ONDC & its Achievements

Why in News?

Recently, the Prime Minister has praised the transformative impact of the Open Network for Digital Commerce (ONDC) on India's e-commerce landscape.

Open Network for Digital Commerce (ONDC)

• **ONDC** – It is an initiative to promote an open e-commerce network that connects shoppers, platforms and retailers.
• **Launched in** – 2021, by Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry.
• **Vision** – To democratise e-commerce in India
• **Aim** – To create an inclusive e-commerce environment through an open protocol developed on open-source specifications, making it independent of any one platform.

3 Major Components		
Buyer Apps	**Seller Apps**	**ONDC Gateways**
Applications that interact with *demand*-layer goods and services.	Applications that interact with *supply*-layer goods and services.	Applications that *orchestrate* buyer and seller services.
Example: Chatbots, user-based apps and voice assistants.	**Example**: Receiving buyer requests, fulfilling orders, publishing goods and services catalogs.	**Example**: Location-based buyer discovery apps like Magicpin.

- **Drives growth** - It has facilitated over 150 million transactions
- **Drives inclusivity** – Network now boasts more than 200 participants, including sellers, buyers, and service providers.
- Buyers from more than 1,100 cities and towns have engaged with the network.
- **Access to wider customer base** - *7 lakh sellers* and service providers from over 600 cities and towns.
- **Empowered farmers** - More than *7,000 farmer producer organizations (FPOs)*, representing 35 lakh farmers, have been onboarded.
- It aligns with ONDC's goal of bridging the gap between rural and urban markets.
- **MSME growth** – It has placed a strong emphasis on fostering the growth of small and medium enterprises (SMEs) through initiatives like the MSME TEAM scheme.

Reference

The Tribune| ONDC’s Significant Milestones

Related News Article - Open Network for Digital Commerce (ONDC)

