

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

**UNSTARRED QUESTION NO. 809.
TO BE ANSWERED ON WEDNESDAY, THE 07TH FEBRUARY, 2024.**

ONLINE DISCOUNTS

809. SHRI MAGUNTA SREENIVASULU REDDY:

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

वाणिज्य एवं उद्योग मंत्री

- (a) the details of plans to compete with high discounts and offers provided by other platforms;
- (b) the details of plans to provide clarity on the issue of liability;
- (c) the details of MSMEs which are technically competent to use this portal; and
- (d) the details of schemes to provide technical support to small and local businesses?

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):** Government has implemented several legislative and policy measures for maintaining level playing field and regulating unfair trade practices in e-commerce sector in the country. Further, Department for Promotion of Industry and Internal Trade has initiated Open Network for Digital Commerce (ONDC) which is aimed at democratizing digital commerce in India. ONDC is based on open-source methodology, using open specifications and open network protocols independent of any specific platform which can be used by any buyer or seller.
- (b):** ONDC and the Network Participants in the ONDC network are subject to all existing applicable laws and regulations of India.
- (c) & (d):** The Ministry of Micro, Small and Medium Enterprises (MSMEs) has built various tools and portals to run its own schemes and programmes, which inter-alia include single window on-line Udyam Registration portal for MSME registration, MSME Champions Portal for grievance redressal, MSME Global Mart Portal for marketing support, MSME SAMBANDH and MSME SAMADHAAN for monitoring of procurement and delayed payment by Central Public Sector Enterprises (CPSEs) from Micro and Small Enterprises (MSEs).

Also, Ministry of MSME has schemes such as Entrepreneurship Skill Development Programme (ESDP) to provide training through Tool Rooms, Technology Centres, MSME- Development and Facilitation Offices (MSME-DFOs) and Entrepreneurship Development Institutes (EDIs). Furthermore, the Government is helping MSMEs onboard e-market and Digital commerce through Open Network Digital Commerce (ONDC).

In order to improve digital services and use big data and Artificial Intelligence (AI) to provide easy, cheap and timely credit to the MSME sector, various methodologies have been developed which, inter-alia includes Trade Receivables Discounting System, Regulatory Sandbox and Account Aggregator Framework. The Reserve Bank of India (RBI) has created Trade Receivables Discounting System (TReDS) platform for solving the issue of delayed payments, opened the Regulatory Sandbox to spur innovations that can fill the lending gap for MSMEs through the use of technology and data analytics, and set-up the Account Aggregator (AA) framework to make sharing and aggregation of financial data possible in a secure, transparent, and efficient manner.
