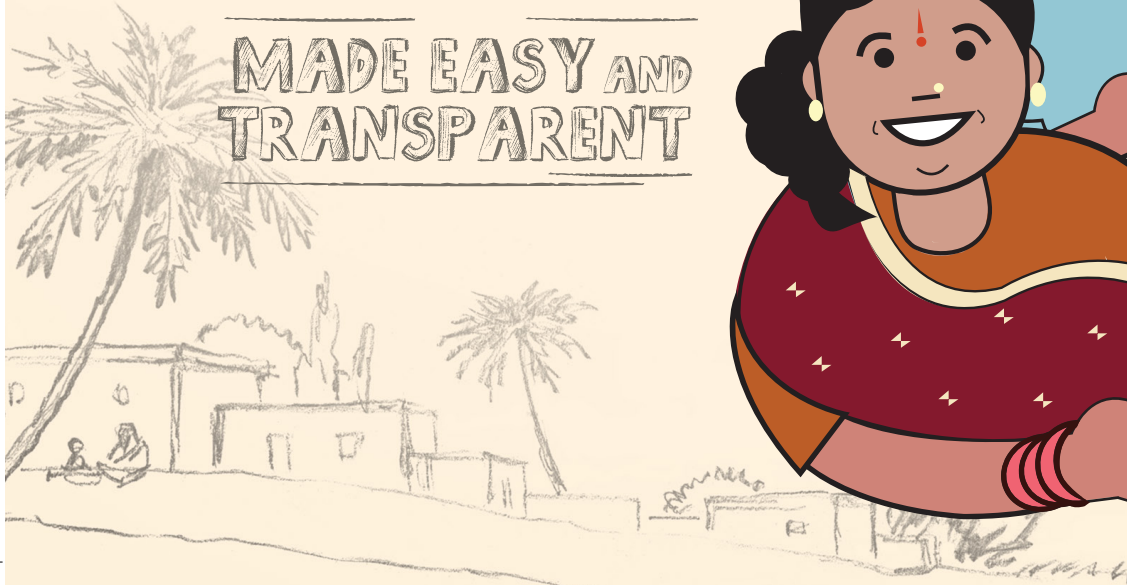




ONLINE BUSINESS

MADE EASY AND
TRANSPARENT



SURESH...



This story follows the life of Suresh (an offline seller) and Kamala (an online seller). Each of them has been facing problems in their business lately. Until their friend, Raju, introduces them to The ONDC Network. Let's take a look at how the ONDC Network has helped their business transform.

KAMALA...



Suresh lives with his family in a village. He makes handicrafts and sells them in the local market. Lately, his business has been running into loss.

What if I don't get business again?

How will I feed my family?

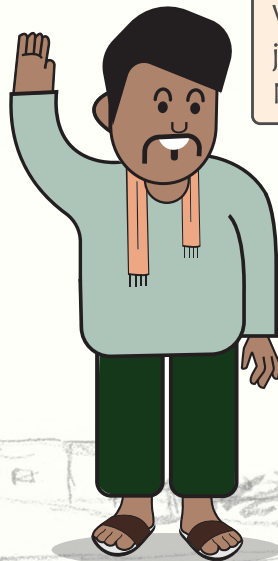
How will I pay the shop rent?



Distracted with thoughts, Suresh decides to go to the market to clear his head.

Suresh visits the local market. He is lost in thoughts, when suddenly, there's a tap on his shoulder...

Hey Suresh, how are you doing?
How's business?




Why don't you join the ONDC Network, Suresh?

Hi Raju! Business is... not too good actually. The shop rent is too high & there aren't many customers. It's getting difficult to manage.



WHAT IS ONDC?

ONDC is enabling an open network for buyers and sellers. All buyers and sellers are connected through a single network, regardless of their size or where they choose to operate from.



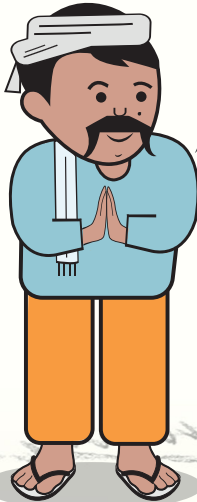
Wow Raju, this sounds great! But I'm still not clear about open network.

Great, I will be there.
THANK YOU, RAJU!

The ONDC Seller Network participant team will come tomorrow at 11 AM, they'll explain everything.

Hi KAMALA...

Where were you all this time?



