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

UNSTARRED QUESTION NO. 1590.
TO BE ANSWERED ON TUESDAY, THE 09TH DECEMBER, 2025.

POLICY ON AI-DRIVEN COMMERCE AND TRADER PROTECTION

1590. SHRI PRAVEEN KHANDELWAL:

Will the Minister of **COMMERCE AND INDUSTRY** be pleased to state:
वाणिज्य एवं उद्योग मंत्री

(a) whether the Government is aware of the emergence of Agentic Shopping where AI assistants autonomously compare and buy products on behalf of consumers;

(b) whether the Government has assessed its likely impact on small and medium retailers in the country, particularly those not digitally integrated into large e-commerce platforms; and

(c) if so, the details thereof along with the steps taken to ensure that local traders and MSMEs are not digitally excluded in AI-based commerce systems?

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) to (c): The e-commerce industry is continuously evolving with new technologies. These innovations are driven by changing consumer behaviour, expectations, requirements and emerging business models. Agentic shopping is one such technological innovation where shopping is powered by intelligent AI agents capable of anticipating, personalizing, and automating every step of the online shopping process.

The impact of this AI driven shopping is presently prevalent in the digital commerce space. The Government has taken several steps to ensure that small businesses, local traders and MSMEs are not digitally excluded in the emerging e-commerce environments. Some of the steps are given below:

i. The Government has launched the India AI Mission to expand access to AI tools, computing resources and data platforms for startups, MSMEs and innovators. The mission aims to strengthen India's AI ecosystem through capacity building, development of Indian AI models, support for AI-driven commerce and startups, and the promotion of responsible and trusted AI use.

ii. The Government has also pioneered the initiative of Open Network for Digital Commerce (ONDC). Unlike traditional e-commerce platforms that operate in silos, ONDC creates an open ecosystem where sellers can reach customers across multiple platforms without being restricted by platform-specific terms and conditions. ONDC supports small businesses, local traders, and MSMEs by providing a fair, transparent, and non-discriminatory discovery within emerging e-commerce environments through open protocols that make all sellers equally visible across network regardless of size, scale or digital sophistication. Seller-side apps make their full catalogues discoverable to all buyer-side apps, while buyer- side apps discloses key parameters used for sorting or listing search results, enabling sellers to understand and improve their ranking. Common open specifications adopted by all network participants further enhance transparency and prevent opaque or biased listing practices.

iii. Ministry of MSME's Trade Enablement and Marketing (TEAM) scheme has been launched to strengthen the digital capabilities of small sellers including Self Help Groups (SHGs), Farmer Producer Organisation (FPOs), artisans, rural entrepreneurs, and local retailers by providing support in digital literacy, awareness, cataloguing, and onboarding, with a focus on inclusivity by targeting 50% of beneficiaries as women-led SMEs.

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