

ਡਾਇਰੈਕਟੋਰੇਟ ਆਫ ਸਕੂਲ ਐਜੂਕੇਸ਼ਨ (ਸੈਕੰਡਰੀ), ਪੰਜਾਬ।  
ਐਟ ਪੰ.ਸ.ਸਿੱ.ਬੋਰਡ ਕੰਪਲੈਕਸ, ਫੇਜ਼-VIII, ਐਸ.ਏ.ਐਸ. ਨਗਰ।  
(ਕੋਆਰਡੀਨੇਸ਼ਨ ਸ਼ਾਖਾ)

(email. [dpise.coordination@punjabeducation.gov.in](mailto:dpise.coordination@punjabeducation.gov.in))

ਸੇਵਾ ਵਿਖੇ

1. ਸਮੂਹ ਜਿਲ੍ਹਾ ਸਿੱਖਿਆ ਅਫਸਰ (ਸੈਸਿ/ਐਸਿ), ਪੰਜਾਬ।
2. ਸਮੂਹ ਸਕੂਲ ਮੁਖੀ, ਪੰਜਾਬ।

ਮੀਮੋ ਨੰ. 591832/DPISE/64/2022/Coordination/38-39/2023  
ਮਿਤੀ 22-11-2023

ਵਿਸ਼ਾ:- ONDC Network E-Gift Card Scheme-reg.

ਹਵਾਲਾ: Punjab Information and Communication Technology Corporation Limited  
(Punjab Infotech), Department of Industry and Commerce ਦਾ ਪੱਤਰ ਨੰ.  
PICTC-ITeGOECOM (ONDC)/422 ਮਿਤੀ 02.11.2023.

ਉਪਰੋਕਤ ਵਿਸ਼ੇ ਤੇ ਹਵਾਲਾ ਅਧੀਨ ਪੱਤਰ ਦੀ ਕਾਪੀ ਆਪ ਨੂੰ ਯੋਗ ਕਾਰਵਾਈ ਹਿੱਤ ਭੇਜੀ  
ਜਾਂਦੀ ਹੈ।

ਨੱਥੀ ਉਕਤ ਅਨੁਸਾਰ

ਪਿ.ਅੰ. ਨੰ. ਉਕਤ/40-43/2023

ਰਕੋ  
ਸੁਪਰਡੈਂਟ (ਕੋਆਰਡੀਨੇਸ਼ਨ)  
21/11/2023  
ਮਿਤੀ 22-11-2023

ਉਤਾਰਾ ਹੇਠ ਲਿਖਿਆ ਨੂੰ ਯੋਗ ਕਾਰਵਾਈ ਹਿੱਤ ਭੇਜਿਆ ਜਾਂਦਾ ਹੈ:-

1. ਸਕੱਤਰ, ਪੰਜਾਬ ਸਕੂਲ ਸਿੱਖਿਆ ਬੋਰਡ।
2. ਸਮੂਹ ਅਧਿਕਾਰੀ /ਸ਼ਾਖਾ ਮੁਖੀ, ਦਫਤਰ ਐਸ.ਸੀ.ਈ.ਆਰ.ਟੀ. ਪੰਜਾਬ।
3. ਸਮੂਹ ਅਧਿਕਾਰੀ /ਸ਼ਾਖਾ ਮੁਖੀ, DoSE (S & E), ਪੰਜਾਬ।
4. ਸਮੂਹ ਅਧਿਕਾਰੀ /ਸ਼ਾਖਾ ਮੁਖੀ, ਦਫਤਰ ਡੀ.ਜੀ.ਐਸ.ਈ. ਪੰਜਾਬ।

ਰਕੋ  
ਸੁਪਰਡੈਂਟ (ਕੋਆਰਡੀਨੇਸ਼ਨ)  
21/11/2023

2732453

08/11/23

PICTC-ITeG0ECOM (ONDC)/422  
Date: 02<sup>th</sup> Nov, 2023

To, DPI(EE)  
All Administrative Secretaries  
Govt of Punjab  
(as per list attached)

**Subject: ONDC Network E-Gift Card Scheme-reg.**

Please refer to DO No: P-55011/14/2023-Internal Trades dated October 12, 2023 from Secretary, Department of Promotion of Industry and Internal Trades (attached as **Annexure 1**).

2. The 'Open Network for Digital Commerce' (ONDC), is a Government of India (GoI) backed technology infrastructure. It is a network-centric model, wherein buyers and sellers can transact irrespective of the platforms/applications they use as long as "platforms/applications are connected to this open network". The day-to-day operations and governance of the ONDC are managed by a Section 8 (non-profit) company (also called ONDC), which has a GoI led non-profit organization, an e- governance technology company.

