



**ISSUE 2      JANUARY 2024**

# **BRAINPICKINGS**

**E - NEWSLETTER OF  
VANIJYA SAMITI**

**DEPARTMENT OF COMMERCE ,  
BHARATI COLLEGE**



# MESSAGE FROM PRINCIPAL'S DESK



I am delighted to share with you the third edition of our newsletter, "BrainPicking," meticulously crafted by Vanijya Samiti of the Commerce Department. In this edition, our focus turns towards the intricate landscape of Open Network for Digital Commerce (ONDC). Explore the rich insights, analyses, and reflections offered by our talented contributors. I extend my warmest congratulations and heartfelt gratitude to all the members of the Commerce Department.

Your intellectual curiosity is the driving force behind our vibrant academic community. I encourage each of you to delve into the pages of "BrainPicking" and enrich your understanding of the dynamic realm of commerce.

## MESSAGE FROM TEACHER-IN-CHARGE



**" In the spirit of intellectual exploration and collaboration, I extend my heartfelt appreciation to all contributors and readers involved in the creation and reception of the third edition of "BrainPicking." Your enthusiasm and commitment to knowledge-sharing elevate the discourse within our esteemed Commerce Department.**

**It brings us immense joy to present the third edition of "BrainPicking," curated by the Vanijya Samiti , the Commerce Department. Our dedicated team has woven together a tapestry of thoughts and analysis on the compelling subject of ONDC (Open Network for Digital Commerce).**



## MESSAGE FROM CONVENER



"In the pursuit of knowledge, something magical happens when ideas collide and minds ignite." - Anonymous

I am thrilled to share with you the third edition of "BrainPicking," a testament to our collective commitment to intellectual exploration. The diverse perspectives on ONDC within these pages showcase the magic that unfolds when our minds converge.

I extend my gratitude to the contributors and readers for making this edition a success. Let us continue to foster a culture of curiosity and collaboration within our academic community.



# INTRODUCTION

Open Network for Digital Commerce (ONDC), is a private non-profit Section 8 company established by the Department for Promotion of Industry and Internal Trade (DPIIT) of Government of India to develop open e-commerce. It was incorporated on 31 December 2022 with initial investment from Quality Council of India and Protean eGov Technologies Limited (formerly NSDL e-Governance Infrastructure Limited).

## Exploring the Foundations of ONDC: A Glimpse into its Origin and Ambitious Goals

Let's delve into the genesis of ONDC and the ambitious goals it aims to achieve. Originating from the utilization of cutting-edge blockchain technology, ONDC sets out on a mission to reduce reliance on traditional banking systems and provide financial access to the unbanked. Its roots lie in a commitment to creating a more inclusive and accessible monetary landscape, addressing longstanding challenges in the current financial ecosystem.

## Distinctive Features that Set ONDC Apart: Redefining Digital Currency

ONDC boasts unique features that distinguish it in the digital currency landscape. From harnessing the power of advanced blockchain to streamlining cross-border transactions, ONDC emerges as a transformative force, pushing the boundaries of what we understand about digital currencies. We'll unravel these distinctive features, offering insights into how ONDC is positioned to revolutionize the way we transact and manage finances.

## Global Economic Implications: ONDC's Ripple Effect

Beyond its technological advancements, ONDC carries profound implications for the global economic stage. As we explore its broader impact, we'll delve into how ONDC contributes to fostering financial stability and promoting international trade. It's more than just a digital currency; ONDC has the potential to redefine economic landscapes and drive positive change on a global scale.

Stay tuned as we embark on a journey to unravel the layers of ONDC in the forthcoming newsletters. The future of digital transactions is unfolding, and ONDC leads the charge in this transformative wave.



# **Glass Ceiling.....**



Delhi, Delhi, India  
Bharti College, Janakpuri, Delhi, 110058, India  
Lat 28.621946°  
Long 77.093714°  
03/11/23 02:54 PM GMT +05:30

✨ our seminar on "Glass ceiling"

Was a roaring success! a big thank you to  
all Who joined us for an enriching  
experience. stay tuned for more exciting  
events coming your Way! ✨  
#vanijyasamiti #knowledgesharing



# Seminar on Entrepreneurship



**Our Entrepreneurship seminar was a huge success! A big thank you to all who joined us for an insightful event with teachers. Stay tuned for more exciting opportunities to expand your knowledge and network with us in the future. 🌟**

