

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

**UNSTARRED QUESTION NO. 697.  
TO BE ANSWERED ON FRIDAY, THE 08<sup>TH</sup> DECEMBER, 2023.**

**NEW E-COMMERCE POLICY**

**697. Shri Pramod Tiwari:**

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

- (a) the major changes and developments in the new e-commerce policy of India;
- (b) whether Government has taken any cognizance of the global investors in the e-commerce industry while drafting the new e-commerce policy and if so, the details thereof; and
- (c) in what manner the new e-commerce policy will help to benefit new startups and MSMEs across the country?

**ANSWER**

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

- (a) & (b): The draft e-Commerce policy was placed in public domain on 23rd February, 2019 for public consultations. The draft policy seeks to create a facilitative regulatory environment for growth of e-commerce sector. It is aimed at empowering domestic entrepreneurs and to encourage Make in India, while safeguarding interests of consumers. Comments/suggestions from various stakeholders have been received on the draft e-Commerce policy.
- (c): The draft policy acknowledges the need of providing a level playing field to all stakeholders, including startups and MSMEs. The draft policy includes the participation of startups and MSMEs in the digital economy by providing access to adequate data and enhanced visibility for products/services.

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