

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

**UNSTARRED QUESTION NO. 2721.
TO BE ANSWERED ON TUESDAY, THE 16TH DECEMBER, 2025.**

ROLE OF ONDC

2721. SHRI PRAVEEN KHANDELWAL:

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

वाणिज्य एवं उद्योग मंत्री

- (a) whether the Government has examined the role of Open Network for Digital Commerce (ONDC) in integrating small urban merchants and service providers, if so, the details thereof;
- (b) the number of vendors onboarded from metropolitan business districts; and
- (c) the expected impact on competition, price transparency and consumer choice?

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), unlike traditional e-commerce platforms that operate in silos, creates an open ecosystem where sellers can reach customers across multiple platforms without being restricted by platform-specific terms and conditions. ONDC plays a big part in ensuring that small businesses, local traders and MSMEs are not digitally excluded in the emerging e-commerce environments by providing a fair, transparent, and non-discriminatory discovery within emerging e-commerce environments through open protocols that make all sellers equally visible across network regardless of size, scale or digital sophistication. Seller-side apps make their full catalogues discoverable to all buyer-side apps, while buyer-side apps disclose key parameters used for sorting or listing search results, enabling sellers to understand and improve their ranking. Common open specifications adopted by all network participants further enhance transparency and prevent opaque or biased listing practices.

Further, Ministry of MSME's Trade Enablement and Marketing (TEAM) scheme promote adoption of digital commerce by SMEs, small sellers including Self Help Groups (SHGs), Farmer Producer Organisation (FPOs), artisans, rural entrepreneurs and local retailers through the ONDC. Under this scheme, these small sellers are provided support in digital literacy, awareness, cataloguing, and onboarding, with a focus on inclusivity by targeting 50% of beneficiaries as women-led SMEs.

- (b):** As of 9 December 2025, there are a total of 1.16 lakh+ retail sellers live on the ONDC from over 630+ cities and towns across India. Metropolitan business district-wise classifications of sellers is however not maintained.
- (c):** The ONDC network lowers entry barriers for small and micro businesses by enabling interoperability across multiple buyer and seller-side applications, thereby increasing competition in digital commerce. The presence of multiple platforms offering the same products and services promotes greater price transparency for consumers. Additionally, as sellers of different sizes and from diverse geographies become accessible on the network, consumers benefit from a wider selection of products and services, enabling more informed and competitive choices.