**#SuccessStory #VanijyaSamiti**



# **Seminar on Study Abroad**



**Our Study Abroad seminar was a huge success! A big thank you to all who joined us for an insightful event with our guest teachers. Stay tuned for more exciting opportunities to expand your knowledge and network with us in the future. 🌟**

**#StudyAbroad**

**#SuccessStory #VanijyaSamiti**



# Education Fair



## **Education Fair event**

**Was conducted to offer gratitude to the people around us. to make them aware about more than 15 different universities and make students learn new things . students really got benefited by this events and were happy with our team effort and work.**



## Core team 2023 -24



**The word VANIJYA is mentioned in Taittiriya Brahmana which means "Commerce"**

**The Bharati College Commerce Society, or "Vanijya Samiti," was founded in 2013 and was officially opened by Dr. A.K. Singh, an associate professor in the department of commerce at the Delhi School of Economics, University of Delhi. The society's mission is to improve education by exposing students to real-world business experiences.**

**Numerous interactive seminars and workshops were organized in conjunction with different organizations and institutions.**





Joy of giving[25th Oct,23]



Session with Ms. Deepa[25th Oct,23]



Delhi, Delhi, India  
CLASSROOM, BHARATI COLLEGE, Janakpuri, Delhi, 110058, India  
Lat 28.621845°  
Long 77.093706°  
25/10/23 1



# Events so far.....



Session with Dr. Neha Arora [28th Oct,23]



Session with Mr. Avinash Kumar [12th Oct,23]



GPS Map Camera

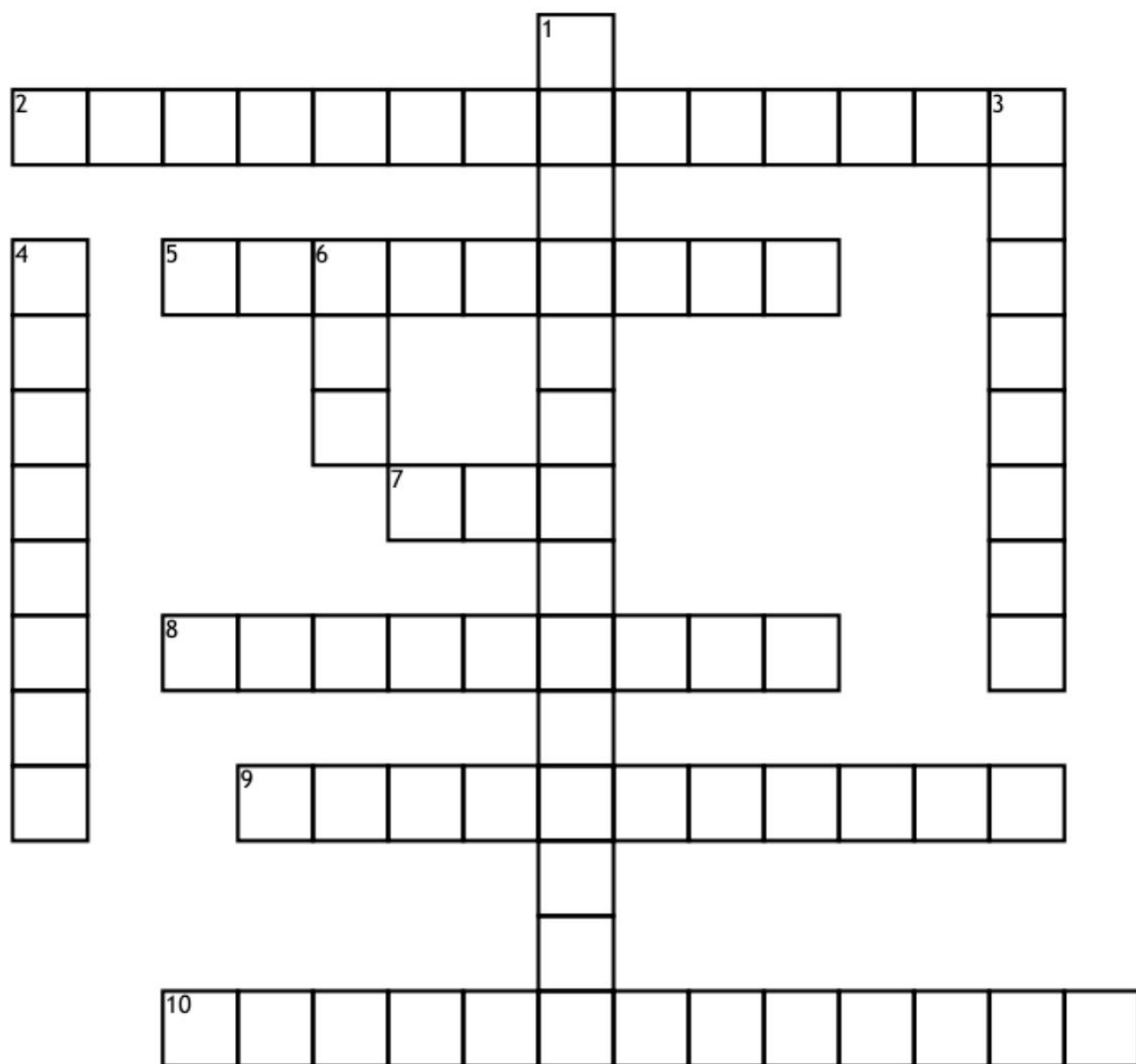
Delhi, Delhi, India  
Bharti College, Janakpuri, Delhi, 110058, India  
Lat 28.62198°  
Long 77.093556°





