

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

**UNSTARRED QUESTION NO. 531.  
TO BE ANSWERED ON FRIDAY, THE 26<sup>TH</sup> JULY, 2024.**

**STATUS AND EXPANSION OF ONDC**

**531 SHRI S NIRANJAN REDDY:**

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

- (a) whether there has been a slower expansion of buyers on the Open Network for Digital Commerce (ONDC) platform, if so, the reasons for the slow growth;
- (b) the number of buyers, buyer platforms, sellers, and seller platforms currently active on the ONDC Network, as well as the delivery services associated with ONDC;
- (c) the details of the number of workshops conducted across various States to raise awareness among sellers and buyers about ONDC, the outcomes of these workshops; and
- (d) the steps being taken to onboard Kirana stores, Farmer Producer Organizations (FPOs), and other small businesses onto the ONDC platform, including any systems for assistance and capacity-building initiatives?

**ANSWER**

**THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE & INDUSTRY  
(SHRI JITIN PRASADA)**

- (a): Open Network for Digital Commerce (ONDC), a section 8 company, is an initiative of the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce & Industry, aimed at promoting open networks for all aspects of the exchange of goods and services over digital or electronic networks. ONDC is not an app or a platform. It is a Digital Public Infrastructure, built on a network model. ONDC does not track the number of consumers/buyers on the network. ONDC has witnessed rapid expansion over a span of a year from 1000+ transactions in January 2023 to 9.9 million + transactions in June 2024.
- (b): ONDC has 71 Seller applications, 22 buyer applications, and 16 logistics service providers. There are a total of 5.7 lakh+ sellers and service providers on the network. ONDC does not track the number of buyers on the network.
- (c): 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. ONDC has conducted 198 workshops with various departments across the states to raise awareness about ONDC. Some of the key outcomes are as follows:
  - i. ONDC has signed MoUs with - 11 states
  - ii. State Emporiums onboarded on network - 11
  - iii. State entities/PSUs onboarded on network - 31

**(d):** ONDC has taken various initiatives to increase awareness, adaptation and training among Kirana stores, Farmer Producer Organizations (FPOs) and other small businesses for fully leveraging the benefits of ONDC and become ONDC compliant. These include:

- ONDC has been 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 has delivered virtual training & technical training through open digital sessions, which was attended by large number of startups, students, business leaders, bureaucrats etc.
- ONDC has developed a Handbook to help sellers (especially first time sellers) succeed in digital commerce in 14 languages and are being distributed widely.
- ONDC is in collaboration with Bhashini to improve app development and e-commerce in Indic languages.
- 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.
- To connect every village in India to the national digital market, CSC- Common Services Centers have gone live on ONDC.
- ONDC Sahayak - Whatsapp Bot “ONDC Sahayak” launched in 5 languages, to help sellers and buyers get information about ONDC.
- ONDC has launched an Academy, which is a repository of educational and informative textual and video content. ONDC Academy is providing a curated learning experience providing guidance and best practices for a successful e-commerce journey for each and every participant of the ONDC network.

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