

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

**UNSTARRED QUESTION NO. 1490.
TO BE ANSWERED ON FRIDAY, THE 01ST AUGUST, 2025.**

STATUS OF ONBOARDING OF MSMEs ON ONDC

1490. SHRI SUJEET KUMAR:

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

- (a) the total number of businesses, including Micro, Small and Medium Enterprises (MSMEs), that have been onboarded onto the Open Network for Digital Commerce (ONDC) since its inception, along with a sector-wise distribution;
- (b) the key initiatives undertaken by Government to promote awareness and increase adoption of ONDC among small businesses, particularly under the MSME-TEAM initiative and the impact thereof; and
- (c) whether Government has identified any key challenges or bottlenecks in the implementation and scalability of ONDC, if so, the details thereof and the corrective measures being taken to address them?

ANSWER

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

- (a): Open Network for Digital Commerce (ONDC) enables different types of sellers and businesses including Farmer Producer Organization (FPOs), Self Help Groups (SHGs), Micro, Small and Medium Enterprises (MSMEs), Weavers, Artisans and Traders - Retailers, Kirana shops, etc. As on 24 July 2025, the total number of retail sellers on the network is 1,34,158. The number of MSMEs onboarded on MSME TEAM portal as on 23rd July 2025 is 2834, of which 1068 are women owned enterprises.
- (b): The Government has taken several steps to promote awareness and increase adoption of ONDC among small businesses. Ministry of MSME's Scheme 'MSME Trade Enablement and Marketing (MSME TEAM) Initiative', focuses on onboarding MSMEs onto the ONDC platform and supporting in their e-commerce journey. By helping them access different markets, it enables the MSMEs in widening their customer base and increase their income. This will also strengthen the trustworthiness and credibility of MSMEs by establishing their digital presence and transaction history. The Outlay of the Scheme is Rs. 277 Crore with 5 Lakh MSMEs as Target Beneficiaries (50% to women).

Training on digital literacy and e-commerce operations is in-built in the MSME TEAM Initiative in various places including Tier II and III cities, and rural areas. As on 28 July 2025, 24 awareness workshops have been conducted under TEAM Scheme.

In addition, ONDC has delivered 300+ hours of virtual training on ONDC & 200+ hours of technical training through open digital sessions which was attended by 50,000+ startups, students, business leaders, bureaucrats etc. ONDC has also developed a Handbook to help sellers (especially first time sellers) succeed in digital commerce in 14 languages. ONDC has partnered with Bhashini to improve app development and e-commerce in Indic languages. Whatsapp Bot “ONDC Sahayak” launched in 5 languages to help sellers and buyers get information about ONDC.

The impact of the above mentioned initiatives are that 2834 MSMEs have onboarded on MSME TEAM portal as on 23rd July 2025, out of which 1068 are women owned enterprises. Through ONDC, family owned and small business have expanded its reach to several cities across the country, their profit margins have increased by eliminating intermediaries and significantly enhancing business growth. ONDC has also empowered women across 76 SHGs facilitating over 1,200 orders.

- (c): Challenges that have been identified in the implementation and scaling of ONDC are friction in onboarding and integration of network participants, limited demand-side traction in early phases and low levels of digital literacy, especially among underserved and unserved communities. ONDC has been designed to enable complete digital transactions of any catalogueable product or service. ONDC has simplified onboarding and improved participant experience; deepening category enablement across key sectors; strengthened demand-side engagement; expanded access for digitally underserved and unserved communities. ONDC is committed to both deepening its enablement of categories and economic sectors, as well as responding to market demand and interest in supporting new sectors and services aligned with the larger goals of democratizing the digital economy in India.