# fun With commerce

## e-commerce



### Across

2. The way that a buyer chooses to compensate the seller of a good or service that is also acceptable to the seller.
5. another term for e-commerce.
7. business to consumer
8. commercial transactions conducted electronically on the Internet.
9. is a relatively new concept in marketing which is a virtual market place

10. a design for the successful operation of a business, identifying revenue sources, customer base, products, and details of financing.

### Down

1. is the buying and selling of goods and services through wireless handheld devices such as cellular telephone and personal digital assistants
3. a private police force that guards a building, campus, park, etc.
4. assign a brand name to.



# Challenges with ONDC in India

By :- Khushi Sharma

The Open Network for Digital Commerce (ONDC) in India was aimed at fostering a digital ecosystem for e-commerce. Challenges with ONDC may include:

- 1. Integration Issues:**Implementing ONDC may face challenges in integrating with existing e-commerce systems and platforms, especially if there are diverse systems in use across the industry.
- 2. Adoption Concerns:**Encouraging widespread adoption by various stakeholders, including e-commerce platforms, sellers, and consumers, might be a challenge, especially if there's resistance to change.
- 3. Regulatory Hurdles:**Any new initiative in the e-commerce sector may encounter regulatory complexities. ONDC might face challenges in navigating and complying with existing regulations.
- 4. Data Security:**Given the sensitive nature of e-commerce data, ensuring robust cybersecurity measures and addressing concerns about data privacy could be challenging.
- 5. Technology Infrastructure:**The success of ONDC relies heavily on the underlying technology infrastructure. Any issues with the scalability, reliability, or performance of the system can pose challenges.
- 6. Industry Cooperation:**The effectiveness of ONDC may depend on cooperation within the e-commerce industry. Aligning various stakeholders' interests and ensuring a collaborative approach might present difficulties.
- 7. User Education:**If there are significant changes to the existing e-commerce processes due to ONDC, educating users about the new system and its benefits could be a challenge.

In conclusion, the Open Network for Digital Commerce (ONDC) faces a multifaceted array of challenges. Integration hurdles arise from the diverse e-commerce systems in use, posing potential obstacles to seamless implementation. Encouraging widespread adoption demands overcoming resistance to change from e-commerce platforms, sellers, and consumers alike.



# **Features Of ONDC**

**BY:- Vrinda Goel**

**ONDC brings a multitude of potential advantages for both users and sellers, encompassing:**

- \*1. Increased choice and competition:** ONDC brings together multiple e-commerce sellers, offering consumers a broader range of choices at competitive prices.
- \*2. Lower prices:** One of the main benefits of ONDC is that its prices are relatively lower compared to other food delivery applications. This affordability can help users save money on their orders, making it an attractive option for cost-conscious individuals and families.
- \*3. Discounts and promotions:** ONDC on Paytm offers promotional deals & discounts, to its users. These can include discounts on certain restaurants or specific menu items, free delivery, or special seasonal offers.
- \*4. Support for small businesses:** ONDC offers small businesses and local vendors the opportunity to reach a larger customer base by integrating them into a common platform. Customers can also find a wide range of products that may not be available on traditional eCommerce sites but are easily found locally.
- \*5. Government-backed initiative:** Supported by the Department for Promotion of Industry and Internal Trade (DPIIT) of the Government of India, ONDC is a project that enjoys government backing, providing users with credibility and assurance.
- \*6. Customer support:** Integrated within the app, ONDC provides dedicated customer support to promptly address any concerns or queries users may have. Users can reach out to the support team for assistance with order tracking, payment issues, or general inquiries.