3. Sh. Rajesh Kumar Singh, Secretary, DPIIT, New Delhi, vide DO No: P-55011/14/2023-Internal Trades dated October 12, 2023 (**Annexure 1**), has written to the State to inform about the e-gift card scheme launched by ONDC. This e-gift card scheme can be used by the organizations/companies/departments for corporate gifting and employee engagement during festive season. It will also give people the opportunity to get to know the ONDC network and encourage first-time and small-time sellers to do business digitally.

4. You are therefore requested to forward this letter to all the Departments/ Organization under your administrative control for considering the ONDC e-Gift Card as an option for corporate gifting and employee engagement in the upcoming festival season. Details regarding this are attached as **Annexure 2**.

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Managing Director

A copy of the above forwarded to PS to PS, I&C for kind information of Principal Secretary, Industries and Commerce, Punjab, Udyog Bhawan, Sector-17, Chandigarh

-sd-  
Managing Director

राजेश कुमार सिंह, भा.प्र.से.  
Rajesh Kumar Singh, I.A.S.  
सचिव  
SECRETARY



सत्यमेव जयते



आज़ादी का  
अमृत महोत्सव

DO No.:P-55011/14/2023-Internal Trade  
भारत सरकार  
उद्योग संवर्धन और आंतरिक व्यापार विभाग  
वाणिज्य एवं उद्योग मंत्रालय  
GOVERNMENT OF INDIA  
DEPTT. FOR PROMOTION OF INDUSTRY  
AND INTERNAL TRADE  
MINISTRY OF COMMERCE & INDUSTRY

12<sup>th</sup> October, 2023

Dear Chief Secretary,

As you are aware, Open Network for Digital Commerce (ONDC) is changing digital commerce in India. Like UPI, this initiative is a first in the world with no other parallels.

2. In a bid to enable more people to experience this network, ONDC has launched an e-gift card scheme that organizations / enterprises can use for corporate gifting and employee engagement, starting this festive season. The beneficiaries would be able to access the cultural richness of India by owning pieces of craftsmanship steeped in Indian heritage. From vibrant and authentic threads of Kanchipuram Silk Sarees, a curated collection of Blue Pottery, Tanjore Paintings, Brassware, Filter Coffee from Kalimpong, and many more, ONDC Network is bringing Indian innovation and scale together, like never before. Every purchase made on the Network will empower first-time and small-scale sellers and encourage them to do business digitally.

3. In this regard, I would request you to bestow your personal attention to promote the use of **ONDC Network e-Gift Cards**, this festive season, among organisations/enterprises/departments within your state.

4. Kindly refer to the annexure (attached) for further details on the ONDC Network e-Gift Card issuance process and service providers. Ms. Aditi Singha, VP, ONDC (aditi.singha@ondc.org - 9953358041) may be contacted for clarifications, if any.

With regards,

Yours sincerely,

  
Rajesh Kumar Singh

Shri Anurag Verma  
Chief Secretary  
Government of Punjab  
Punjab Civil Secretariat  
Chandigarh-160001

## Annexure: Details Regarding ONDC Network e-Gift Card

### What is the ONDC Network E-gift Card?

- ONDC Network e-gift Cards program enables any **Sponsor Organization**<sup>1</sup> to distribute a pre-loaded e-gift card (e.g. employees, corporate partners etc.).
- These are most suited to replace cash or in-kind corporate incentives or gifts, especially for festivals or any other occasion.
- These **virtual cards** are powered by the **Rupay** payment network<sup>2</sup> with others to join shortly.
- The sponsor organisation can pre-load the ONDC network e-gift card with any amount up to **INR 10,000**.
- The ONDC network e-gift cards can be redeemed fully for any transaction on the ONDC Network, i.e. beneficiaries can use the ONDC network e-gift Cards to buy any of the 1.2 Crore+ products accessible through the ONDC Network, through any ONDC-enabled app for up to 1 Year.

### How is the ONDC Network e-gift Card different from other offerings?

- Unlike any other gift card, the ONDC Network e-gift card is **not limited by categories and platforms**.
- Consumers using ONDC Network e-gift Card, can use ANY ONDC network-linked app or website to buy products across a range of 1.2 Cr+ products.
- Thus, the beneficiary can buy **any product or service** available on **any buyer application**<sup>3</sup> that is enabled on the ONDC network and redeem the ONDC network e-gift card for the purchase (*See list of buyer apps below*)

### What products are available?

- ONDC is a network aimed at democratising digital commerce. As of writing this note, products across consumer categories, from Groceries to Food, Home Kitchen, Electronics and appliances, Fashion, apparel and beauty/personal care products are available **across India**.
- Crucially, the ONDC network is enabling a wide range of products made by India's artisans, weavers, SHGs, FPOs, and MSMEs along with leading Indian manufacturers and brands. Thus, customers can enjoy a wide range of products while also celebrating India's diversity with a **Vocal4Local AtmaNirbhar Bharat**. For instance:
  - Vibrant and authentic threads of **Kanchipuram silk sarees** by supporting the **weavers of Tamil Nadu**.
  - Sambalpuri and Ikat sarees by the weavers of the **Bargarh cluster of Odisha**.

