

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

**UNSTARRED QUESTION NO. 4217.
TO BE ANSWERED ON TUESDAY, THE 19TH AUGUST, 2025.**

ONDC PLATFORM

4217. SHRI P C MOHAN:

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

वाणिज्य एवं उद्योग मंत्री

- (a) the total number of registered users and organizations currently on the ONDC platform in the country;
- (b) the number of such vendors enrolled in Karnataka, particularly in Bengaluru Urban and Bengaluru Central Lok Sabha Constituency;
- (c) whether the Government has conducted any targeted awareness or onboarding drives to encourage enrollment of small retailers and street vendors on ONDC;
- (d) if so, the details thereof along with the details of such initiatives undertaken, including the number of beneficiaries and locations covered; and
- (e) the steps being taken to enhance digital capacity building and ease of access for traditional retailers to benefit from the ONDC platform?

ANSWER

वाणिज्य एवं उद्योग मंत्रालय में राज्य मंत्री (श्री जितिन प्रसाद)

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

- (a) :** Open Network for Digital Commerce (ONDC) is not a platform or an application or marketplace, it is a network that connects buyers and sellers across different platforms. Unlike traditional platform-centric models, ONDC is an open, interoperable network that allows small businesses to participate without depending on a single platform. ONDC, therefore, does not track the number of consumers/buyers. As of 10th August 2025, more than 7.5 lakh sellers and service providers are live on the network from over 630 cities and towns across India. Of these, over 1.2 lakh sellers are in the retail domains.
- (b):** As on 10 August 2025, more than 21,800 sellers are live on the ONDC network in Karnataka, including over 19,700 sellers in Bengaluru.
- (c) to (e):** Yes, the Government has taken several steps to promote awareness and increase adoption of ONDC for small retailers and street vendors. 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 area. The number of MSMEs onboarded on MSME TEAM portal as on 23rd July 2025 is 2834 of which 1068 are women owned enterprises. As on 28 July 2025, 24 awareness workshops have been conducted under TEAM Scheme.

In addition, ONDC has also taken several initiatives for capacity building for sellers, artisans, and rural micro-entrepreneurs across the country as part of its broader mission to democratize access to digital commerce. ONDC has 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" has been launched in 5 languages to help sellers and buyers get information about ONDC. The Digital Readiness Assessment Tool, developed with the Quality Council of India (QCI), helps assess and enhance the digital capabilities of artisans and MSMEs, ensuring they are prepared for sustainable digital commerce participation. These initiatives are designed to empower rural entrepreneurs and small businesses across India to participate in and benefit from the digital commerce ecosystem enabled by ONDC.