# **Latest News and Events**

## **Related to ONDC.**

**BY:- Aparna Gosain**

*ONDC is an initiative of the commerce and industry ministry to create a facilitative model to help small retailers take advantage of digital commerce. It is not an application, platform, intermediary or software but a set of specifications designed to foster open, unbundled, and interoperable open networks. Some of the latest news related to it are:*

- 1) ONDC established its baby footprint in 85 cities with 800 merchants and 26 participants in the year 2023.*
- 2) The CEO Mr T Koshy stated recently that the government-promoted Open Network for Digital Commerce has a completely automated grievance redressal system and an online resolution mechanism is also being enabled.*
- 3) Hyperlocal e-commerce firm magicpin has recorded 50 per cent month-on-month growth on the government-supported ONDC network as it crossed 30,000 daily order mark on the platform.*
- 4) Hindustan Unilever (HUL) said it will help onboard nearly 1.3 million kirana stores on the central government's ONDC network, helping them compete with e commerce and quick service grocery retailers.*
- 5) ONDC participated in IGNITE (Industry – Government Networking for Inclusive Transformation and Empowerment) across 36 districts in Maharashtra to host awareness workshops highlighting MSME focused government initiatives.*
- 6) As of November 2023, XpressBees joins ONDC, expands services to 20,000 PIN codes and aims to capitalize on its expertise and establish itself as a key participant in e-commerce industry.*



# **OND-C's Role in Digital Transformation**

BY:- Yashika Sharma

*OND-C plays a major role in catalyzing digital transformation. Its versatile features empower businesses to adapt to changing market demands, providing a robust foundation for a modernized and agile digital commerce ecosystem.*

## ***\*User Experience Enhancement\*:***

*With OND-C, the focus extends beyond transactions; it's about elevating the user experience. Secure transactions, personalized content recommendations, and mobile optimization redefine how customers interact with digital commerce platforms, fostering loyalty and satisfaction.*

## ***\*Data Analytics and Insights***

### ***\*AI in Digital Commerce\*:***

*Artificial Intelligence embedded in OND-C brings a new dimension to digital commerce. From predicting consumer behavior to offering personalized product recommendations, AI-driven capabilities enhance efficiency, relevance, and overall customer satisfaction.*

### ***\*Security Measures\*:***

*Security is paramount in the digital realm, and OND-C addresses this concern head-on. Employing state-of-the-art encryption and authentication measures, it ensures that every online transaction is secure, safeguarding both businesses and consumers from potential threats*



# **Small Businesses**

# **Empowerment**

BY:- MAHI SHANDILYA

*The Open Network for Digital Commerce (ONDC) is a driving force behind the growth of small businesses, ONDC is committed to creating an inclusive and thriving ecosystem. In this edition, we highlight key initiatives, success stories, and upcoming opportunities that are shaping the landscape for small businesses.*

## **1. Spotlight on Success: Small Businesses Thriving with ONDC**

*Discover inspiring stories of small businesses that have harnessed the power of ONDC to expand their reach, streamline operations, and increase profitability. From local artisans to digital entrepreneurs, these success stories exemplify the impact of ONDC in fostering economic growth.*

## **2. Feature Article: ONDC's Role in Small Business Empowerment**

*Dive into an in-depth exploration of how ONDC is revolutionizing the small business landscape. Learn about the tools, resources, and partnerships that ONDC has forged to empower entrepreneurs, enhance digital capabilities, and facilitate seamless commerce.*

## **3. Upcoming Events: Empowering Entrepreneurs Through Knowledge Sharing**

*Stay informed about upcoming events, webinars, and workshops hosted by ONDC. These events provide a platform for small business owners to gain valuable insights, network with industry experts, and acquire skills that can drive success in the digital era.*

## **4. Policy Updates: Advocating for Small Business Interests**

*policy developments that impact small businesses. ONDC is at the forefront of advocating for policies that create a conducive environment for small business growth, innovation, and sustainability.*

