

Creating an inclusive ecosystem for e-commerce!

The Open Network for Digital Commerce (ONDC) is an initiative transforming the e-commerce landscape in India. Unlike traditional platforms that dominate the market, ONDC fosters an open and inclusive network where buyers and sellers can connect directly. This empowers small businesses, particularly those in rural areas, by offering them a level playing field and eliminating the need to rely on specific platforms with high fees and restrictive policies.



The Success Stories

Unlocking Opportunities
for Rural Entrepreneurs with

ONDC NETWORK



Trained Farmers of New Agriverse Farmers Producer Company Ltd



Handloom Weaving

Sri Vidhya Handlooms

Key Highlights

- Sri Vidhya Handlooms achieved pan-India market access and credibility through ONDC, inspiring the community's younger generation to embrace the digital scaling of the business.
- Catalysing a digital leap, Sri Vidhya Handlooms soared from 20 to 900 product listings, settling at 400 curated digital catalogues, and secured over 1200 orders via ONDC.

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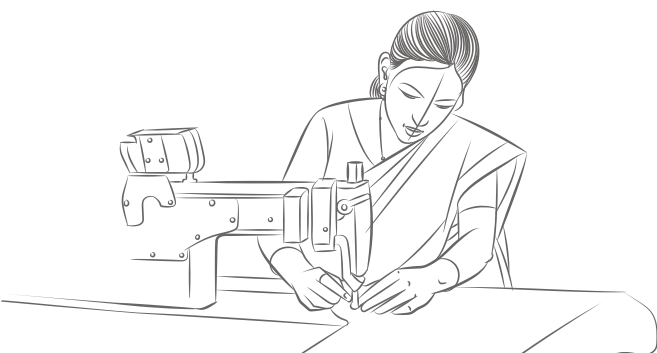
ONDC and SIDBI's GV program enabled SHGs to reach 1200+ orders, showcasing digital platforms' transformative impact.

Revolutionising rural employment and empowerment through mushroom cultivation, organic products, innovative marketing, and sustainable practices.

Backed by various organisations, the enterprise aimed to promote sustainable farming with 600 local shareholders and 2500 members.

Dinajpur's FPOs show ONDC's transformative role, leveraging digital and grassroots marketing for expanded rural commerce.

Supported by ONDC, Dinajpur's nine FPOs secured 14,000+ orders, underscoring the effectiveness of digital and grassroots marketing.



Mann Deshi Foundation

Key Highlights

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The transformation of 76 Self-Help Groups (SHGs) and the Mann Deshi Foundation and Kudumbashree integration into the Open Network for Digital Commerce (ONDC) represents a pivotal movement towards digital empowerment for women entrepreneurs across India. These groups, collectively representing over a million women, embarked on their digital commerce journey, initially hindered by barriers such as a lack of technical know-how, operational support, and awareness about e-commerce platforms. The SHGs, the Mann Deshi Foundation, and Kudumbashree faced significant challenges due to their traditional non-engagement in e-commerce, attributed to skill gaps, policy restrictions, and a general lack of awareness and funding for digital transitions.

The essential task was to provide comprehensive support beyond mere technological solutions. This involved addressing the skill and policy gaps, enhancing awareness, securing funding, and streamlining operations to facilitate their entry and sustainability in the digital marketplace. The journey to digital empowerment was facilitated through collaborative efforts with various ecosystem players. A visit from representatives of

ONDC to Satara, Maharashtra, for hands-on training, packaging, and digital cataloguing marked the beginning. The support extended by the Small Industries Development Bank of India (SIDBI) through the GV program played a crucial role, alongside the technical and operational guidance provided by ONDC, which included workshops for order fulfilment and self-marketing strategies to ensure these women-led groups could effectively sell their products online.

The concerted efforts bore fruit, with the SHGs achieving over 1200+ orders collectively through ONDC, marking a significant achievement in their digital commerce endeavours. This milestone showcased the potential of digital platforms to amplify the reach and profitability of these women-led enterprises and underscored the critical role of comprehensive ecosystem support in transitioning traditional businesses to the digital realm. Through ONDC, these initiatives have dramatically enhanced the economic independence of women entrepreneurs, providing them with a sustainable path to market exposure and capital access, thus contributing significantly to their goal of empowering a million women by 2024.





New Agriverse Farmer Producer Limited



Mushroom farming at rural household

New Agriverse Farmers Producer Company Ltd

Key Highlights

- Revolutionising rural employment and empowerment through mushroom cultivation, organic products, innovative marketing, and sustainable practices.
- Backed by various organisations, the enterprise aimed to promote sustainable farming with 600 local shareholders and 2500 members.