But you were selling online right?

Hi SURESH...

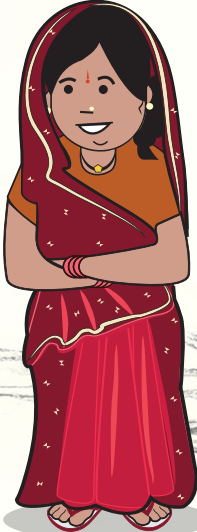
I was a bit busy;
my business is not doing well.



Kamala tells him how she has been paying high commissions on e-commerce platforms and not receiving timely payments. Even though she wants to switch, she is unsure of higher commissions and change in terms & conditions in a new e-commerce platform.

Suresh tells Kamala about his encounter with Raju, and briefly explains the ONDC Network and how it can help them.

Raju told me about this...
ONDC Network. It might help you.



Wow Suresh, maybe this could actually solve my problems!
I'll also join you when the seller network participant team arrives.
THANK YOU!



Suresh, Kamala & Raju are gathered at the village ground. The seller network participant team arrives, right on time.

Hello, I am **Hari** and I have come here to tell you how you can sell online through the ONDC Network.

ONDC is an initiative backed by the **Govt. of India**. The open network will connect sellers to multiple buyers across India to get more business online, without being controlled by a single platform.

Oh, is **ONDC** an app then?

No, it is not an app. It is a **network of buyers & sellers** that helps you reach **more customers** and earn **higher revenues**.

