

Launch of NABARD supported sellers page on Mystore, ONDC Home page.

NABARD in collaboration with Mystore App, ONDC has a dedicated section highlighting NABARD supported sellers (SHGs/ JLGs/ POs) on their homepage. This was launched on 01 April 2024 by Shri Shaji K.V, Chairman. The links to the page are indicated below.

1. A dedicated section for NABARD sellers on the Mystore homepage:
<https://www.mystore.in/en/>
2. A specialized landing page for NABARD sellers, categorizing seller listings based on products, sellers, and state-wise distribution:
<https://www.mystore.in/en/collection/nabard>