<sup>1</sup> **Sponsor Organization:** A legal entity (a Corporate, PSU, etc.) that funds the issuance of ONDC Network e-gift Cards for its employees or partners.

<sup>2</sup> **Payment Networks** such as RuPay, MasterCard, and Visa provide the underlying technology to the issuers.

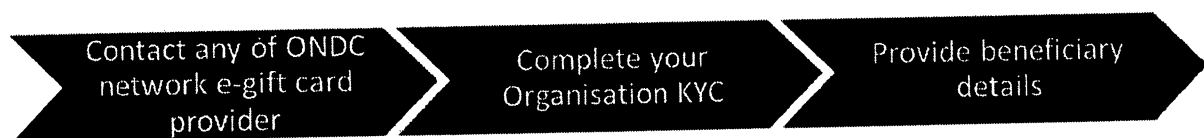
<sup>3</sup> **Buyer Applications:** Retail applications are onboarded on ONDC Network as Buyer Applications selling at least a single category of products.

- Curated collections of Blue Pottery, Woodcrafts, and stone sculptures from artisans all over India through **Central Cottage Industries Emporium**
- Artisan-made handicraft items made of clay, stone, brass metal, wood, gold and silver, ivory, cane, bamboo, silk, cotton and bronze. Some include Tanjore Paintings, sandalwood items, and copper lamps, from artisans of **Tamil Nadu through the State Organisation - Poompuhar**.
- Authentic Darjeeling tea & green tea, Sunderban Honey and Kalimpong filter coffee from the state of West Bengal through the State organization – **Biswa Bangla**.
- Handwoven authentic Maheshwari silk, Chanderi silk, and Kosa sarees straight from the weavers of **Madhya Pradesh's State Organisation – Mrignayani**.
- Authentic rosewood-based paintings & furniture and Bidriware artefacts crafted by the artisans of Karnataka through the State handicraft organization – **Cauvery Handicrafts**.
- Authentic Kolhapuri slippers **directly from the makers in Kolhapur, Maharashtra**.
- Silk Stoles from the artisans and weavers under **UP's One District One Product** scheme.
- Black pottery articles made by Tribal artisans from **Tribes India**
- Honey and Pickles from Rajasthan's leading social enterprise **Katori Fresh**.

The diverse set of unique products made by Indian Artisans, SHGs and NGOs are curated by ONDC apps with the "Amazing India" collection.

### What is the process for ONDC Network E-gift Card Issuance?

The sponsor organisation interested in offering the ONDC network e-gift cards may follow the below steps:



Please find the details of the steps in the table below:

Step 1	<p>Contact any of the ONDC network e-gift card provider(s)<sup>4</sup>:</p> <p>1) <b>Yes Bank - Tarun Khaneja</b> email - <a href="mailto:tarun.khaneja@yesbank.in">tarun.khaneja@yesbank.in</a>   Contact Number - <a href="tel:9167272984">9167272984</a></p> <p>2) <b>Omni Card - Abhinav Saxena</b> email - <a href="mailto:abhinav@eroute.in">abhinav@eroute.in</a>   Contact Number - <a href="tel:8447057722">8447057722</a></p> <p>(More providers are being onboarded, please find an updated list <a href="#">here</a>)</p>
Step 2	Complete your organisation KYC - Provide Company PAN, GSTIN, Company Incorporation certificate and onboard as a purchaser
Step 3	Provide the excel file with details of beneficiaries (Name, phone number, email and amount) to the ONDC network e-gift card provider, who will create and load the card. Provider will also send notification to the final user of the ONDC network e-gift card via sms and email.

The ONDC network e-gift card providers will send an activation link to the beneficiaries over SMS as well as email. The beneficiary will utilize the ONDC network e-gift card like a virtual card at the time of payment for transactions on the network.

#### Buyer apps currently Live on the ONDC Network

S.No	ONDC Buyer App	Links
1	PayTM	<a href="#">Paytm ONDC (Requires App)</a>
2	SpiceMoney	<a href="#">SpiceMoney ONDC</a>
3	PhonePe - Pincode	<a href="#">Pincode</a>
4	MyStore	<a href="#">Mystore</a>
5	Craftsvilla	<a href="#">Craftsvilla ONDC</a>
6	Magicpin	<a href="#">Magicpin ONDC</a>

<sup>4</sup> ONDC network E-gift Card providers: These are banks, and fintech companies that are RBI-licensed issuers of Pre-Paid instruments in India. Providers/ Issuers are responsible for issuing ONDC network e-gift Cards, holding the funds, and validating the transactions on ONDC Network