

OPEN NETWORK FOR DIGITAL COMMERCE

Addendum - REVISED INCENTIVE PROGRAM

Date: 28 February 2023

This document is an addendum to the previously released document for [Revised Incentive Program](#) on 30th January 2023. The terms and conditions indicated below are in addition or in some cases, replace the terms and conditions mentioned in the document released on 30th January 2023 and will come in effect one week from the date of release of this document (7th March 2023). Expenses borne by the NPs from 30th January, 2023 to 7th March, 2023 would be reimbursed by ONDC as per the T&Cs defined in communication dated 30th January, 2023. Any expenses borne post one week from release of this document would be reimbursed based on the terms and conditions defined in this document.

Submission of claims by respective entities should be done on a monthly level. Claims till February 28th should be submitted by 10th of March in the given format at nair@ondc.org keeping team@ondc.org in cc. Similarly, the claims for the month of March should be submitted by 10th of April in the given format at the same e-mail addresses. The subject should be 'Incentive Program Claims: <NP Name> for <Month Name>'.

Program 1: Discount for Buyers for transactions

The following are additional terms and conditions that each of the buyer apps need to adhere to:

- A buyer is eligible for discount only for 3 orders per day from a buyer app
- A buyer is eligible for discount only for 30 orders during the duration of the program from a buyer app
- ONDC will reimburse buyer discount for upto 1000 transactions per day per buyer app. This limit would be re-evaluated once buyer apps reach this limit for 2 consecutive days.
- In case of using any promo code, buyer apps to use a common promo code 'ONDC50' for processing discounts.
- Buyer apps should put additional guardrails, wherever necessary, to prevent leakage/frauds.
- The format in which buyer apps need to claim this reimbursement is given in [this link](#)

- The NPs would adhere to the branding guidelines of ONDC in all their communication to buyers and sellers

Program 2: Subsidised Delivery Cost for Buyers

Changes in incentive Structure, Qualification and Mechanics and Terms and Conditions for 'Subsidised Delivery Cost for Buyers' rolled out as per document dated 30th January, 2023 are highlighted in the table below. These will override the conditions stated in the earlier document. Please note that the unlisted terms and conditions remain the same.

	Old Communication dated 30th Jan, 2023	New Program effective from the date of this document
Incentive	INR 40 discount to be provided on-network delivery services for buyers on every order	Upto INR 75 discount to be provided for on-network and off-network logistics for buyers on every eligible order
Qualification and Mechanics	<ul style="list-style-type: none"> - The program would be run by the seller apps and they would have the authority on structuring the program for the buyers, sellers and on-network logistics provider - ONDC will reimburse live seller applications up to Rs. 40 per successful delivery by an on-network logistics provider, which in-turn has to be provided as 	<ul style="list-style-type: none"> - The program would be run by the seller NPs. - Only the orders which are successfully delivered are eligible for the discount. - Seller NPs have to send zero delivery charges for all hyperlocal deliveries and subsidised charges for inter-city delivery. - It is expected from the buyer app to communicate free delivery to the buyer as soon as possible in the buyer journey to generate demand. - ONDC will reimburse the seller app on the actual cost, upto INR 75, for genuine successfully delivered orders incurred by the seller NPs.

	discount on the delivery charges to the buyer	- This subsidy would be claimed by Seller NP on a monthly basis. This amount would be reimbursed to Seller Apps after checking proofs for their claims
Terms and Conditions	- Format for additional information to be shared along with the claim will be shared by ONDC	- The format in which seller apps need to claim this reimbursement is given in this link . - The seller NP would need to furnish proofs for on-network and off-network delivery charges incurred, if required by ONDC. - The apps would adhere to the branding guidelines of ONDC in all their communication to buyers and sellers

Program 3: Incentive for Buyer Apps for demand generation

The following are additional terms and conditions that each of the buyer apps need to adhere to for Award category 1 and 2.

- The buyer app will get incentive for all the successful orders. Successful order is defined if all of these conditions are met
 - The order is successfully delivered
 - The buyer has done only upto 3 transactions in a day (including the transaction under evaluation)
 - The buyer has done only upto 30 transactions (including the transaction under evaluation) in the duration of program
 - The buyer app has had only upto 1000 successful transactions in a day (including the transaction under evaluation)
- The format in which buyer apps need to claim this reimbursement is given in [this link](#).
- The apps would adhere to the branding guidelines of ONDC in all their communication to buyers and sellers

Program 4: Incentive for Sellers for demand generation and fulfilment

The following are additional terms and conditions that each of the sellers need to adhere to for Award category 1 and 2.

- A seller is eligible for Rs. 50 per completed fulfilment for only the first 100 orders per day. This limit would be re-evaluated once sellers reach this limit for 2 consecutive days.
- The seller will get incentive for all the successful orders. Successful order is defined if all of these conditions are met
 - The order is successfully delivered
 - The order is within the first 100 orders successfully delivered in a day
- The format in which seller apps need to claim this reimbursement is given in [this link](#).
- The apps would adhere to the branding guidelines of ONDC in all their communication to buyers and sellers

Program 5: Incentive for Seller Apps for seller onboarding

In addition to the categories mentioned in the communication dated 30th Jan 2023, incentives for 2 more categories of sellers are added below:

Award Category 4 - Marketplace Seller NP - Farmer Producer Organisations

- INR 1000 Incentive will be paid for all eligible sellers
- To be counted, each existing/new seller should have
 - Min. 2 SKUs with all mandatory attributes
 - Should be incorporated as a Farmer Producer Organisation (certificate will need to be shared by seller NP with ONDC for claiming the incentive)

Award Category 5 - Marketplace Seller NP - Marginalised sellers/groups/organisations supported by Developmental Organisations, Social Enterprises, and Government.

- INR 1000 Incentive will be paid for all eligible sellers
- To be counted, each existing/new seller should have
 - Min. 2 SKUs with all mandatory attributes
 - Identity as one of the 3 entities
 - Should be incorporated as a Self-Help Group. Either of the 3 documents should be shared by seller NP as proof for claiming the incentive - certificate issued by the supporting Bank certifying its an SHG, &/or photos of first 2 pages of passbook (listing out president, secretary, & treasurer), &/or PAN card of SHG

- Should be an individual Artisans with an Artisan ID card/ 'Pehchan Card', supported by Central or State Government Departments, including the Ministry of Textiles. ID Card will need to be shared by seller NP with ONDC for claiming the incentive.
- Should be incorporated as an Off-Farm Producer Organisation. Incorporation certificate will need to be shared by seller NP with ONDC for claiming the incentive.

The following are additional terms and conditions that each of the seller NPs need to adhere to for all categories.

- Sellers onboarded using FOS (Feet on Street) services through ONDC are not eligible to be counted towards achievement in this program. The seller apps will only get incentive for sellers on boarded through their own mechanisms.
- The format in which seller apps need to claim this reimbursement is given in [this link](#).
- The apps would adhere to the branding guidelines of ONDC in all their communication to buyers and sellers