

DPIIT appoints nodal officers to help MSME, retailers onboard ONDC

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The Centre has appointed nodal officers in all the States with a view to encouraging start-ups, MSMEs, and retailers onboard the government's open network for digital commerce (ONDC) initiative, an official said on Thursday.

ONDC is an initiative of the Department for Promotion of Industry and Internal Trade (DPIIT) to build an open, interoperable network on which buyers and sellers can transact without needing to be present on the same platform.

It offers small retailers an opportunity to provide their services and goods to buyers across the country through

an e-commerce system, where buyers will be able to purchase the products, sold on any platform.

WORKING WITH STATES

The official said that the nodal officers in every State would drive dedicated and customised programmes for start-ups, MSMEs, retailers and State bodies to take advantage of the network.

The appointments were conducted in collaboration with all State governments.

Joint Secretary in the DPIIT, Sanjiv, said that officers will help spread awareness, empower the local e-commerce ecosystem and onboard local businesses onto the network.

State governments can also integrate existing State portals or systems with the ONDC.