

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

**UNSTARRED QUESTION NO. 3939.
TO BE ANSWERED ON TUESDAY, THE 25TH MARCH, 2025.**

QUICK-COMMERCE PLATFORMS

3939. SHRI ARUN BHARTI:

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

वाणिज्य एवं उद्योग मंत्री

- (a) the impact of Government has any policies on the growth of the quick commerce industry during the last two years;
- (b) the details of data on the percentage increase in the number of jobs created in 2024 in comparison to previous years;
- (c) whether any measures have been taken to ensure the safety and rights of gig workers in the quick commerce industry, and if so, the details thereof;
- (d) whether rural markets have benefitted from the quick commerce platforms, and if so, the details thereof; and
- (e) whether any steps are being taken to ensure the availability of employment benefits to the gig workers in the industry, and if so, the details thereof?

ANSWER

वाणिज्य एवं उद्योग मंत्रालय में राज्य मंत्री (श्री जितिन प्रसाद)

**THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE & INDUSTRY
(SHRI JITIN PRASADA)**

- (a): The e-commerce sector is governed by a comprehensive legal and policy framework. Some of the Acts applicable to e-Commerce Sector are Consumer Protection Act, 2019; Consumer Protection (E-commerce) Rules, 2020; Competition, Act, 2002; Central Goods and Services Tax (CGST) Act, 2017; Information Technology Act, 2000; Payment and Settlement Systems Act, 2007; Companies Act, 2013; Copyright Act, 1957 etc. FDI policy and Foreign Exchange Management Act (FEMA), 1999 contain provisions related to Foreign Direct Investment (FDI) in e-Commerce Sector.

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 playing a role in enabling quick commerce by fostering an open, interoperable, and competitive marketplace where sellers, logistics providers, and buyers can connect seamlessly.

ONDC fosters a decentralised ecosystem, empowering small businesses – SMEs, Kirana stores, farmers, artisans, SHGs, etc, to participate and compete effectively in the digital marketplace. Consumers benefit from a wider selection of sellers and potentially greater price transparency. ONDC’s open ecosystem also supports hyperlocal logistics players, making quick deliveries viable without reliance on a single platform. By reducing dependence on large aggregators, ONDC is helping small retailers participate in quick commerce, ensuring a broader distribution of economic benefits.

- (b):** The data on Employment and Unemployment is collected through Periodic Labour Force Survey (PLFS) which is conducted by the Ministry of Statistics & Programme Implementation (MoSPI) since 2017-2018. The survey period is July to June every year.

As per the latest available Annual PLFS Reports, the estimated Worker Population Ratio (WPR), including formal and informal sector, on usual status for persons of age 15 years and above during the years 2021-22 to 2023-24 is as follows:

Years	Worker Population Ratio (in%)
2021-22	52.9
2022-23	56.0
2023-24	58.2

Source: PLFS, MoSPI

The data indicates that the Worker Population Ratio (WPR), indicating employment, has an increasing trend over the years.

- (c):** For the first time, the definition of ‘gig workers’ and ‘platform workers’ and provisions related to the same have been provided in the Code of Social Security, 2020 which has been enacted by the Parliament.

As per the Code, the gig worker has been defined as a person who performs work or participates in a work arrangement and earns from such activities outside of traditional employer-employee relationship.

The Code provides for framing of suitable social security measures for gig workers and platform workers on matters relating to life and disability cover, accident insurance, health and maternity benefits, old age protection, etc. The Code also provides for setting up a Social Security Fund to finance the welfare scheme.

- (d):** Ministry of Rural Development under Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM) has undertaken tie-ups with e-Commerce Players for promotion of SHG products. In collaboration with Government e- marketplace (GeM) a "Saras Collection" has been created as a Store Front in GeM for marketing of SHG products. Also, Memorandum of Understandings (MoUs) have been entered between the Ministry of Rural Development and several E- commerce companies to allow the Self Help Groups (SHGs) producers including the artisans, weavers and craftsmen to access national markets through various programs/initiatives for marketing of SHGs products. An e-Commerce platform (www.esaras.in) has also been

launched by the Ministry of Rural Development for online marketing of SHG products. e-Saras is also live as a Seller Network participation on ONDC. Curated products of women SHGs are available on several apps of ONDC network.

Open Network Model of E-commerce like ONDC in collaboration with various Ministries/Departments/Financial Institutions is also engaging in various initiatives to promote business in rural areas:

- i. The Ministry of Electronics and Information Technology's network of Common Services Centers (CSCs) is being utilised to connect every village in India to the national digital market through ONDC. With their network of 4 Lakh+ Village Level Entrepreneurs (VLEs) - CSC through ONDC is unlocking Assisted e-Commerce across rural India. This integration allows rural citizens to access a vast e-commerce network, thereby boosting entrepreneurship opportunities and incomes for VLEs.
- ii. The Ministry of Agriculture is supporting Farmers Producers Organisation (FPOs) and making it easier for them to access markets nationwide through ONDC. More than 7000 FPOs have already been onboarded to ONDC- complaint applications, enabling them to sell their produce in 160+ cities across India supported with innovative joint digital demand generation initiatives. This initiative provides farmers and FPO enterprises with digital empowerment and market access.
- iii. Prasar Bharati is working to bundle broadband services with Over the Top (OTT) and e-commerce platforms for rural India riding on BharatNet infrastructure under the Universal Service Obligation fund (USOF) through ONDC. This includes enabling shopping on WAVES, Prasar Bharati's OTT platform, integrated with ONDC's digital commerce framework to enable sale of products and services, bridging the digital divide for rural sellers.

(e): Open network model of E-Commerce like ONDC empowers gig workers, such as drivers and delivery partners, by ensuring better earnings and direct access to customers without high platform commissions. The result is that gig workers receive greater financial benefits, transparency, and autonomy in their work.

A key example is the Namma Yatri model, where ride-hailing services operate independently on ONDC, allowing drivers to retain a larger share of their earnings.

Additionally, initiatives like Yatri Sathi—a collaboration between the West Bengal government and Namma Yatri as a TSP (Technology Service Provider) - demonstrate how state governments are leveraging ONDC's open ecosystem to support and empower drivers with fairer terms and improved livelihoods.
