

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 855
TO BE ANSWERED ON 21.11.2019

E-COMMERCE PORTAL FOR MSME SECTOR

855. SHRI SUNIL DATTATRAYTATKARE:
SHRI KULDEEP RAISHARMA:
DR. AMOL RAMSINGKOLHE:
SHRIMATI SUPRIYASULE:
SHRIMATI RANJAN BENDHANANJAY BHATT:
DR. SUBHASH RAMRAOBHAMRE:
SHRI A.K.P. CHINRAJ:

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

- (a) whether the Government proposes to launch Bharat Craft, an e-commerce portal, on the lines of Alibaba and Amazon;
- (b) if so, the details thereof and the objective behind the move;
- (c) whether this e-commerce portal would provide a platform for MSMEs to market and sell their products and in turn boost the sector and if so, the details thereof;
- (d) the details regarding the potential of this portal in terms of revenue generation in the coming years;
- (e) the number of days likely to be cut down after the usage of the portal in making orders to be delivered; and
- (f) the other steps proposed by the Government to make this portal to compete with big players?

ANSWER

MINISTER FOR MICRO, SMALL AND MEDIUM ENTERPRISES
(SHRI NITIN GADKARI)

(a) to (c): National Small Industries Corporation, a PSU under the Ministry of MSME already has a B2B MSME Global Mart Portal and efforts have been made to further strengthen activities under it. The salient features of the portal include online registration, web store management, multiple payment options, customer support through Call Centre and enhanced security features.

(d) to (f): The revenue generation from the portal will depend on membership of the portal.
