

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

**STARRED QUESTION NO. 296.  
TO BE ANSWERED ON WEDNESDAY, THE 09<sup>TH</sup> AUGUST, 2023.**

**E-COMMERCE PLATFORMS ON ONDC SYSTEM**

**\*296. SHRI KARTI P. CHIDAMBARAM:**

Will the Minister of **COMMERCE AND INDUSTRY** be pleased to state:

**वाणिज्य एवं उद्योग मंत्री**

- (a) the details of the plans of the Government to increase the adoption of the Open Network for Digital Commerce (ONDC) system by e-Commerce platforms;
- (b) whether the Government plans to force e-Commerce platforms to comply if they don't join the ONDC system;
- (c) if so, the details of such plans thereof;
- (d) the plans of the Government to increase awareness about ONDC among consumers;
- (e) the details of Indian businesses that have benefitted from the ONDC system and the details of increase in their revenue from usage of the system thereof;
- (f) whether the Government plans to prioritize the growth of businesses not affiliated with the ONDC system as online sales account for only 7 per cent of India's total commerce; and
- (g) if so, the details of such plans and the data on their implementation thereof?

**ANSWER**

**वाणिज्य एवं उद्योग मंत्री (श्री पीयूष गोयल)**

**THE MINISTER OF COMMERCE & INDUSTRY  
(SHRI PIYUSH GOYAL)**

**(a) to (g):** A statement is laid on the Table of the House.

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**STATEMENT REFERRED IN REPLY TO PARTS (a) TO (g) OF THE LOK SABHA STARRED QUESTION NO. 296 FOR ANSWER ON 09.08.2023.**

**(a):** The Government's endeavour is to increase the adoption of Open Network for Digital Commerce (ONDC), by all large and small scale enterprises, to facilitate efficient exchange of goods and services. ONDC is not a platform, but a network meant to democratise digital commerce.

Various activities to increase the adoption of ONDC includes the following:

- ONDC has conducted more than 25 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, CII 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 (FoS) program, involving 90 FoS resources, 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.

**(b) & (c):** ONDC is based on the principle of voluntary participation and adoption.

**(d):** ONDC is taking proactive measures to increase consumer awareness and encourage active participation on the network. ONDC is organizing joint promotion campaigns and workshops in collaboration with industry associations and various Central/State ministries/departments. The aim is to educate the consumers, about the benefits of ONDC, its impact on the local economy and the significance of supporting local businesses.

**(e):** ONDC is a Protocol that enables Network Participants to efficiently exchange goods and services. No such data is maintained by ONDC.

**(f) & (g):** Government of India has undertaken various steps to prioritize the growth of businesses in India, irrespective of whether affiliated to ONDC. This especially includes steps to improve ease of doing business and measures to reduce compliance burden.

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