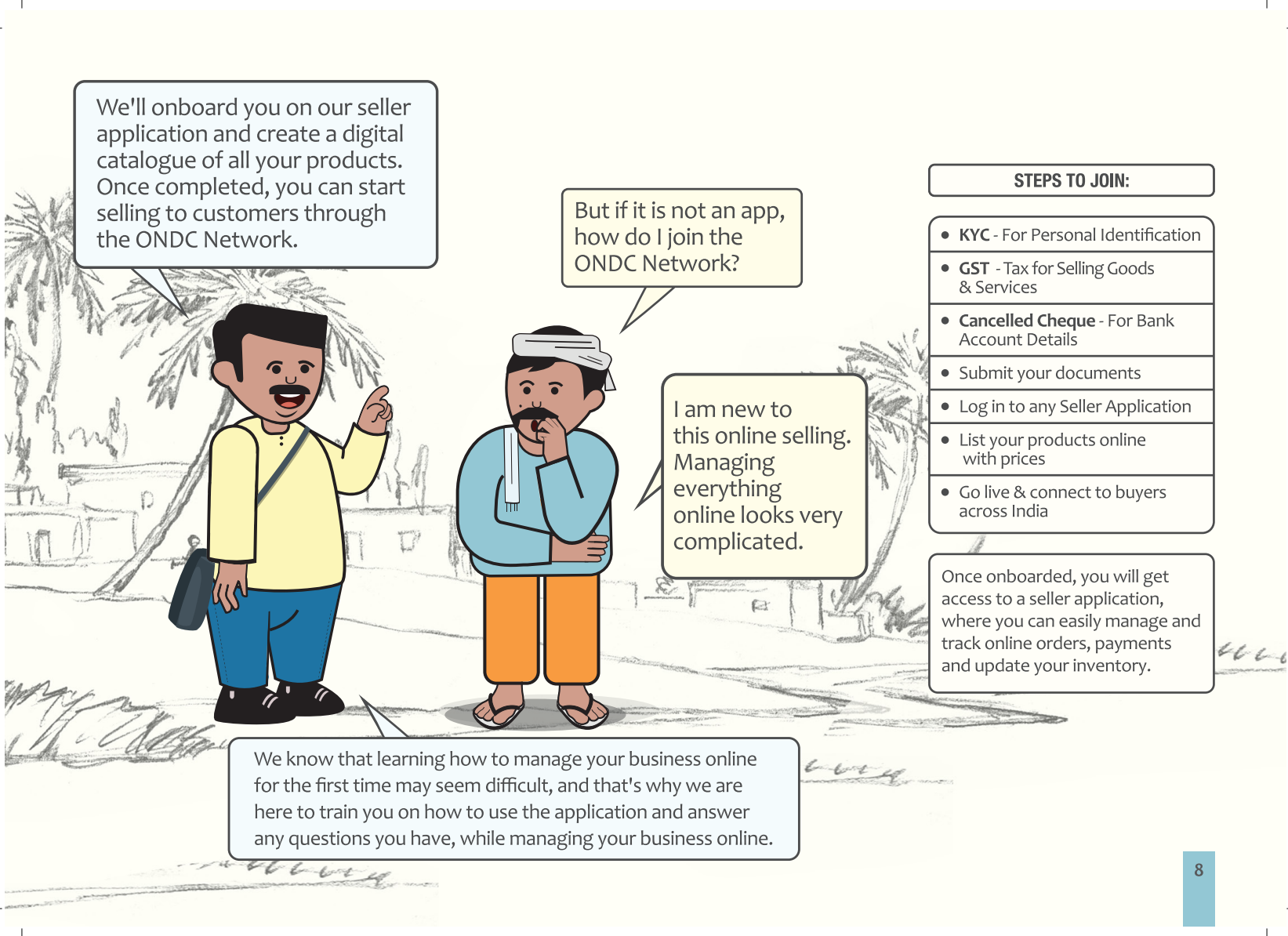
BENEFITS OF THE ONDC NETWORK

If you're selling **offline**, The ONDC Network will

- Ensure your business gets higher presence
- Allow you to switch seller applications, without affecting your business
- Reduce business operation costs

If you are already selling **online**, The ONDC Network will :

- Offer fair & equal opportunities to all sellers
- Connect you to buyers across India
- Ensure timely payments



We'll onboard you on our seller application and create a digital catalogue of all your products. Once completed, you can start selling to customers through the ONDC Network.

But if it is not an app, how do I join the ONDC Network?


I am new to this online selling. Managing everything online looks very complicated.

We know that learning how to manage your business online for the first time may seem difficult, and that's why we are here to train you on how to use the application and answer any questions you have, while managing your business online.

STEPS TO JOIN:

- **KYC** - For Personal Identification
- **GST** - Tax for Selling Goods & Services
- **Cancelled Cheque** - For Bank Account Details
- Submit your documents
- Log in to any Seller Application
- List your products online with prices
- Go live & connect to buyers across India

Once onboarded, you will get access to a seller application, where you can easily manage and track online orders, payments and update your inventory.




I am already selling online, and I pay 20-30% commissions. How much do I have to pay if I join sell through the ONDC Network?

That's great! But how will the ONDC Network help me to reach more customers?

Commissions depend on the seller network participant you choose to work with and the commercial terms you mutually agree upon, which varies from 5-20%.

Once you are onboarded, your product catalogue will be visible to all buyers on the network. Buyers from across India, shopping on applications like Paytm, Craftsvilla, Spicemoney, Pincode (by PhonePe) and Magicpin will be able to purchase your products online.



Where will we receive our payments?

Payments will be made directly to your bank accounts. You will receive it typically within 3-7 days after the order is completed, as per your commercial terms with the seller network participant.

That sounds great! But I don't want my business to be run by someone else!

You won't have to! You can manage your stock, decide which buyer to sell to, set prices & discounts, all on your terms. You can even ship it on your own!

What do I do if I am not happy with your services?
Will I be stuck with you since I've been onboarded by you?



