

Workshop on Digital Commerce
Vendor Mobilization Drive under BDSF
Raising and Accelerating MSME Performance (RAMP)

15th November 2025 || Cuttack || Venue: OYEA Conference Hall, Cuttack

Officials Present

- Sri. Tarun Kanta Mohanty, General Manager, District Industries Centre, Cuttack
- Sri. Mihir Kumar Kanungo, President, Odisha Young Entrepreneurs Association (OYEA)
- Dr. Sibabrata Rout, General Secretary, Odisha Young Entrepreneurs Association (OYEA)
- Shri Sasank Sekhar Patro, Founder & CEO, Sabhyasha Retail Tech¹

Introduction

On 15th November 2025, the MSME Department, Government of Odisha, in collaboration with ONDC State Network Participant, Sabhyasha Retail Tech, successfully conducted a transformative workshop on "Digital Commerce Enablement through ONDC" at OYEA Conference Hall, Cuttack. This event marked a significant milestone in bridging the digital divide for MSMEs by introducing them to the Open Network for Digital Commerce (ONDC) platform and facilitating their seamless onboarding into India's revolutionary digital commerce ecosystem.

The workshop was designed to empower MSMEs across Odisha by unlocking new market opportunities through ONDC's democratized e-commerce infrastructure. Participants gained comprehensive insights into how ONDC enables businesses to reach wider customer bases, reduce dependency on traditional marketplace intermediaries, and enhance their digital presence with minimal investment.

The hands-on onboarding sessions equipped entrepreneurs with practical knowledge to register, list products/services, and commence digital transactions on the ONDC network. The event witnessed enthusiastic participation from 60 of MSMEs, entrepreneurs, and business stakeholders, from Grocery & Food Processing sectors. Through interactive demonstrations, live onboarding assistance, and one-on-one consultations with ONDC experts, participants experienced firsthand the transformative potential of open digital commerce in scaling their businesses and competing in the modern marketplace.

Inaugural and Keynote Address:

The workshop commenced with a warm welcome address delivered by Sri. Tarun Kanta Mohanty, General Manager, District Industries Centre (DIC), Cuttack. In his opening remarks, he emphasized the transformative potential of digital commerce for MSMEs in Cuttack district and across Odisha. He highlighted that the Open Network for Digital Commerce (ONDC) represents a paradigm shift in how small businesses can access markets, stating that digital enablement is no longer optional but essential for survival and growth in today's competitive landscape.

¹Sabhyasha Retail Tech is State Network Participant, the authorized representatives from Sabhyasha were approved by the MSME Department to facilitate this training session

Sri Mohanty underscored that ONDC democratizes e-commerce by breaking the monopoly of traditional platforms, enabling even the smallest enterprises to reach customers across India without prohibitive costs or complex procedures. He encouraged entrepreneurs to embrace this opportunity, noting that digital presence significantly enhances business credibility, expands customer reach beyond geographical boundaries, and opens doors to new revenue streams that were previously accessible only to larger players. He further acknowledged the collaborative effort between the MSME Department and Sabhyasha Retail Tech, appreciating their commitment to bringing this cutting-edge platform directly to entrepreneurs.

Sri Mohanty urged participants to actively engage in the onboarding process during the workshop, assuring them of continued support from the District Industries Centre in their digital transformation journey. He expressed confidence that ONDC adoption would catalyze business growth, create employment opportunities, and contribute significantly to the district's economic development, aligning with the broader vision of Atmanirbhar Bharat.

Technical Session & Insights:

The workshop proceeded with an intensive technical session facilitated by representatives from Sabhyasha Retail Tech, the ONDC Network Participant. The resource persons delivered a comprehensive presentation on the Open Network for Digital Commerce, explaining its architecture, benefits, and transformative impact on the MSME sector. They elucidated how ONDC's interoperable protocol enables businesses to be discoverable across multiple buyer applications, thereby exponentially increasing their market visibility compared to traditional e-commerce platforms. The session covered critical aspects including registration processes, product cataloguing, inventory management, order fulfillment, and payment integration within the ONDC ecosystem. Following the theoretical overview, the team conducted live onboarding demonstrations, guiding participants through each step of the registration process in real-time. Entrepreneurs received hands-on assistance in creating their digital storefronts, uploading product listings with appropriate descriptions and imagery, and configuring their seller profiles. The interactive nature of this session proved invaluable, as participants could immediately clarify doubts and receive personalized support tailored to their specific business models. By the end of the technical session, several MSMEs had successfully completed their onboarding, with their businesses going live on the ONDC network, marking their entry into India's open digital commerce revolution.

Collaboration

The District Investment Promotion Agency (DIPA), Cuttack team supported in mobilization participants for the workshop. PwC² served as the State Project Implementation Unit under the RAMP Program

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Conclusion

The program concluded with closing remarks by the Dr. Sibabrata Rout, General Secretary, Odisha Young Entrepreneurs Association (OYEA), who summarized the day's discussions and emphasized the importance of adopting quality certifications for sustainable growth. He encouraged participants to leverage the insights gained during the workshop to drive innovation and excellence in their enterprises. The event ended with a networking lunch, fostering connections and collaborations among MSMEs, industry experts, and government officials. This networking session aimed to build a supportive community for MSMEs, encouraging the exchange of ideas and experiences to drive collective growth and excellence in the sector.

GM-DIC, Cuttack

Ankit Aditya Bhatta

RAMP SPIU, Odisha

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