

MSME x ONDC Dashboard

Registration process - [Link for PPT](#)

Eligibility criteria for an MSME to participate in the TEAM Initiative:

- The enterprise should have a valid Udyam Registration
- The enterprise should not already be on ONDC as a seller – a self-declaration will be submitted by the enterprise while registering on the TEAM Initiative portal
- The enterprise should not have taken benefits from similar ONDC initiative being run by Central/ State Government or any other Government entity.

S No.	Name	Incentives
1.	Cataloguing	Incentives to SNPs Up to INR 2,500 per MSE B2C @INR 50/ SKU B2B @INR 125/ SKU *To be paid out only after 2 successful transactions* Targeting - 5 lakh MSEs
2.	Transactions	Incentives to SNPs Up to INR 5,000 per MSE B2C @5% of Sales B2B @INR 250 per transaction

		<p>These incentives will come in place only after the first 2 transactions have been done. Targeting - 1.5 lakh MSEs</p>
3.	Demand Gen	<p>Incentives to BNPs Up to INR 500 per MSE</p> <p>@INR 50 per order</p> <p>Digital Marketing: Common activity across MSMEs</p> <p>These incentives will come in place only after the first 2 transactions have been done. Targeting - 1 lakh MSEs</p>
4.	Logistics	<p>Incentives to MSEs</p> <p>B2C: @ INR 50 per order for 10 orders per MSE B2B: @INR 200 per order for 10 orders per MSE</p> <p>These incentives will come in place only after the first 2 transactions have been done. Targeting - 1.25 lakh MSEs</p>
5.	Packaging	<p>Incentives to MSEs</p> <p>B2C @INR 20 per order up to 10 orders B2B@INR 250 per order up to 10 orders</p> <p>These incentives will come in place only after the first 2 transactions have been done. Targeting - 1.25 lakh MSEs</p>

Additional Initiatives to support MSME by ONDC		
1.	Awareness Creation & Demand Generation	<p>Incentives:</p> <ul style="list-style-type: none"> • Rs. 50 per order (max 10 per MSE) via Buyer Network Participants. • Rs. 450 per MSE onboarded for digital marketing.
2.	Onboarding & Digital Catalogue Creation	<p>Incentives:</p> <ul style="list-style-type: none"> • Rs. 2,500 per MSE for cataloging (B2C: Rs. 50 per SKU up to 50 SKUs; B2B: Rs. 125 per SKU up to 20 SKUs). • Minimum 2 successful orders required before claiming benefits.
3.	Account Management Support	<p>Incentives (capped at Rs. 5,000 per MSE) for SNPs to assist with order fulfilment, logistics, operations, and contract management.</p> <p>Payouts:</p> <ul style="list-style-type: none"> • B2C: 5% of net sales (up to Rs. 5,000 per MSE). • B2B: Rs. 250 per transaction (up to Rs. 5,000 per MSE).
4.	Transportation & Logistics Subsidy	<p>Incentives through SNPs:</p> <ul style="list-style-type: none"> • B2C: Rs. 50 per order (up to 10 orders per MSE). • B2B: Rs. 200 per order (up to 10 orders per MSE).

5.	Packaging Material Subsidy	Incentives through SNPs: <ul style="list-style-type: none"> • B2C: Rs. 20 per order (up to 10 orders per MSE). • B2B: Rs. 250 per order (up to 10 orders per MSE).
6.	Packaging Design Subsidy	Incentives through Indian Institute of Packaging (IIP): <ul style="list-style-type: none"> • 20% of design cost or Rs. 2,000 per MSE (whichever is lower).
		Notes: <ul style="list-style-type: none"> • Benefits for activities 3, 4, and 5 must be availed within 6 months of the first transaction. • Each MSE can claim cataloging benefits from only one SNP. • SNPs using AI-based cataloging cannot claim separate cataloging support. • No SNP can claim over 20% of the budget allocated for activities 2-5.