

GOVERNMENT OF INDIA
MINISTRY OF CONSUMER AFFAIRS, FOOD & PUBLIC DISTRIBUTION
DEPARTMENT OF FOOD AND PUBLIC DISTRIBUTION

LOK SABHA
UNSTARRED QUESTION NO.1593
TO BE ANSWERED ON 31ST JULY, 2024

FAIR PRICE SHOPS ON ONDC PLATFORM

1593 SHRI RAJU BISTA:

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण मंत्री be pleased to state:

- (a) the specific details on the number of Fair Price Shops currently onboarded into the Open Network Digital Commerce (ONDC) platform, State/UT-wise particularly in West Bengal;
- (b) the anticipated benefits for consumers and fair price shop owners from integrating fair price shops into the ONDC platform, particularly in terms of transparency and efficiency;
- (c) the details of the measures taken by the Government to address potential challenges in integrating fair price shops into the ONDC platform, ensuring smooth implementation and adoption; and
- (d) the details of the future plans and expansions for ONDC to enhance its coverage of fair price shops nationwide, aiming for broader inclusivity and accessibility?

A N S W E R
MINISTER OF STATE FOR MINISTRY OF CONSUMER AFFAIRS,
FOOD & PUBLIC DISTRIBUTION
(SHRIMATI NIMUBEN JAYANTIBHAI BAMBHANIYA)

(a): The Department of Food and Public Distribution, Government of India has launched a pilot project to integrate Fair Price Shops (FPSs) with the Open Network for Digital Commerce (ONDC). As part of this initiative, 11 FPSs from Himachal Pradesh have been onboarded onto the ONDC network in February, 2024.

(b): Integrating fair price shops into ONDC has the potential to create a more transparent and efficient system for both Fair Price Shop owners and Consumers.

Benefits for consumer:

For consumer visiting fair price shops in rural areas, in addition to providing rations / products etc, these shops can become hubs to digitally access national markets through an assisted commerce model.

Digitisation of products available at fair price shops enhances the discoverability of these products by consumers in that area as well as discoverability of the shops themselves.

Benefits for fair price shop owner:

Increased market access for FPS shops - larger consumer base beyond its current beneficiaries.

Increase in livelihood through additional sources of revenue by participating in assisted commerce model.

Access to e-commerce without high commissions charged by digital marketplaces, along with the potential to reduce logistics cost and increase the connectivity of digital commerce through the existing infrastructure of FPS across India.

(c): Workshops and training programs have been conducted to assist FPS dealers in Himachal Pradesh.

(d): Presently, only the pilot scheme has been launched to assess the viability of onboarding ONDC in FPSs. The result of pilot scheme will then be deliberated for further expansion at pan-India Level. The states will lead this scheme.
