

**Government of India
Ministry of Consumer Affairs, Food and Public Distribution
Department of Consumer Affairs**

**LOK SABHA
UNSTARRED QUESTION NO. 3345
TO BE ANSWERED ON 01.01.2019**

PROTECTION OF TRADITIONAL RETAILERS

3345. SHRIMATI TABASSUM BEGUM:
(OIH)

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण मंत्री be pleased to state:

- (a) the total sale registered under the Head of retail trade of groceries by the online e-Commerce companies during the current financial year;
- (b) the total percentage of adverse effect on the sale of small retail grocery traders due to coming up of e-Commerce companies in retail trade of groceries; and
- (c) the steps likely to be taken by the Government for the protection of small grocery traders?

ANSWER

उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण राज्य मंत्री
(श्री सी. आर. चौधरी)

**THE MINISTER OF STATE
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
(SHRI C. R. CHAUDHARY)**

(a) & (b) : As informed by Department of Industrial Policy & Promotion, no such information is available with the Government.

(c) : Various arms of the Government work in tandem towards the objective of promoting overall growth of the Indian economy. Online marketing sites and brick and mortar stores can adopt different business models as per market conditions, and keeping in view the regulatory provisions in force. Recently, Department of Industrial Policy & Promotion, in order to bring clarity to extant FDI policy on the sector, vide Press Note 2(2018 Series) dated 26.12.2018 has reviewed the policy on Foreign Direct Investment (FDI) in e-commerce. It has inter-alia been mentioned that e-commerce entities providing marketplace will not directly or indirectly influence the sale price of goods or services and shall maintain level playing field. Further, only a single brand retail trading entity operating through brick and mortar stores is permitted to undertake retail trading through e-commerce.