



Digital Commerce: The Future of Business

OPEN NETWORK FOR DIGITAL COMMERCE

As part of its e-commerce policy, the Indian government is offering technology solutions and financial assistance to promote inclusivity in the e-commerce sector. The Open Network for Digital Commerce (ONDC) initiative will help small retailers deal with larger e-commerce companies that charge exorbitant fees, leading to higher purchase costs and limited options for small retailers.

SIGNIFICANCE OF ONDC

ONDC helps standardize operations like cataloguing, inventory management, order management and order fulfilment, making it simpler and faster for small businesses to be discoverable over the network and conduct business. With this protocol, buyers would have access to more sellers and quick deliveries due to access to hyper-local retailers.

WHAT LIES AHEAD?

ONDC was rolled in 5 cities, including Delhi NCR, Bengaluru, Bhopal, Shillong, and Coimbatore. According to the reports, based on the pilot exercise and after the network stabilizes, ONDC will be expanded to 100 cities to accommodate 30 million sellers and 10 million merchants online.

HOW IS ONDC DIFFERENT?

ONDC is trying to replicate the success of the Unified Payment Interface (UPI) in the field of Digital Payment. Under ONDC, it's predicted that a buyer registered on a participating e-commerce site might purchase goods from a seller on another participating e-commerce site.

INVEST TO BUILD YOUR SAVINGS

With this open network, the concept extends beyond the retail sector to any digital commerce domains, including wholesales, mobility, food delivery, logistics, travel, urban service, etc.

**SOME POTENTIAL
BENEFITS OF ONDC:**

- Boost E-Commerce transactions:
- Cost Reduction for Sellers
- Promotes Competition
- Attracts Investment
- Freedom of Choice



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