

## PRESS RELEASE



### Awareness Programme cum Digital Registration on ONDC Held at Nongstoin

**Nongstoin, 21<sup>st</sup> May 2026:** The Office of the District Commerce and Industries Centre (DCIC), Nongstoin, today organized an Awareness Programme cum Digital Registration for entrepreneurs of Nongstoin on the Open Network for Digital Commerce (ONDC) under the Raising and Accelerating MSME Performance (RAMP) Scheme.

The programme aimed to create awareness among local entrepreneurs, artisans, small business owners, and self-help groups on the benefits and opportunities available through the ONDC platform, which is gradually transforming the digital commerce ecosystem in India.



Present at the programme were Smti I. Wahlang, Deputy Director of Commerce and Industries, Shillong, Shri B.F. Sunn, General Manager, DCIC Nongstoin, and Shri D.M. Sunn, Assistant Director, Cottage and Industries, Shillong.



During the programme, consultants from Addble delivered informative sessions on the functioning and importance of ONDC.

They explained how ONDC enables businesses, especially small and medium enterprises, to connect with wider markets through an open digital network, thereby reducing dependency on large e-commerce platforms.

The resource persons also highlighted that ONDC is an initiative of the Government of India aimed at democratizing digital commerce by providing equal opportunities for sellers, buyers, logistics providers, and service operators through an open and interoperable network. Through ONDC, local entrepreneurs can showcase and sell their products online, expand their customer base, and improve market accessibility.

Entrepreneurs attending the programme were also assisted in digital registration and onboarding processes, enabling them to better understand the practical steps required to participate in the digital marketplace.



Officials from the DCIC Office encouraged participants to actively adopt digital platforms and modern marketing systems to enhance the visibility and growth of local products and enterprises. The programme witnessed active participation from entrepreneurs and business owners from different parts of Nongstoin.