

DigiDukaan

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DigiDukaan Latest News

Recently, the Department for Promotion of Industry and Internal Trade (DPIIT), in collaboration with the Open Network for Digital Commerce (ONDC), convened a Consumer Packaged Goods (CPG) Roundtable and discussed DigiDukaan.

About DigiDukaan

- It is an **Open Network for Digital Commerce (ONDC's)** initiative.
- It is aimed at **digitising kirana stores for B2B procurement**.
- It is designed to **improve efficiency across the value chain**.
- **Key Features of DigiDukaan**
 - **For Kirana Stores:** It enables kirana **stores to improve margins** through direct procurement by offering better visibility of schemes, improved fill rates and enhanced working capital management.
 - **For distributors:** The **initiative facilitates wider market reach** without additional field costs through order and collection digitisation, while improving retailer coverage.

- **For brands:** It **provides direct access to retailer demand signals**, retail counters, and more effective deployment and tracking of schemes.
- DigiDukaan has already gained early traction in Hyderabad, where more than 10,000 retailers

Key Facts about Open Network for Digital Commerce

- It was **launched in April 2022**.
- It is a **network based on open protocol** and will enable local commerce across segments, such as mobility, grocery, food order and delivery, hotel booking and travel, among others, to be **discovered and engaged by any network-enabled application**.
- It aims to **create new opportunities, curb digital monopolies and** by supporting micro, small and medium enterprises and small traders and help them get on online platforms.
- It is an initiative of the **Department for Promotion of Industry and Internal Trade (DPIIT)** under the **Ministry of Commerce and Industry**.
- It envisions creating a **level playing field for sellers, buyers, and service providers** across India, particularly small and medium enterprises (MSMEs).
- It will **enable local commerce across segments**, such as mobility, grocery, food order and delivery, hotel booking and travel, among others, to be discovered and engaged by any network-enabled application.

Source: PIB

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