

**GOVERNMENT OF INDIA  
MINISTRY OF COMMERCE & INDUSTRY  
DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE  
RAJYA SABHA**

**UNSTARRED QUESTION NO. 1819.  
TO BE ANSWERED ON FRIDAY, THE 04<sup>TH</sup> AUGUST, 2023.**

**IMPLEMENTATION OF ONDC PLATFORM**

**1819. Shri B. Parthasaradhi Reddy:**

Will the Minister of **Commerce and Industry** be pleased to state:

- (a) the reasons for the launch of Open Network for Digital Commerce (ONDC) platform and the benefits of such platform to the consumers and sellers;
- (b) whether it is a fact that major e-commerce players are reluctant to join the ONDC platform;
- (c) if so, the measures being taken by Government to attract major e-commerce players to join the platform; and
- (d) the manner in which Government plan to build an efficient digital marketplace for goods and services?

**ANSWER**

**THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE & INDUSTRY  
(SHRI SOM PARKASH)**

- (a):** Open Network for Digital Commerce (ONDC) is not a platform, but a protocol aimed at promoting open networks for all aspects of the exchange of goods and services over digital or electronic networks.

The reasons for the launch of ONDC includes promotion of open networks for all aspects of exchange of goods and services over digital or electronic networks, development of interoperability in digital e-commerce platforms/applications, promotion of digital inclusion for first time digital sellers and to enable wider choices for the consumers both for products and services.

Open Network for Digital Commerce (ONDC) is a first-of-its-kind, global initiative aimed at democratizing digital commerce in India. It would enable large-scale democratization of digital commerce in India by providing a level playing field for large and small scale enterprises, facilitating efficient exchange of goods and services.

For Sellers, ONDC provides a more inclusive e-commerce ecosystem, helps eliminate the high entry barriers, increases the choice of platforms that sellers can use to do business online, encourages new business models to emerge & transform the digital commerce space and foster innovation.

With ONDC, consumers will have access to more sellers and therefore more choices. Also the open network concept will enhance the scope of innovation for various businesses which will pave the way for enhanced customer experience.

- (b) & (c):** ONDC has received expressions of interest from more than 7,000 entities and these include major e-commerce players, MSMEs, startups, brands and businesses across various categories. ONDC will have potential benefits for all players in the e-commerce industry including existing large e-commerce players.
- (d):** In order to build an efficient digital ecosystem for goods and services, ONDC has developed interoperability in digital platforms thereby enabling unbundling of services. ONDC ensures transparency in the digital ecosystem, thereby promoting fair and transparent practices and maintaining a level playing field for all participants.

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