

July - December



Strengthening everyone's commerce!

## ONDC Network: An Overview

The ONDC Network is a technology-driven initiative aimed at increasing e-commerce penetration across the country. By empowering businesses to embrace digitalization, the network facilitates their expansion into larger customer markets. The network's goal is to ensure that e-commerce becomes affordable, inclusive, and scalable for businesses of all sizes, achieved through an open protocol.

### Growth Map



**2.2 lakh+**  
peak orders per day



**60 network**  
Participants live on the  
ONDC Network



**2.7 lakh+**  
active Sellers &  
Services Providers



**4000+**  
active pincodes with  
1.4 crore+ SKUs



**10 Product Categories**  
enabled



Focus On

# Social Sector



Kudambashree women in Kerala achieved **1200+** orders in **10 months**



Kanchipuram saree weavers secured orders worth **21 lakhs**, inspiring younger generations to embrace traditional crafts



Bangla Bari Modern Agricultural FPC, West Bengal received **2560** orders



ONDC Network implemented the Craftmark tag on product pages, elevating the brand value of Craftmark-certified craftsmen

## Employee Spotlight



### “Anjani K. Jajodia

ONDC's mission to democratize e-commerce is commendable and motivating, as it has the potential to positively change the lives of MSME business owners. ONDC Network offers a distinctive platform that encourages professionals to engage in “deep thinking” and confronts them with the task of finding innovative solutions to intricate problems. These solutions have the power to reshape the digital commerce landscape of the country. Conceptually, ONDC Network disrupts the conventional way the world conducts trade. As a team, if we can attain excellence in execution, I am confident that ONDC Network is on the path to experiencing exponential growth in the near future.



# Tech Talk



**1** Launched open-source reference apps for buyer and seller NPs

**2** Released implementation models for prospective NPs in:

<b>Financial services</b> Credit-invoice business lending & personal loans	<b>Mobility</b> On-demand rides, metro, airline, inter/intra-city buses	<b>B2B Retail</b> Domestic & exports
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**3** Tech log review utilities for protocol version 1.2.0 (Retail and Logistics)

**4** Mock APIs and Sandbox to test financial services - Credit

# Events



## ONDC Academy Launch

Held on July 21st, 2023, at IIT Delhi with over 150 participants, our primary goal was to introduce the ONDC Academy and foster widespread public awareness. ONDC Academy provides a curated learning experience for a successful e-commerce journey for those who want to be a part of the network. The academy has also enabled certification issued by NSE Academy which provides a badge to individuals successfully completing an assessment and a badge to validate their correct understanding of managing operations across the network.

## Nodal Officers' Workshop

Under the guidance of Secretary Rajesh Kumar Singh, DPIIT, Ministry of Commerce and Industry and government of India, organized a one-day Nodal Officers' Workshop on August 11th, 2023, at Vanijya Bhawan, New Delhi. The workshop aimed to accelerate the Open Network for Digital Commerce (ONDC) initiative and was attended by Nodal Officers from all States & Union Territories.





## Category Focus

- Enabling FMCG and B2B platforms to access the HORECA (Hotel, Restaurant, and Cafe) category by leveraging our extensive base of 50,000 restaurants.
- Working with neo-banking platforms & govt e-marketplaces like Spicemoney & CSC to enable B2B distribution in rural areas across India.
- Partnering with MSME ministry & SIDBI through RAMP program to digitize underserved MSMEs.



## State Partnerships

- Government of West Bengal launched 'Yatri Sathi' app and onboarded 29,000+ cab drivers on the network.
- Partnering with clusters linked to KDEM & HOPCOM in Karnataka to expand market access.
- Collaborating with Gujarat Govt. to onboard Gujarat Prison & Garvi Gujri.
- Outreach workshops with Swadeshi Research Institute in Tripura to onboard local bamboo products.
- Running ONDC awareness workshops in states of MP, Bihar, Assam, UP, Maharashtra and more in collaboration with state governments.

*Thank you for your support on our journey to transform digital commerce in India.  
We look forward to more a more inclusive e-commerce space for all in the new year!*