



## Press Release

21<sup>st</sup> August, 2023

### TRADERS ANXIOUSLY AWAITING ROLLING OUT OF E COMMERCE POLICY & RULES

The ongoing struggle of the trading community of the Country led by the Confederation of All India Traders (CAIT) is likely to come to an end with the rolling out of a robust e-commerce rules and e-commerce policy shortly by the Government putting curbs to unethical business practices and gross violation of FDI policy by foreign e-commerce companies. The CAIT expects that by the end of the month, both rules and the policy are expected to be rolled out confirming to the demand of the CAIT for the last more than three years.

CAIT National President Mr B.C.Bhartia and Secretary General Mr. Praveen Khandelwal in a joint statement said that the entire business community of the Country is all set to offer its gratitude in a big way to Prime Minister Shri Narendra Modi for his utmost care towards the small businesses and realizing the threat being posed to offline trade. The CAIT has all praise for the great hard work done by Union Commerce Minister Shri Piyush Goel and officials of Ministry of Consumer Affairs and DPIIT for designing the rules and the policy providing ample opportunities for every stakeholder for growth but in a fair and unethical manner.

Mr. Bhartia and Mr. Khandelwal said that the introduction of rules and the policy, it will be strongly established that India is not a banana country and its rules and the policies have sanctity and therefore everyone is bound to comply with them. So far the foreign e commerce companies have made India's e commerce landscape as an open play ground playing the game with their own whims and wishes hitting hard the offline trade which is often called as backbone of the Indian economy.

Mr. Bhartia and Mr. Khandelwal said that maintaining an even level playing field, strong KYC of the sellers, clear distinction between marketplace and inventory model, liability of the marketplace towards the consumers, speedy redressal of the complaints of consumers having a responsible Grievance system, no scope for predatory pricing and loss funding, registration of every e-commerce entity with the DPIIT are some of the major issues that CAIT has raised to be a part of the e-commerce policy and the rules. Any entity that does business using digital technology should be brought under ambit of policy and the rules, is yet another major demand that CAIT has highlighted during the course of enormous discussion held by the Government several times during last three years. Perhaps it is the one issue over which the Government has made more than dozen times of consultation with stakeholders and it is believed that both policy and rules will boost Aatamnirbhar Bharat and the Indian economy .

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