

GOVERNMENT OF INDIA  
MINISTRY OF COOPERATION

**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 329**  
TO BE ANSWERED ON 23<sup>rd</sup> JULY, 2025

**Improving digital access to cooperative products**

329 Smt. Mamata Mohanta:  
Shri Jaggesh:  
Shri Narayana Koragappa

Will the Minister of COOPERATION be pleased to state:

- (a) whether it is a fact that the MoU between the Ministry of Cooperation and Swiggy Instamart can significantly enhance digital market access for cooperative products across the country;
- (b) whether the benefits of this MoU will reach grassroots-level producers or will they remain limited to urban or well-connected cooperatives;
- (c) whether creating a dedicated "Cooperative" category on Swiggy will increase visibility and sales of items like dairy, organics, millets, and handicrafts;
- (d) whether cooperatives have the necessary digital literacy and infrastructure to leverage this new online channel; and
- (e) if so, the details thereof?

ANSWER

THE MINISTER OF COOPERATION  
SHRI AMIT SHAH

(a) to (c) Yes sir, Ministry of Cooperation has entered into an MoU with Swiggy Limited on 25.04.2025 to collaborate to enhance the digital and market integration of cooperative products, facilitate policy discussions, and drive consumer engagement with the cooperative sector, with an aim to promote Indian cooperative sector and realize the vision of 'Sahkar se Samriddhi'.

The purpose of this MoU is to establish a strategic partnership between MoC and Swiggy to enhance digital integration and market access for cooperative products, particularly in the dairy and organic sector, and facilitate capacity building for cooperatives in areas such as digital marketing, logistics, and consumer technology.

The Scope of the MoU includes the following:

- i. Swiggy, in collaboration with the Ministry of Cooperation, would engage on an awareness campaign for cooperative movement/ organisations/ products in India.
- ii. Encourage onboarding of cooperative dairy products and support for preferred access through Swiggy's Instamart platform for cooperatives.
- iii. Swiggy, in collaboration with the ministry, will support the cooperative brands in the areas of marketing, promotion, consumer technology and capacity building efforts.
- iv. Swiggy will create a separate cooperative category on its platform, with a focus on brands promoted by cooperative organisations for products such as Organics, Dairy, Millets, Handicrafts, etc.

The initiative will enhance digital access, create sustainable growth opportunities, maximize the impact of cooperatives in the digital economy, and capacity building for cooperatives through mutually agreed upon projects.

(d) to (e) While some cooperatives are still developing their digital capabilities, the Ministry is taking steps such as capacity-building initiatives, digital onboarding support, and training programmes to enhance digital readiness among cooperatives. Further, certain cooperatives have developed their own Direct-to-Consumer (D2C) channels to ensure direct delivery of products to consumers. Leading cooperatives like Amul, along with several regional counterparts, have also launched social media handles in both English and regional languages to actively engage with their customers.

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