

GOVERNMENT OF INDIA
MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY
RAJYA SABHA
UNSTARRED QUESTION NO. 1430
TO BE ANSWERED ON: 29.07.2016

INDIAN AND FOREIGN E-COMMERCE COMPANIES

1430 SHRI D. RAJA:

Will the Minister of ELECTRONICS & INFORMATION TECHNOLOGY be pleased to state:-

- (a) whether it is a fact that the Indian e-commerce companies are faltering at the hands of intense competition from foreign e-commerce companies which are able to deploy cash and technology from US to India and thus, threatening India's Digital India and Start-up India programmes, if so, the details thereof; and
- (b) in such a situation, whether Government has any plan to implement policies that enable and nurture local digital talent to have a level playing field with global companies?

ANSWER

MINISTER OF STATE FOR MINISTRY OF ELECTRONICS AND
INFORMATION TECHNOLOGY (SHRI P.P. CHAUDHARY)

- (a): No Sir, as per NASSCOM Strategic Review 2016 Indian e-Commerce market is nearly USD 16.7 Billion and is growing at a Compound Annual Growth rate of more than 25% since last 5 years. The entry of global e-commerce players has definitely brought competition in the Indian e-commerce marketplace however domestic players are also growing.
- (b): Government has notified FDI policy guidelines for e-commerce on 29th March, 2016. As per these guidelines, 100% FDI in Business to Business e-commerce and 100% FDI in market place model of e-commerce through automatic route is allowed. Through these FDI norms, many foreign investors/foreign e-commerce companies have invested in Indian e-commerce companies. Also, NIELIT an autonomous society of Ministry of Electronics & IT has introduced beginners, intermediate and advanced courses on Digital Marketing using e-commerce. They have also signed a non-exclusive MoU with Snapdeal as Knowledge Partner in this regard.
