

E-commerce policy in advanced stage of finalization: DPIIT Secy

2 min read . Updated: 11 May 2023, 07:24 PM IST

Ravi Dutta Mishra



DPIIT secretary Rajesh Kumar Singh. (Photo: Twitter)

The policy would have provisions for the Open Network for Digital Commerce (ONDC) that seeks to democratize e-commerce in India by enabling buyers and sellers to transact through a single platform

The much-awaited e-commerce policy and the consumer protection rules could soon be released as the policy is in advanced stages of finalization, DPIIT secretary Rajesh Kumar Singh on Thursday at a press briefing.

The policy would also have provisions for the Open Network for Digital Commerce (ONDC) that seeks to democratize e-commerce in India by enabling buyers and sellers to transact through a single platform.

"E-commerce rules and e-commerce policy both will be congruent with each other. That is the idea.

That exercise is at a fairly advanced stage," Singh told reporters at a press briefing.

Amid fears in the industry that ONDC could take would hit margins of e-commerce platform, Singh said that the idea behind ONDC was to try and create an inclusive playing field for different businesses, particularly the smaller businesses who may not get access to the e-commerce portals directly.

"Because of the enhanced competition the consumer also gains.

On the progress made by ONDC, CEO Thampy Koshy said that the intention is not to do a price war and kill everything and everyday transactions have risen to 20,000 transactions per day currently from 50 transactions in January this year.

Motilal Oswal said in a report said that ONDC could pose a threat to Zomato if it meaningfully scales up across categories, allowing it to achieve greater efficiency.

ONDC is being seen as a major threat to food-delivery platforms such as Swiggy and Zomato as it connects restaurants directly to customers. ONDC lets restaurants sell food directly to consumers without the need for a third party.