

GOVERNMENT OF INDIA  
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

**LOK SABHA**  
**UNSTARRED QUESTION NO.4937**  
**TO BE ANSWERED ON 26.03.2018**

**e-COMMERCE PORTAL**

4937. SHRI FEROZE VARUN GANDHI:

Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

- (a) whether the Government proposes to implement e-commerce site through which rural artisans can directly sell their products to potential consumers; and
- (b) if so, the details thereof and the steps taken by the Government to minimise the role of middlemen and establish direct links between artisans and consumers?

**ANSWER**

MINISTER OF STATE (INDEPENDENT CHARGE)  
FOR MICRO, SMALL AND MEDIUM ENTERPRISES  
(SHRI GIRIRAJ SINGH)

(a)&(b): Ministry of Micro, Small and Medium Enterprises (MSME) through Khadi and Village Industries Commission (KVIC) has launched an e-Commerce initiative on pilot basis by making eco-friendly KVI items available on the e-Commerce Portal of M/s. Paytm, New Delhi and M/s Aar Mart, Nagpur.

The KVIC e-Portal of M/s. Paytm was launched on free trial basis on 5.1.2017 while the KVIC e-Platform initiative of M/s. Aar Mart was launched on trial basis on 21.6.2017.

Sales recorded through on line portal of M/s Paytm and M/s. Aar Mart for the period from 5.1.2017 to 7.3.2018 is Rs. 1,26,708/- (approximately).

The outcomes of these two pilot projects are being evaluated and it is proposed to launch more platforms in association with other e-Commerce Platforms like Amazon, Flipkart, etc.

Ministry of MSME through Coir Board has already taken steps to design and develop an e-commerce marketing portal to link the rural artisans and the franchisee network. Through the marketing portal, artisans can directly sell the products to customers.

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