

Redefining Digital Commerce in India: The ONDC Initiative

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Abstract:

E-commerce has become a significant technological advancement, impacting consumers by allowing them to choose products based on preferences and verify quality and reliability. This has made e-commerce an integral part of consumers' lives, offering unique buying and selling experiences. However, monopolistic practices by large e-commerce companies have reduced transparency and influenced customer purchasing behaviours. In India, where small retailers dominate the market, it is crucial to protect these businesses. To safeguard merchants and consumers, the Indian government introduced the Open Network for Digital Commerce (ONDC), which aims to transform online purchasing. While ONDC addresses many future e-commerce challenges in India, its specific goals for various network components and privacy and security measures for data exchange remain unclear. This article explores the benefits and challenges of ONDC.