

⑤ Open Network for Digital Commerce is a positive move undertaken by the government to expand India's digital ecosystem. Analyse

Earlier this year number of small vendors complained government on e-commerce platforms & their unfair acts. ~~which~~

In this regard Department of Promotion of Industry & Internal Trade (DPIIT) proposed Open network for digital commerce, which democratise e-platforms in follow way

- ✓ As a open source network large or small need to integrate in their platform
- ✓ ONDC writes standard methodology, specification & protocols which bring uniformity in e-commerce platform
- ✓ Various operational aspects include onboarding of seller, vendor discover page discover & product catalogues helps customers
- ✓ buyer & sellers may transact irrespective of fact they are attached to one specific portal thru Interoperability

✓ As a standard networking big companies not able to insure their right & have advantage over small vendors

However big e-commerce companies may oppose because of uniformity, they fail to attract customer through their innovative way offers, discounts & Festival flash deals etc.

ONDC being democratised digital platform through standardisation, flexibility, interoperability, ease of doing business, level of playing field for small vendor, thus expand digital ecosystem