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This file is a **sample synopsis for study reference**. It shows how the seven parts that the BMPP-001 project guidelines of IGNOU's School of Management Studies ask for (introduction, rationale, literature review, objectives, research methodology, implications and limitations) can be filled for one topic. It is not a synopsis you can submit.

Everything in square brackets, such as [City] or [n], is a place for your own facts. The empirical studies in the literature review are left as brackets on purpose: you must find, read and cite studies yourself. Only the theory sources and the official document listed in the references are real and were checked.

Why you must not submit this: the BBA guidelines say the synopsis is prepared in consultation with your guide, and the final report must carry a certificate that the work is your original work. A topic copied from a public sample is also the kind of duplicate that evaluators notice. Choose your own topic, city and data with your guide.

What travels with a BMPP-001 synopsis (BBA Project Guidelines): the proforma for approval signed and dated by you and your guide, and the guide's signed bio-data, sent to the Regional Director of your own (or designated) Regional Centre with "BMPP-001" written on the envelope, or as a soft copy on the LMS for online students. An incomplete synopsis is not accepted. Approval is decided by IGNOU's evaluator, not by this file or by us.

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PROJECT SYNOPSIS

Seller Adoption of the Open Network for Digital Commerce (ONDC) among Small Retailers in [City]: Awareness, Onboarding Barriers and Early Order Experience

Submitted for the course BMPP-001 (Project), Bachelor of Business Administration, School
of Management Studies, Indira Gandhi National Open University

Item	Your entry
Name of the student	[Name]
Enrolment number	[Enrolment number]
Regional Centre and code	[Regional Centre, code]
Study Centre and code	[Study Centre, code]
Subject area on the proforma	Marketing
Name and designation of the guide	[Name, designation, organisation]
Date	[Date]

Subject areas printed on the BMPP-001 proforma: HRM and OB, Accounting and Finance, Operations Management and Information System, Marketing, Corporate Management, Any Other.

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1. Introduction

India's digital commerce has so far grown largely through platforms that each hold their own buyers, sellers and rules. The Open Network for Digital Commerce (ONDC) is a Government of India initiative launched in April 2022 under the Department for Promotion of Industry and Internal Trade (DPIIT). It is built as an open network: a seller who joins through one seller-side application can be found by buyers using any participating buyer-side application (Ministry of Commerce and Industry, 2025).

According to the Ministry's backgrounder of January 2025, the network began with food and beverage and grocery and has since added mobility, fashion, beauty and personal care, home and kitchen, electronics, health and wellness and B2B, and lists 13 domains. The same document describes the MSME-TEAM initiative for 2024 to 2027, which aims to help five lakh micro and small enterprises onboard, half of them women-owned (Ministry of Commerce and Industry, 2025).

Small retailers in [City] are the group this study looks at: shop owners with [define: for example, Udyam-registered micro enterprises with one outlet]. Whether these retailers have heard of ONDC, what stops them at the onboarding stage, and what their first orders have been like are questions that national figures do not answer for a single city.

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2. Rationale of the study

Published discussion of ONDC concentrates on buyers, platforms and policy. The seller side, and especially the small shop that has never sold online, is less documented at city level. [Write two or three sentences on why [City] matters: market size, retail clusters, any local onboarding drive you can cite.]

The study is feasible for a BBA learner because the respondents are reachable in person in [City], the questionnaire can be completed in about [10] minutes, and the analysis needs only descriptive statistics and simple tests. Its findings may help [local traders' association or seller-side app] plan awareness and onboarding support.

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3. Review of literature

Two established theories frame the study. The technology acceptance model holds that a person's intention to use a technology is shaped by its perceived usefulness and perceived ease of use (Davis, 1989). Diffusion of innovations theory explains adoption through relative advantage, compatibility, complexity, trialability and observability, and through the stage a person has reached in the adoption process (Rogers, 2003). Together they suggest that awareness, the effort of onboarding and early results should be measured separately.

