

**GOVERNMENT OF INDIA
MICRO, SMALL AND MEDIUM ENTERPRISES
LOK SABHA**

UNSTARRED QUESTION NO:1016
ANSWERED ON:27.07.2015
E-Commerce Portal of NSIC
Arunmozhithevan Shri A.

Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

- (a) whether the National Small Industries Corporation Limited (NSIC) is looking at about Rs. 24,000 crore turnover this year and if so, the details thereof;
- (b) whether the NSIC has launched an e-commerce portal and if so, the details thereof;
- (c) whether the digital and defence initiatives of the Government are likely to give boost to MSME Sector in the country; and
- (d) if so, the details thereof?

Answer

MINISTER OF STATE IN THE MINISTRY OF
MICRO, SMALL AND MEDIUM ENTERPRISES
(SHRI GIRIRAJ SINGH)

(a): Yes, Madam.

The National Small Industries Corporation Limited (NSIC) has fixed a target of total business of Rs. 24000 crore through its various schemes and services like, Raw Material Supply, Raw Material Finance, B2B, B2C and its Technical Centres, etc. for facilitating micro, small and medium enterprises in the country.

(b): Yes, Madam.

NSIC has launched an e-commerce portal www.msmeshopping.com on 31.07.2014 to facilitate online Marketing and Retail Shopping services. The salient features of the www.msmeshopping.com portal includes online registration, web store management, popular products section, multi product cart, multiple payment options, customer support through Call Centre and enhanced security features.

In addition, NSIC also assists MSMEs through MSME Global Mart Web Portal (www.msmemart.com), which provides an online platform for B2B marketing activities. The salient features of the portal includes interactive database of MSMEs, Global and National Tender Notices, self web development tool, centralized mail system, unlimited global trade leads, trust seal of NSIC, multiple language support, payment Gateway for membership subscription, etc. The portal has database of registered members looking for business opportunities, sustainable partnership, sub-contracting and participation in Public Procurement.

(c)&(d): Yes, Madam.

Government in the Ministry of Micro, Small and Medium Enterprises has taken several initiatives like Udyami Helpline, Online registration of MSMEs, Digital Employment Exchange, Virtual cluster, e-office, etc. NSIC also organises defence exhibitions, MSME buyer-seller meets, vendor development programs, MSME DEFEXPO and special vendor development programs to build a MSME database and facilitating supplies from MSMEs to obtain and execute defence orders.