

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

RAJYA SABHA

**UNSTARRED QUESTION NO. 2288.
TO BE ANSWERED ON FRIDAY, THE 07TH AUGUST, 2026.**

STATUS OF ONDC

2288. SHRI SUJEET KUMAR:

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

- (a) the number of sellers, including MSMEs and small retailers, onboarded on the Open Network for Digital Commerce (ONDC), State-wise;
- (b) the growth in transaction volumes and the key milestones achieved on the network since its inception; and
- (c) the measures taken to promote ONDC, including outreach, capacity building and onboarding support extended to MSMEs and small retailers across the States and the roadmap for further expanding the network?

ANSWER

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

- (a): The Open Network for Digital Commerce (ONDC) is an open, interoperable network that enables buyers and sellers to transact across multiple platforms without being tied to any single application. ONDC is a Section 8 (not-for-profit) company incorporated under the Companies Act, 2013. It is not a platform, application, or marketplace.

As ONDC is a network rather than a platform, sellers transact through their respective Seller Network Participants and aggregator entities. A single such entity may represent multiple MSMEs and small retailers. Crucially, sellers can migrate between network participants based on their preferences and the offerings provided by Seller Network Participants and aggregator entities, while maintaining access to the network-wide consumer base.

ONDC does not maintain a network-wide, individually attributed count of every seller, MSME, and small retailer transacting on the network. At the aggregate network level, more than 2 lakh merchants across retail, which may include merchants, SHGs, FPOs, MSMEs, sellers, traders etc., are active on the network. More than 10 lakh service providers across mobility and logistics are associated with the network as of July 2026. These network-wide figures are not classified as MSME or small-retailer status.

- (b):** The network has scaled from a base of 0.2 million transactions in FY22–23 to 218 million transactions in FY25–26. The network subsequently crossed 500 million cumulative transactions in July 2026, with growth spread across retail, logistics, mobility and public transport, tourism, and financial services, and driven by the participation of startups, enterprises, developers, logistics partners, financial institutions, retailers, farmers, Farmer Producer Organisations (FPOs), mobility providers and other network participants.

Key milestones achieved on the network include:

- i. Retail (DigiDukaan): DigiDukaan has been launched in Hyderabad and Jaipur, with over 13,000 kirana stores onboarded across the two cities.
- ii. Amazing India: More than 800 independent sellers and 8 aggregator entities, representing over 1,500 Farmer Producer Organisations (FPOs) have been onboarded. In addition, 7 warehouses have been operationalised in partnership with India Post and DGCPack.
- iii. Logistics: More than 50 Hyperlocal Logistics Service Providers are live on the ONDC network. More than 50 brands across Online Food, Quick Commerce, Pharmacy, and other large and small-format retailers leveraging the network for deliveries across 150+ cities. More than 60,000 merchants leveraging the ONDC Logistics Network. Under the Fleet Connect initiative, 11 logistics service providers were on-boarded during Q1 FY 2026–27.
- iv. Public Transport: Approximately 80% of India's metro ticketing inventory is available on the network. As of June 2026, the network facilitated over 3.7 lakh public transport trips per day across more than 35 buyer applications, covering 9 metro systems and 4 city bus transport entities.
- v. Ride Hailing: The network has enabled participation of over 10 lakh drivers.
- vi. Travel and Tourism: More than 885 tourism experiences are available across 7 buyer applications, including ticketing for 16 National Museums and over 170 Archaeological Survey of India (ASI) monuments.
- vii. Financial Services: Since its inception, the Mutual Funds category has recorded over 10 lakh cumulative purchase transactions.

- (c):** The Government has taken up several measures to support & empower rural entrepreneurs, Self Help Groups (SHGs), small retailers and MSMEs for adopting e-commerce for marketing and sale of their products, which are as under.

- i. DigiDukaan, an ONDC initiative for onboarding small kirana and retail traders onto the digital commerce network, is currently operational in Hyderabad and Jaipur, with support from a network of distributors and wholesalers that provides access through major consumer goods companies in Jaipur. The initiative deploys dedicated field resources and digital outreach campaigns for on-the-ground onboarding and awareness generation among small traders.
- ii. Under the MSME TEAM Initiative, a sub-component of the World Bank-supported RAMP programme of the Ministry of Micro, Small and Medium Enterprises, a total outlay of Rs. 277.35 crore has been approved for FY 2024-25 to FY 2026-27 to facilitate onboarding of micro and small enterprises onto ONDC through awareness, capacity-building and training activities, with financial assistance extended for onboarding, product cataloguing, account management, logistics, and packaging material and design, and with 50% of

- beneficiary MSMEs targeted to be women-owned enterprises.
- iii. State-level initiatives are also underway for onboarding local and indigenous products, as well as enabling SHGs and cooperatives to sell through ONDC.
 - iv. ONDC has developed and disseminated training and capacity-building programs, including over 3,000 hours of virtual training and more than 200 hours of technical training through open digital sessions, attended by over 50,000 participants.
 - v. ONDC publishes Seller Handbooks and Guidebooks to assist first-time digital sellers, made available in 14 Indian languages.
 - vi. ONDC is working with ecosystem partners such as SIDBI, NABARD, and other developmental organizations to onboard SHGs, social-sector sellers and micro-entrepreneurs.