*Together, we are shaping a future where every entrepreneur has the tools and resources they need to succeed.*



# **Foundations of ONDC**

BY:- Deepakshi Agarwal

## ***Exploring the Foundations of ONDC: A Glimpse into its Origin and Ambitious Goals***

***Let's delve into the genesis of ONDC and the ambitious goals it aims to achieve. Originating from the utilization of cutting-edge blockchain technology, ONDC sets out on a mission to reduce reliance on traditional banking systems and provide financial access to the unbanked. Its roots lie in a commitment to creating a more inclusive and accessible monetary landscape, addressing longstanding challenges in the current financial ecosystem.***

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# **ONDC as a Game Changer**

BY:- Komal

**ONDC order volume shoots to 1.2 million during festival sale**

**The government-backed Open Network for Digital Commerce (ONDC) saw an uptick in order volumes during the festival week as it recorded 1.2 million transactions in the week leading up to Diwali across 600 cities, said Shireesh Joshi, Chief Business Officer.**

**"The festival season has seen a significant increase in adoption and usage of ONDC. We have seen a four-fold increase in order volumes during Diwali as compared to the pre-festival period. This is a clear indication that people are adopting ONDC and are finding it convenient and user-friendly," Joshi said.**

**The top categories for ONDC orders during Diwali were grocery, food delivery, and fashion. The average order value was Rs 1,000.**

**"We are confident that ONDC will continue to grow in the coming months and years. We are working with all stakeholders to make ONDC a success," Joshi added.**

**ONDC Lights Up Diwali for SMEs:**

**The Open Network for Digital Commerce (ONDC) has played a significant role in lighting up Diwali for small and medium-sized enterprises (SMEs) across India. The network has enabled SMEs to reach a wider market and sell their products directly to consumers, which has led to a significant increase in their sales.**

**"ONDC has been a game-changer for SMEs in India. It has provided us with a platform to reach a wider market and sell our products directly to consumers. This has led to a significant increase in our sales," said an SME owner.**

**The ONDC network is still in its early stages of development, but it has already made a significant impact on the Indian e-commerce landscape. The network is expected to continue to grow in the coming months and years, which will further benefit SMEs across India.**



# **Market**

# **Democratization**

BY:- Anjali

*The ONDC's ability to democratize the market is among its most important effects on e-commerce. The program aims to lower entry barriers and promote a more equal marketplace by empowering smaller businesses through the provision of a shared digital infrastructure. This action should diversify the ecosystem and provide customers with access to a greater range of goods and services.*

## **Compatibility Boosting Productivity**

*Interoperability is a major goal of the ONDC, which seeks to establish a seamless digital ecosystem. Payment procedures and logistics could be made more efficient with this focus. E-commerce businesses will profit from more efficiency as interoperability becomes the standard, which will result in speedier transactions and improved delivery services. Improved client loyalty and satisfaction may follow from this.*

## **Taking on the Titans of E-commerce**

*The ONDC's aim of creating an open and interconnected ecosystem could present difficulties for well-established e-commerce behemoths. The initiative's aim of leveling the playing field may increase competition and push the big players to innovate and adapt in order to keep their monopoly on the market. This change in the market is probably going to spur more innovation as businesses try to stand out in a more crowded field.*

## **Data Openness and Privacy in Balance**

*Concerns about data sharing and privacy are becoming more pressing as the ONDC works to standardize data. It is critical to strike the correct balance between protecting user privacy and allowing access to data. Ensuring the smooth flow of data for effective e-commerce operations while protecting user information is crucial to the initiative's*

*success.*

## **Summary**

*The ONDC is poised to radically transform the Indian e-commerce industry. The future of digital commerce in India will be determined by its effects on democratizing the market, promoting efficiency through interoperability, upending established players, and striking a careful balance between data openness and privacy. Businesses of all sizes need to adjust as the ONDC takes shape if they want to prosper in this new open and connected world.*



# **Innovation And Start - ups**

By- Anushka Naithani

ONDC has been initiated to establish an open and interoperable digital commerce network which will allow all the buyers and sellers on the network to transact with each other irrespective of the platform they are using.

