

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

**UNSTARRED QUESTION NO. 360
TO BE ANSWERED ON FRIDAY, THE 4TH FEBRUARY, 2022.**

EMPOWERING SMALL BUSINESSES THROUGH E-COMMERCE

360 SHRI SANJAY SINGH:

Will the Minister of **Commerce and Industry** be pleased to state:

- (a) whether Government has planned any initiative(s) to enhance the collaboration between small businesses and E-commerce platforms;
- (b) if so, the details thereof;
- (c) whether Government through collaboration can also ensure greater rural sector's participation in E-commerce space; and
- (d) if so, the details thereof?

ANSWER

**THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE & INDUSTRY
(SHRI SOM PARKASH)**

(a) to (d): Government has taken several initiatives to enhance collaboration between small business and e-commerce platforms. Some of the initiatives in this context are as follows:

- **Central Board of Indirect Taxes and Customs (CBIC), Department of Revenue** has exempted sellers of specified handicraft goods made by craftsmen from obtaining compulsory registration under GST Act, thus enabling collaboration between small businesses and e-commerce platforms.
- **Department for Promotion of Industry & Internal Trade (DPIIT)** has actively engaged with various large e-commerce platforms to onboard artisans and handicraftsmen, including those engaged in manufacture of Geographical Indication (GI) goods and toys. Further, under the One District – One Product (ODOP) initiative, drives have been conducted across various States, facilitating on-boarding of sellers of identified products on e-Commerce platforms to provide greater visibility for small businesses from rural sector.

Ministry of Micro, Small & Medium Enterprises (MSME) has taken multiple initiatives for enhancing participation of small business in e-commerce which include:

- **Procurement and Marketing Support (PMS) Scheme:** Under this Scheme, the sub-component of “Adoption of e-Commerce by Micro Enterprises” has been introduced. This new component includes providing financial assistance for selling products or services by Micro Enterprises (up to 10 new products) through e-commerce portals.
- **Portals of National Small Industries Corporation (NSIC):** NSIC is operating MSME Global Mart portal. This is a non-transactional B2B Portal which facilitates e-Marketing support to MSME's. The portal provides information of business, technology and finance and also exhibits the core competence of Indian SMEs.
- **E-commerce portal of Khadi and Village Industries Commission (KVIC):** KVIC has developed an online portal <https://www.kviconline.gov.in> for selling Khadi products added by Khadi Gramodyog Bhavan, New Delhi.

Ministry of Tribal Affairs has launched an e-market place www.tribesindia.com portal through Tribal Cooperative Marketing Development Federation of India Limited (TRIFED). It has forged tie ups with various leading e-Commerce platforms and is on-boarding tribal artisans with their products for online sales.
