

Operational Plan for Activating the Market In ONDC Ecosystem

INTRODUCTION

This operational plan outlines a step-by-step approach for college students to implement the "Enhanced Catalog Management System" designed to address the challenges in ONDC's ecosystem. By leveraging the developed website with user and admin panels, the plan ensures scalability, inclusivity, and technical feasibility.

Objectives

- **Seamless Activation:** To enable efficient onboarding of sellers and buyers in the market.
- **Enhanced Participation:** To ensure rural and small-scale sellers actively participate using the developed platform.
- **Streamlined Catalog Management:** To eliminate redundancy and improve the quality of catalog data.
- **Skill Development:** To empower college students to gain hands-on experience in real-world operational management.

Execution Steps

A. Team Formation

1. Roles and Responsibilities:

- **Project Manager:** Oversees overall execution and coordination.
- **Technical Lead:** Handles website deployment, hosting, and backend maintenance.
- **Marketing Lead:** Promotes the platform and engages with local sellers.
- **Field Executives:** Assists sellers in onboarding and troubleshooting.
- **Data Analyst:** Monitors progress and provides feedback for improvements.

B. Pre-Activation Phase

1. Technology Setup:

- Deploy the website on a cloud platform (e.g., AWS or Azure).
- Configure the database and ensure scalability using PostgreSQL or NoSQL solutions.

2. Training and Familiarization:

- Conduct training sessions for the team on:
 - Website features (User and Admin Panels).
 - Basic catalog management processes.
 - ONDC principles and objectives.

3. Resource Allocation:

- Secure laptops, smartphones, and a stable internet connection.

- Prepare marketing materials (flyers, digital posters).

C. Seller Onboarding

1. Identifying Target Sellers:

- Focus on rural and urban sellers in Delhi NCR and Greater Noida.
- Prioritize small-scale businesses such as kirana stores and local artisans.

2. Onboarding Campaign:

- Conduct workshops in colleges and community centers.
- Use the website's Seller Panel to:
 - Register sellers.
 - Assist them in creating and managing catalogs with predefined templates.

3. Support and Troubleshooting:

- Provide a 24/7 helpline and chatbot assistance integrated with the platform.
- Offer multilingual support to cater to diverse sellers.

D. Buyer Engagement

1. Promotional Strategies:

- Use social media campaigns to attract buyers to the platform.
- Collaborate with local influencers and college clubs to spread awareness.

2. Platform Features for Buyers

- Ensure advanced search and filtering options are accessible.
- Promote exclusive offers from onboarded sellers to incentivize early adoption.

E. Monitoring and Feedback

1. Data Collection:

- Use the Admin Panel to track:
 - Seller and buyer registrations.
 - Catalog quality metrics.
 - System usage statistics.

2. Feedback Mechanism:

- Conduct surveys with sellers and buyers.
- Host bi-weekly feedback sessions to identify bottlenecks.

Timeline

Phase	Timeline	Activities
Pre-Activation Phase	Week 1	Team training, website deployment
Seller Onboarding	Week 2-4	Workshops, catalog setup, troubleshooting
Buyer Engagement	Week 3-5	Promotions, buyer registrations
Monitoring and Review	Week 6 and beyond	Data analysis, feedback incorporation

Key Performance Indicators (KPIs)

1. Number of sellers onboarded.
2. Percentage reduction in catalog redundancy.
3. Buyer engagement rate (e.g., repeat visits, purchases).
4. System uptime and responsiveness.
5. Feedback scores from sellers and buyers.

Scalability and Sustainability

- **College Expansion:** Engage students from different colleges to replicate the initiative in their localities.
- **Open-Source Contribution:** Continuously improve the platform by encouraging contributions from tech-savvy students.
- **Long-Term Support:** Collaborate with ONDC or local NGOs for financial and operational support.
- **Phase-Wise Scaling:**
 - **Phase 1:** Focus on Delhi NCR and Greater Noida.
 - **Phase 2:** Expand to Tier 2 cities.
 - **Phase 3:** Scale to rural areas nationwide.

Budget Estimate

Expense	Estimated Cost
Website Hosting	₹5000/month
Marketing Campaigns	₹20,000
Workshops and Training	₹10,000
Internet and Communication	₹5,000
Miscellaneous	₹5,000
Total	₹45,000

Conclusion

This operational plan provides a realistic and achievable roadmap for college students to execute and scale the proposed solution effectively. By addressing catalog management challenges and fostering inclusivity, the initiative aligns with ONDC's mission and empowers small-scale sellers to thrive in the digital marketplace.