

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

UNSTARRED QUESTION NO:3507
ANSWERED ON:15.12.2014
E COMMERCE PORTAL OF NSIC
Solanki Dr. Kirit Premjibhai

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

- (a) whether the Government is promoting an e-commerce shopping portal through National Small Industries Corporation Limited (NSIC) with a view to boost the business of MSMEs;
- (b) if so, the salient features thereof;
- (c) the number of registered suppliers and the volume of business transacted on the said portal; and
- (d) the steps taken by the Government to promote its usage?

Answer

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

(a)to(d): To boost the business of Micro, Small and Medium Enterprises (MSMEs) in retail sector, the National Small Industries Corporation Limited (NSIC), the Public Sector Undertaking under the Ministry of MSME has launched e-commerce portal, viz., www.msmeshopping.com on 31st July, 2014. The salient features of this portal includes online registration, web store management, online buying and selling, multiple payment options, popular products section, multi product cart, customer support through Call Centre, attractive range of products, payment gateway for membership subscription and enhanced security features. As reported, there are 253 registered suppliers having 2473 products in 103 categories and 279 orders have so far been placed after launching of this portal.

To promote its usages, several steps have been taken viz., awareness programmes in MSME clusters, search engine optimization, participation in exhibitions, road shows and seminars to sensitize MSMEs, email marketing, institutional networking, advertisement in industrial association's journals, advertisements in print media and national dailies, press releases, radio advertisements (Pan India) and television advertisements.