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02/08/2018

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Instead of enabling growth, the draft National e-commerce policy tries to establish Stringent Controls on this nascent Sector. Discuss Critically.

The National e-commerce policy was envisioned to create regulation under which online retail will be comprehensively governed. But the proposal seems to put more control on the e-commerce companies by way of more strict rules.

The task force has recommended 49% FDI in e-commerce sector with a condition that the company should sell 100% Indigenous product through its Inventory. This in turn upsets the ~~foreign~~ foreign Investors who have Invested in India.

It proposes to make RuPay mandatory for the online transactions which is a welcome step. But the consumer should be given choice on the mode of transaction which he makes by including others.

It has also proposed to include a definition for the maximum duration of differential pricing implemented by e-commerce companies. It has no logical Reasoning on this stand and it would eventually lead to rise in cost of the products.

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The proposal is trying to make the System in line with the Srikrishna Committee report on personal data. But India lacks in Server Capacities and do not have the desired broad band Speeds to localise data storage and processing respectively.

At a time of Massive Investment and fast paced growth the move aimed at deep discounts may divert the consumers to physical markets. The policy restricts the growth of e-commerce Sector.

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