

GOVERNMENT OF INDIA  
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

**LOK SABHA**  
**UNSTARRED QUESTION NO. 566**  
**TO BE ANSWERED ON 22.07.2021**

**E-Commerce Portal**

566. SHRI G.M. SIDDESHWAR:  
MS. RAMYA HARIDAS:

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

- (a) whether it is a fact that the Union Government is planning to launch Bharat Craft, an e-commerce portal, on the lines of Amazon, etc. and if so, the details thereof and objective behind the move;
- (b) whether it is also a fact that this e-commerce portal will provide a platform for MSMEs to market and sell their products and boost sector, if so, the details thereof;
- (c) the details regarding potential of this portal in terms of revenue generation in coming years; and
- (d) the number of days likely to be cut down after usage of portal for orders to be delivered?

**ANSWER**

MINISTER OF MICRO, SMALL AND MEDIUM ENTERPRISES  
(SHRI NARAYAN RANE)

(a) to (d): National Small Industries Corporation, a PSU under the Ministry of MSME 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.

Khadi and Village Industries Commission (KVIC), a statutory body under the Ministry of Micro, Small and Medium Enterprises has [ekhadiindia.com](http://ekhadiindia.com) for B2C outreach, which enables all businesses to have a global reach with Interactivity, Immediacy and Ease of Adaptation.

The revenue generation from the portal depends on membership of the portal.

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