

**GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE**

LOK SABHA

**UNSTARRED QUESTION NO. 3675.
TO BE ANSWERED ON WEDNESDAY, THE 22ND MARCH, 2023.**

E-COMMERCE

**3675. SHRI RODMAL NAGAR:
SHRI GAJENDRA SINGH PATEL:
SHRI DURGA DAS (D.D.) UIKEY:**

Will the Minister of **COMMERCE AND INDUSTRY** be pleased to state:

वाणिज्य एवं उद्योग मंत्री

- (a) the details of the efforts being made by the Government to promote e-commerce in the country;
- (b) the details of the efforts being made by the Government to encourage new startups in Madhya Pradesh;
- (c) whether any new scheme is being proposed to promote retail business;
- (d) if so, the details thereof;
- (e) the efforts being made by the Government to promote retail business in tribal areas; and
- (f) the details thereof?

ANSWER

वाणिज्य एवं उद्योग मंत्रालय में राज्य मंत्री (श्री सोम प्रकाश)

**THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE & INDUSTRY
(SHRI SOM PARKASH)**

- (a):** The Department for Promotion of Industry and Internal Trade (DPIIT) has pioneered the initiative of Open Network for Digital Commerce (ONDC). The initiative aims at promoting open networks for all aspects of exchange of goods and services over digital or electronic networks. ONDC is based on open-sourced methodology, using open specifications and open network protocols independent of any specific platform.

ONDC protocols standardize operations like cataloguing, inventory management, order management and order fulfilment. Thus, small sellers, traders and farmers can use any ONDC compatible applications instead of being governed by specific platform centric policies. This provides multiple options to them to be discoverable over network and conduct business. It would also encourage easy adoption of digital means by those currently not on digital commerce networks.

- (b):** Government of India has unveiled an action plan for Startup India comprises of 19 action items in order to incentivize a vibrant startup system in the country. In the state of Madhya Pradesh, the number of recognized startups has increased from 7 in 2016 to 2,814 as on 28th February 2023.
- (c) & (d):** A draft of National Retail Trade Policy has been prepared which focuses on preparing strategies for providing a globally competitive and sustainable environment for overall development of retail trade.
- (e) & (f):** Ministry of Tribal Affairs vide its dedicated portal www.tribesindia.com has forged tie ups with various leading ecommerce platforms in order to promote retail business in tribal areas.
