

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

**UNSTARRED QUESTION NO. 689.
TO BE ANSWERED ON FRIDAY, THE 08TH DECEMBER, 2023.**

OPEN NETWORK FOR DIGITAL COMMERCE

689. Shri S Niranjan Reddy:

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

- (a) the details of the number of Farmer Producer Organisations (FPOs), Self Help Groups (SHGs), Micro, Small and Medium Enterprises (MSMEs), food aggregators and small businesses registered and active on the Open Network for Digital Commerce (ONDC) as sellers;
- (b) the details of private companies and big businesses registered and active sellers on the platform;
- (c) the monthly details of the volume of transactions taking place on the platform since its launch;
- (d) the steps taken to increase awareness and adaptation among small businesses to fully leverage the benefits of ONDC; and
- (e) whether any training has been imparted to small businesses and local merchants to use ONDC and be ONDC compliant?

ANSWER

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

(a): Being a Network, ONDC does not directly onboard any sellers. ONDC enables both products and services to be transacted through the network.

- Presently, over 3000 Farmer Producer Organisations (FPOs) have registered to be a part of the ONDC network through various Seller Network Participants.
- 400+ Self-Help Groups (SHGs), micro-entrepreneurs and social sector enterprises have onboarded the network with the aid of SIDBI.
- ONDC is actively working with the Ministry of MSME to onboard MSMEs to the network through existing seller applications and also working to integrate MSME-Mart which has over 2 lakh MSMEs, with ONDC.

- ONDC is also actively working with industry associations like National Restaurant Association of India (NRAI) and Federation of Hotel & Restaurant Associations of India (FHRAI), to onboard restaurants to the network through various food aggregators. Currently ONDC has more than 59,000 food and beverage (F&B) sellers available on the network.

(b): ONDC currently has more than 2.3 Lakh sellers and service providers available on the network onboarded through various seller network participants. These sellers consist of small, medium and large enterprises and drivers in case of mobility.

(c): ONDC is not a platform but a network that enables products and services to be transacted through the network. ONDC do not have a central system that monitors all transactions.

(d) & (e): ONDC has taken various initiatives to increase awareness, adaptation and training among small businesses for fully leveraging the benefits of ONDC and become ONDC compliant. These include:

- ONDC is conducting awareness workshops in collaboration with various industry associations across the country to educate the small sellers and businesses about ONDC and its benefits. Multiple joint workshops are being organised in collaboration with RAI, PHDCCI, FICCI, NASSCOM and FHRAI.
- ONDC is working actively with various departments of all the States and UTs. Each state/ UT has appointed a Nodal Officer to accelerate the state level engagements with ONDC. Various ONDC awareness campaigns and workshops are being organised across the country.
- ONDC has launched a Feet on Street program to support the Network Participants (NPs) in identifying and educating sellers about the benefits of ONDC and how to join through Seller Applications, hand-holding support to sellers to onboard on Seller Applications and creating a first-level basic catalogue.
- ONDC has launched an Academy which is a repository of educational and informative textual and video content. ONDC Academy will provide a curated learning experience providing guidance and best practices for a successful e-commerce journey for each and every participant of the ONDC network.