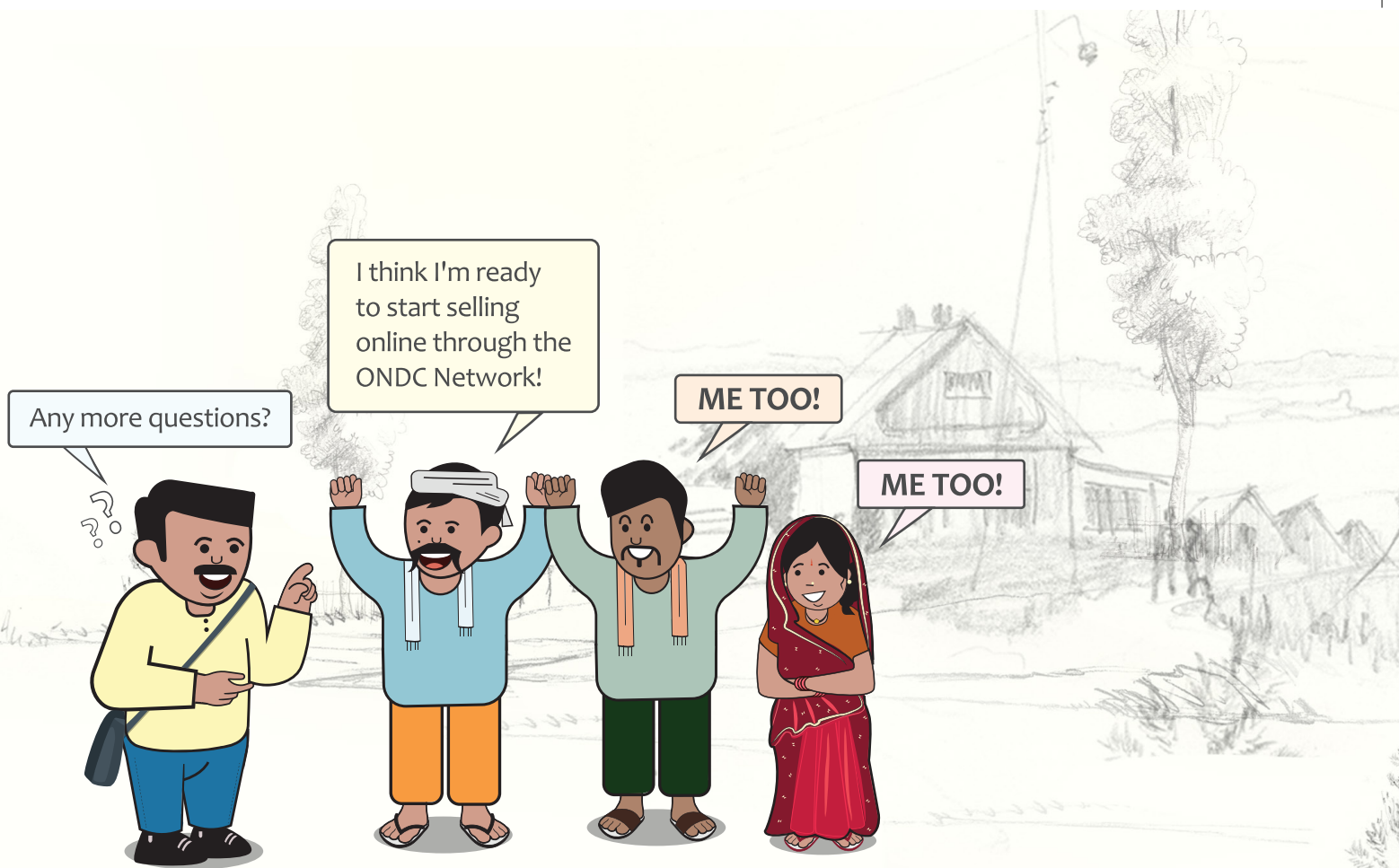
We will do our best to ensure that your experience is smooth and hassle-free. However if you still decide to switch to a different seller application, your business ratings and credibility with your customers will remain the same. Your product catalogue will also be retained by the network, so you won't have to create it all over again.

HOW TO FULFIL ORDERS?

Sellers will receive order notifications on the dashboard of the seller application. They can choose to accept or reject the order according to stock availability & other considerations.

PACKAGING GUIDELINES:

- Use a strong external packaging material
- Bubble wrap your products for maximum protection
- Use the correct shipping label on the correct package
- Place the order invoice in the package
- Stick 'Fragile' label wherever required



Hari smiles & helps many sellers to get onboarded. By the end of the fruitful evening, Suresh and Kamala return home happily, assured that ONDC, as a govt-backed initiative, might solve their problems.

Today, Suresh runs a successful business online.

Radha, I have received
6 more orders today!



Suresh starts packing the orders,
and updating his store inventory
on the seller application.

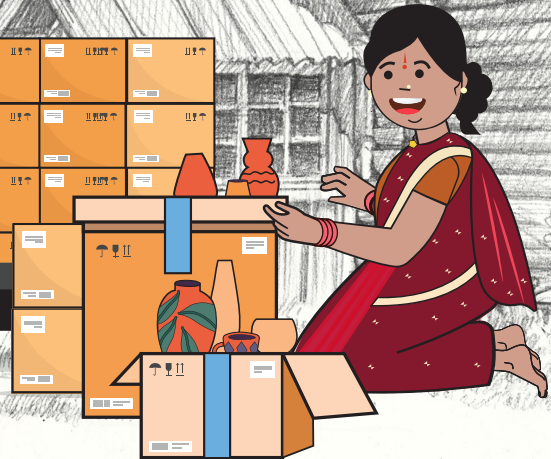


He works with a logistics service provider that safely delivers the product to the customers. After 7-10 working days, he receives his payment.