The Open Network for Digital Commerce plays a crucial role in fostering innovation and supporting startups in the digital commerce .The ONDC platform has potential to create dozens of unicorns and \$100 bn in economic value, says Antler's Niti Sharma . It has been onboarding sellers across sectors and enabling them to sell directly to their consumers without the gatekeepers that some platform businesses have become. By providing a appropriate infrastructure, ONDC creates a suitable and conducive environment for entrepreneurs to develop inventive and innovative solutions. It is where ondc comes into pictures supporting all digital commerce stakeholders from small to large business startups or banks technology companies, logistics.

ONDC Has The Power To Spawn Thousands Of Startups. This initiative not only speeds up technological advancements but also promotes healthy competition, driving continuous improvement in the industry. The ONDC's commitment to inclusivity and accessibility further empowers startups to reach a broader audience, catalyzing economic growth .



# **Impact on Indian Retailers in India**

By :- Lomaniya

***According to IBEF's Retail Industry Report of March 2022, in FY19, traditional retail, organised retail, and e-commerce segments account for 88%, 9%, and 3% of India's retail market, respectively.***

***Source: IBEF***

***The organised retail market is growing at a CAGR of 20-25% per year. The e-commerce market is expected to grow 25-30% annually over the next 5 years.***

***After China and the US, India has the highest number of e-retail shoppers. Being able to sell online can be a big plus for sellers as it makes it easier for them to connect with buyers.***

***As of February 2022, at 65.8 crores, India had the highest number of internet users after China.***

***There are various online retailers in India like Snapdeal and eBay. But, according to a Forrester report, more than 80% of India's online retail market is estimated to be collectively owned by Flipkart, Reliance, Amazon, and Tata.***



# **Digital Commerce**

## **Ecosystem**

By :- Abhilasha Samundre

*The word digital means "social connection". The concept of digital commerce ecosystem is a place where buyers and sellers interact through digital medium instead of visiting physical stores. This includes online shopping apps like Myntra, Amazon and Flipkart or all the tools that make transactions possible.*

### ***\*Why is it considered part of ONDC?\****

*ONDC is a platform that gives small businesses and large online stores an opportunity to sell their products or services online through a digital commerce ecosystem.*

*ONDC's main objective with the digital commerce ecosystem is to provide users access a variety of products that directly suit their user's budget. It also ensuring that customer support services are the best and there is a secure environment for digital transactions.*

### ***\*Importance of digital commerce ecosystem\****

*Digital commerce is the future. The place where everyone has the privilege to connect globally. Unemployment is a kind of economic problem but digital commerce has its solution as it also provides employment opportunities by providing timely delivery facilities and calling centres. They also provide wide range of products to users. It also reduces the time taken in searching by providing a variety of search filters to users.*

### ***\*Uses of the digital commerce ecosystem under ONDC\****

*Ondc also take participate in government initiatives programme with the aim of achieving the digital and economic development goals of the country through the digital commerce ecosystem. They also promote new innovations for startups and new entrepreneurs to enter the world of digital commerce. It leads to better employment generation and economic growth of the country.*

### ***\*Limitations of digital commerce ecosystem\****

*It is not important that everyone has equal access to the Internet or digital technologies. This shows a digital divide among users. Nowadays, cyber security threats like identity theft are increasing day by day. It is important to stop such frauds from users. Privacy concerns are an important aspect in the digital commerce ecosystem due to the increase in data collection. Digital commerce ecosystem is not able to replace tangible product experience with physical interactions of the product for consumers. Sometimes consumers are more satisfied in case of physical interaction with the product.*



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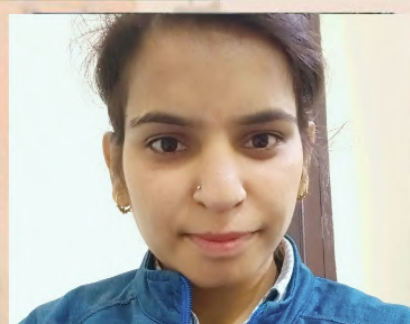


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***Message from  
President,  
Vaniija  
samiti***



*Kriti Pandey (President)*

As President, I am delighted to witness the continued growth and intellectual vibrancy within our community. Your dedication to excellence is truly commendable, and it is my privilege to lead such a dynamic and forward-thinking group.

Let us embrace the opportunities that lie ahead, with a shared commitment to knowledge, innovation, and collaboration. Together, we can chart a course for success and make meaningful contributions to the field of commerce.