NEWS | POLICY

Ministry of Cooperation sign MoU with Swiggy Instamart for onboarding of cooperative dairy

The products under Bharat Organics and other cooperative dairy products will now be available on e-commerce and q-commerce platforms of Swiggy

By **Shraddha Warde** | April 28, 2025



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Secretary, Ministry of Cooperation, Dr Ashish Kumar Bhutani, attended the signing of the Memorandum of Understanding between the Ministry of Cooperation and Swiggy Instamart for onboarding of the Cooperative Dairy and other products onto the online marketplace. The MoU was signed between the CEO, Swiggy Instamart Amitesh Jha and the Joint Secretary of the Ministry of Cooperation D K Verma. The signing of MoU will facilitate cooperatives to connect to new-age customers through new-age technologies.

The Ministry has recently taken many initiatives to provide access to the market for the cooperative produce, including the organic produce from the cooperative sector. After the MoU, the products under Bharat Organics and other cooperative dairy products will now be available on e-commerce and q-commerce platforms of Swiggy.

The MoU aims to strengthen the cooperative movement in India by leveraging Swiggy’s digital platform and outreach. The partnership will encourage the onboarding of cooperative dairy products on Swiggy’s Instamart platform and provide support for preferred access, ensuring greater visibility and reach for cooperative entities. Swiggy will work with the Ministry to support cooperative brands in the areas of marketing, promotion, consumer technology, and capacity building. A dedicated "Cooperative" category will be created on Swiggy’s platform, with a focus on products such as organics, dairy, millets, handicrafts, and others that are developed and promoted by cooperative organisations. This collaboration will facilitate cooperatives in connecting with new-age consumers through new-age technology, thereby expanding their digital footprint and enhancing their market presence.

Read online: https://nuffoodsspectrum.in/news/4/22299/ministry-of-cooperation-sign-mou-with-swiggy-instamart-for-onboarding-of-cooperative-dairy.html

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