

**GOVERNMENT OF INDIA
MINISTRY OF COOPERATION**

**LOK SABHA
UNSTARRED QUESTION NO. 418
TO BE ANSWERED ON 22nd JULY, 2025**

MoU with Quick Commerce Firms

418 Smt. Mala Rajya Laxmi Shah:

Smt. Himadri Singh:

Shri Narayan Tatu Rane:

Shri P C Mohan:

Shri Vijay Kumar Dubey:

Shri Lumbaram Choudhary:

Shri Kripanath Mallah:

Shri Bhojraj Nag:

Shri Ravindra Shukla Alias Ravi Kishan:

Will the Minister of Cooperation (सहकारिता मंत्री) be pleased to state:

- (a) the manner in which the Memorandum of Understanding (MoU) signed between the Ministry of Cooperation and Swiggy Instamart will contribute towards expanding digital market access for cooperative products across the country;
- (b) the expected benefits of having a dedicated "Cooperative" category on Swiggy for products such as dairy, organic produce, millets and handicrafts;
- (c) whether the Government is planning for any such further MoU's with other Quick commerce firms in Karnataka and Bengaluru specifically; and
- (d) the details of any current pilot projects in Karnataka and Bengaluru?

ANSWER

THE MINISTER OF COOPERATION

सहकारिता मंत्री (SHRI AMIT SHAH)

(a) to (b): Ministry of Cooperation has entered into an MoU with Swiggy Limited on 25.04.2025 to collaborate to enhance the digital and market integration of cooperative products, facilitate policy discussions, and drive consumer engagement with the cooperative sector, with an aim to promote Indian cooperative sector and realize the vision of 'Sahkar se Samridhi'.

The purpose of this MoU is to establish a strategic partnership between MoC and Swiggy to enhance digital integration and market access for cooperative products, particularly in the dairy and organic sector, and facilitate capacity building for cooperatives in areas such as digital marketing, logistics, and consumer technology.

The Scope of the MoU includes the following:

- i. Swiggy, in collaboration with the Ministry of Cooperation, would engage on awareness campaign for cooperative movement/ organisations/ products in India.
- ii. Encourage onboarding of cooperative dairy products and support for preferred access through Swiggy's Instamart platform for cooperatives.
- iii. Swiggy, in collaboration with the ministry, will support the cooperative brands in the areas of marketing, promotion, consumer technology and capacity building efforts.
- iv. Swiggy will create a separate cooperative category on its platform, with a focus on brands promoted by cooperative organisations for products such as Organics, Dairy, Millets, Handicrafts, etc.

The initiative will enhance digital access, create sustainable growth opportunities, maximize the impact of cooperatives in the digital economy, and capacity building for cooperatives through mutually agreed upon projects.

(c) to (d) As part of the MoU between the Ministry of Cooperation and Swiggy Limited, NCOL has a plan to launch 'Bharat Organics' brand organic products through Swiggy Instamart in Bangalore (Karnataka), Chandigarh and Hyderabad (Telangana).