In the village of Jatrapur, Rajarhat, District Coochbehar, West Bengal, India, New Agriverse Farmers Producer Company Ltd aimed to revolutionize mushroom farming and uplift rural communities. With over 600 local shareholder farmers and an additional 2500 member farmers, the enterprise sought to promote sustainable farming practices, leveraging support from SFAC, CBBO 7 Mile Satish Club Coochbehar, Krishi Vigyan Kendra Coochbehar, and Uttar Banga Krishi Vishwavidyalaya.

Led by Managing Director Mr. Biproyoti Bhowmik, an engineer-turned-entrepreneur, the company's mission was to create employment opportunities for rural populations, including women, men, and unemployed youth, by advancing mushroom cultivation. They aimed to highlight the health benefits of mushrooms and convert agricultural waste into valuable mushroom products.

The company embarked on various initiatives, such as training programs and distributing high-quality mushroom spawns at affordable prices. They hosted awareness stalls and campaigns to educate on the health benefits of mushrooms. They ventured into online sales through leading e-commerce platforms and their website, even incorporating the ONDC network for broader distribution.

On April 6th, 2023, the company's efforts were recognized during a visit by Dr. Himanshu Pathak, Secretary (DARE) & Director General (ICAR), who applauded their contributions to mushroom farming and entrepreneurship. New Agriverse's commitment to organic and high-quality products, combined with innovative marketing and sustainable practices, has significantly empowered rural communities, redefining the agricultural landscape and setting a benchmark for employment generation, environmental sustainability, and health improvement in the sector.



FPO in Dinajpur, West Bengal using e-rickshaw as mobile market.

Revolutionising Rural Commerce

Key Highlights

- Dinajpur's FPOs show ONDC's transformative role, leveraging digital and grassroots marketing for expanded rural commerce.
- Supported by ONDC, Dinajpur's nine FPOs secured 14,000+ orders, underscoring the effectiveness of digital and grassroots marketing.

In Dinajpur, West Bengal, nine Farmer Producer Organizations (FPOs) have been innovatively addressing the challenge of reaching broader markets for their agricultural products, including Soil Charger, Mustard Seeds, Bio Fertilizer, and Bay Leaves. Traditionally, these FPOs needed more access to extensive markets due to geographical and logistical constraints, limiting their sales and growth potential.

The primary objective was to expand the market reach of these FPOs beyond local boundaries, enabling them to connect with a broader customer base across India. This required overcoming significant barriers, including adopting digital commerce platforms, which was uncharted territory for these rural based organizations. The task involved introducing a technological solution and ensuring the FPOs had the necessary support in terms of training, logistics, and marketing to make this transition successful.

The Open Network for Digital Commerce (ONDC) catalyzed this transformation, with each FPO

onboarding onto the platform to leverage its digital outreach capabilities. The FPOs innovated using e-rickshaws as mobile markets to physically market their products, complementing their online presence. They received comprehensive support from various eco-system players, including training in digital cataloguing, marketing, and logistics, to effectively facilitate their transition to digital commerce.

The initiative led to a remarkable outcome, with the FPOs receiving over 14,000 orders through ONDC. This significant volume of orders is a testament to the collective strength of the FPOs and the efficacy of combining digital outreach with grassroots marketing efforts. The success story of these FPOs in Dinajpur highlights the transformative impact of ONDC on rural commerce, enabling farmer organizations to achieve unprecedented reach and sales, thereby contributing to their economic empowerment and the broader goal of agricultural sustainability.




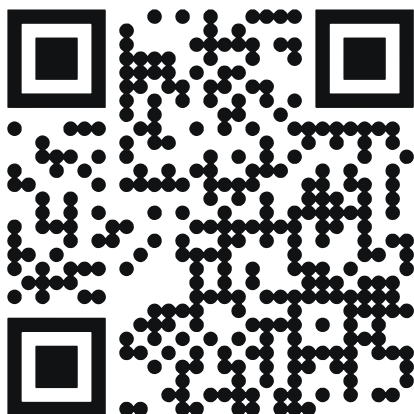
The success stories presented here are a testament to ONDC's impactful role in empowering ground sellers across India. The network provides essential support, removes barriers to entry, and fosters a level playing field, enabling businesses of all sizes and backgrounds to thrive in the digital age. As ONDC continues to grow and evolve, it has the potential to revolutionize e-commerce in India, creating a more inclusive and equitable digital marketplace that benefits both sellers and consumers.





Open Network for Digital Commerce is a private non-profit Section 8 company established by the Department for Promotion of Industry and Internal Trade of Government of India (DPIIT) under the Ministry of Commerce and Industries. The vision has been set to democratise the digital commerce space and enable a level playing field for the smaller players, farmers, artisans etc. who have otherwise been left behind and have still not been able to capitalise on the benefits of digital commerce. ONDC operates on an open network protocol and aims to unbundle various components of a digital commerce transaction, making them interoperable and thereby enhancing the discoverability of both buyers and the sellers.

Scan or Say "Hi" on  +91 81309 35050 and chat with ONDC Sahayak to learn how to sell on the ONDC Network



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