Study to find and read	What to note from it
[Author, year]: a study of e-commerce adoption by small retailers or MSMEs in India	Sample, city, constructs measured, main finding
[Author, year]: a study applying the technology acceptance model to sellers or merchants	Which items measured usefulness and ease of use
[Author, year]: a study on ONDC or open digital networks, if available	What it found on sellers; how recent it is
[Author, year]: a study on digital payments or marketplaces among kirana stores	Barriers reported by shop owners

Close the review with the gap: [state what no study you read has measured for small retailers in [City]]. Every study you cite here must appear in your reference list, and every reference must be cited in the text.

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4. Objectives of the study

The BBA guidelines ask that objectives be written in a neutral manner, without assuming the findings. The objectives below follow that rule.

1. To study the level of awareness of ONDC among small retailers in [City].
2. To examine the onboarding steps that small retailers report as difficult.
3. To analyse the relationship of perceived usefulness and perceived ease of use with the intention to continue selling on ONDC.
4. To compare early order experience across retail categories.

Hypotheses (null form)

H01: There is no significant relationship between perceived usefulness and the intention to continue selling on ONDC.

H02: There is no significant relationship between perceived ease of use and the intention to continue selling on ONDC.

H03: There is no significant difference in early order experience across retail categories.

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5. Research methodology

Element	Plan for this study
Research design	Descriptive and analytical, cross-sectional
Nature and source of data	Primary data from a structured questionnaire; secondary data from the Ministry of Commerce and Industry and ONDC publications for context only
Population	Small retailers in [City] as defined in the introduction, in [areas or markets]
Sampling technique and rationale	[Stratified by retail category, with respondents chosen conveniently within each stratum]; explain why, and that results describe this sample, not all retailers
Sample size	[n] retailers, of whom [n1] are on ONDC and [n2] are not; show how [n] was fixed, for example with Cochran's formula $n = z^2 p(1 - p) / e^2$ (Cochran, 1977) and the values you choose
Tools	Questionnaire in [English and Hindi]: profile, awareness, onboarding steps, and five-point Likert items for usefulness and ease of use adapted from Davis (1989); pilot test with [10] retailers

Element	Plan for this study
Data collection	In-person visits in [months]; consent recorded; no personal data published
Statistical tools and why	Percentages for awareness (objective 1); ranking of difficult steps (objective 2); Pearson or Spearman correlation for H01 and H02 (objective 3); one-way ANOVA or Kruskal-Wallis for H03 (objective 4); chi-square for links between profile and awareness
Period of study	[Month year] to [month year]

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6. Implications of the study

For retailers, the study may show which onboarding steps need help first. For seller-side applications and local associations, it may show where awareness drives should focus. For learners, it adds a city-level seller view to discussion that is largely national.

7. Limitations

The study covers one city and [n] retailers, so findings cannot be generalised to all small retailers. Answers are self-reported. ONDC is still expanding, so early order experience may change quickly. Non-probability sampling within strata limits statistical inference.

Proposed chapter plan (to discuss with your guide)

This is a suggestion, not a BMPP-001 requirement: 1 Introduction and rationale; 2 Review of literature; 3 Research methodology; 4 Results and discussion; 5 Summary, conclusion, recommendations, implications and limitations. The BBA guidelines list these contents for the final report; your guide may prefer another split.

References (APA style, as the BBA guidelines ask)

Cochran, W. G. (1977). *Sampling techniques* (3rd ed.). John Wiley and Sons.

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319-340.

Ministry of Commerce and Industry. (2025, January 4). *Revolutionizing digital commerce: The ONDC initiative* [Backgrounder]. Press Information Bureau, Government of India. <https://static.pib.gov.in/WriteReadData/specificdocs/documents/2025/jan/doc202514480801.pdf>

Rogers, E. M. (2003). *Diffusion of innovations* (5th ed.). Free Press.

[Add every empirical study you cite in section 3, in APA style.]

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