

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

**UNSTARRED QUESTION NO. 2412.
TO BE ANSWERED ON WEDNESDAY, THE 16TH MARCH, 2022.**

e-COMMERCE CENTRIC PRODUCTS

2412. SHRI KHAGEN MURMU:

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

वाणिज्य एवं उद्योग मंत्री

- (a) whether the Government agrees with the view that apart from logistics and warehousing jobs, the requirement of user analytics, data mining and cyber security functions, the e-tail industry is in dire need of specialised and customised e-commerce centric products and services;
- (b) if so, the measures that have been taken/ proposed to be taken by the Government in this regard; and
- (c) if not, the reasons therefor?

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) to (c):** The e-Commerce industry is continuously evolving with innovation in the entire value chain of exchange of goods and services like cataloguing, search, discovery, warehousing, payments, inventory management and order fulfilment etc. This evolution is based on changing customer behaviour, expectations and requirements. Government has a robust policy framework to support innovation and startups providing such specialized or customized products and services.
