

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 <u>demand</u> -layer goods and services.	Applications that interact with <u>supply</u> -layer goods and services.	Applications that <u>orchestrate</u> 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 <u>Magicpin</u> .

- **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 \(ONDC\)](#)

