

**Paper –CONSUMER BEHAVIOUR**

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**Topic- Government Initiatives for E- Commerce**

Since 2014, the Government of India has announced various initiatives, namely Digital India, Make in India, Start-up India, Skill India and Innovation Fund. The timely and effective implementation of such programs will likely support growth of E-commerce in the country. Some of the major initiatives taken by the Government to promote E-commerce in India are as follows:

- Government e-Marketplace (GeM) signed a Memorandum of Understanding (MoU) with Union Bank of India to facilitate a cashless, paperless and transparent payment system for an array of services in October 2019.
- In February 2019, the Government of India released the Draft National E-Commerce Policy which encourages FDI in the marketplace model of E-commerce
- In order to increase the participation of foreign players in E-commerce, Indian Government hiked the limit of FDI in E-commerce marketplace model to up to 100% (in B2B models).
- Heavy investment made by the Government in rolling out fiber network for 5G will help boost E-commerce in India.
- In Union Budget of 2018–19, Government allocated Rs 8,000 crore (US\$ 1.24 billion) to BharatNet Project to provide broadband services to 150,000-gram panchayats

As of August 2018, the Government has been working on the second draft of E-commerce policy, incorporating inputs from various industry stakeholders.

## **Achievements**

Following are the achievements of the Government in the past four years:

- Internet subscribers reached 718.74 million by the end of 2019.
- In the festive sale (September 29–October 4, 2019), E-tailers in India achieved US\$ 3 billion of Gross Merchandise Value (GMV).
- Unified Payments Interface (UPI) recorded 1.25 billion transactions in March 2020, valued at Rs 2.06 lakh crore (US\$ 29.22 billion).
- Internet Saathi project benefitted over 26 million women in India which reached 2.6 lakh villages and 20 states.
- Under Digital India movement, Government launched various initiatives like Udaan, Umang, Start-up India Portal etc.
- Udaan, a B2B online trade platform that connects small and medium size manufacturers and wholesalers with online retailers and provide them logistics, payments and technology support, has sellers in over 80 Indian cities and delivers to over 500 cities.
- The Government introduced Bharat Interface for Money (BHIM), a simple mobile base platform for digital payments.