns with other government initiatives such as \*Start-up India, Digital India, and MSME development programs\*, which aim to create a more inclusive and technology-driven business ecosystem.

## Contribution to the Digital Economy

The TEAM Scheme contributes significantly to the development of India's \*digital economy\*. As more MSMEs adopt e-commerce platforms and digital marketing tools, the overall efficiency and competitiveness of the MSME sector improve. Digital platforms enable faster transactions, better customer engagement, and improved supply chain management.



Furthermore, the scheme encourages MSMEs to adopt digital payment systems, online order management, and data-driven business strategies. These capabilities help small businesses operate more efficiently and compete with larger organizations.



While the TEAM Scheme provides valuable support, certain challenges remain. Many MSMEs still lack adequate digital literacy and infrastructure. Some entrepreneurs are hesitant to adopt new technologies due to lack of awareness or confidence.

### Challenges and the Way Forward

To address these challenges, continuous efforts are required in the following areas:

- Expanding digital literacy programs for MSME entrepreneurs.
- Strengthening training initiatives and mentorship support.

- Improving internet connectivity and digital infrastructure in rural areas.
- Encouraging collaborations between government agencies, industry bodies, and private sector partners.

By addressing these challenges, the TEAM Scheme can achieve even greater impact in the coming years.

### Conclusion

The TEAM Scheme under the National Small Industries Corporation represents a significant step toward strengthening the MSME sector through digital enablement and marketing support. By facilitating access to e-commerce platforms, providing training and capacity-building opportunities, and promoting inclusive entrepreneurship, the scheme empowers MSMEs to expand their market reach and improve their competitiveness.

As India continues to move toward a digitally driven economy, initiatives like the TEAM Scheme will play a crucial role in ensuring that small enterprises are not left behind. By equipping MSMEs with modern marketing tools and digital capabilities, the scheme contributes to sustainable business growth, job creation, and overall economic development.

In the long run, the success of the TEAM Scheme will depend on effective collaboration between government institutions, industry organizations, and MSME entrepreneurs. With the right support and continued innovation, the scheme has the potential to transform the marketing landscape for MSMEs and strengthen India's position in the global economy.



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