Now, Kamala also sells through The ONDC Network.
She gets more business than ever.

"Kamala Store - Weekly Report"
"Top selling product varieties"

Kamala logs into the seller application,
and adds some of these product varieties
to her catalogue. Next day, she wakes
up to more order notifications.



After her work is done, she visits a tea stall to unwind. She comes across Suresh & Raju, already chatting.

We were just talking about how the ONDC Network changed our lives.

THAT'S TRUE!
Now e-commerce is not just for big players, it's for everyone!



Suresh, Raju & Kamala cheer

SELLER NETWORK PARTICIPANTS

Will help you to register & onboard you to the ONDC Network, where you can sell your products online.



BUYER NETWORK PARTICIPANTS

Buyers from these applications can access the products you sell online through the ONDC Network.



LOGISTICS SERVICE PROVIDERS

You can choose your own terms of delivery services from a wide range of Logistics Service Providers, to get your products delivered to customers.





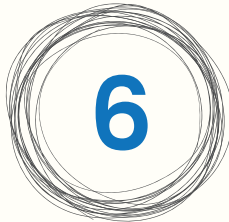
The **ONDC** Network is live with
35,000+ Sellers from 236 cities



Buyer
Network
Participants



Seller
Network
Participants



Logistics
Service
Providers

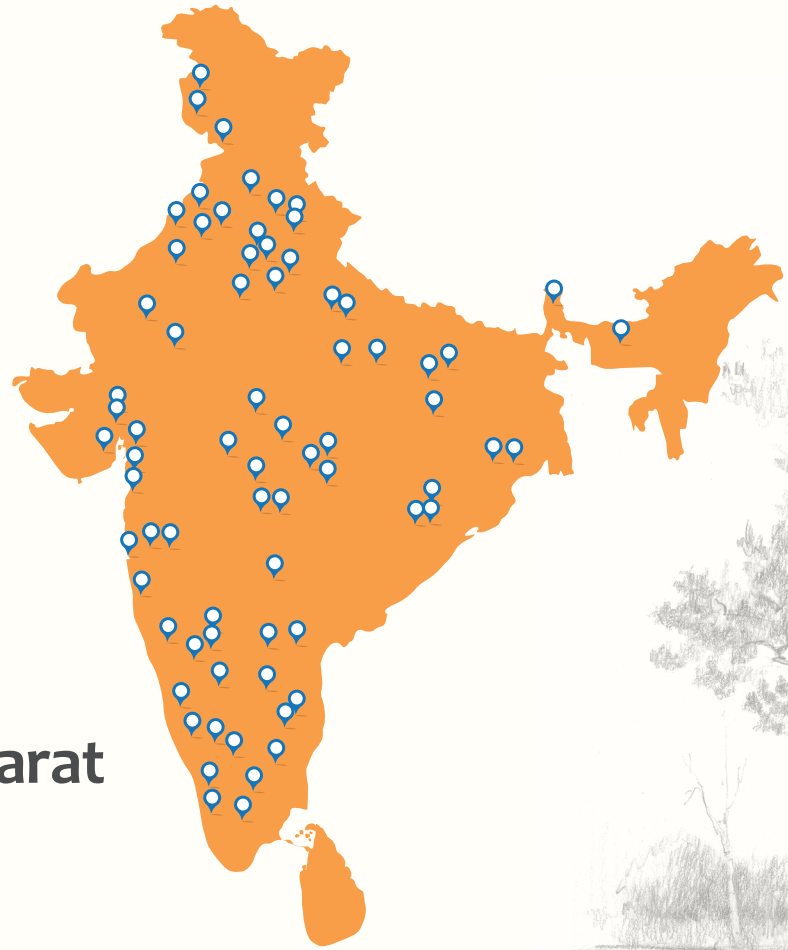


Lakh + Products
Available
on ONDC

*Statistics - As on May 2023

The **ONDIC**
Network is rapidly
expanding across
product categories
and cities.

#VocalForLocal
#AtmanirbharBharat



READY TO START SELLING ONLINE THROUGH THE ONDC NETWORK?

Connect to a Seller Network Participant



Scan to view a list of Seller Network Participants

<https://ondc.org/network-participants>

Visit www.ondc.org/sellers

to see other Sellers across India selling through the ONDC Network

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An initiative by DPIIT, Govt. of India.

For more information, contact us at:

team@ondc.org

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