

**GS-III: Effects of liberalization on the economy, changes in industrial policy and their effects on industrial growth.**

1. Write the various models of e-commerce in India. Discuss how the recently released e-commerce rules will impact the Marketplace and the Consumers.

### Why this Question:

- ✚ By 2022, half a billion Indians are expected to come online through their mobile phones, a population we refer to as India's Next Half Billion (NHB).

### Directive word:

- ✚ **Discuss-** this is an all-encompassing directive which mandates us to write in detail about the key demand of the question. we also have to discuss about the related and important aspects of the question in order to bring out a complete picture of the issue in hand.

### Key demand of the Question:

- ✚ The question wants us to discuss about the various models of e-commerce in India. Then write about the recently released e-commerce policy by the government.
- ✚ Then write about the impact of such a policy on the various stakeholders of the industry and on the consumers.

### Structure of the Answer:

#### Introduction:

- ✚ Write the various models of e-commerce in India. Discuss how the recently released e-commerce rules will impact the marketplace and the consumers.

#### Body:

- ✚ First write the various models of e-commerce in India. Then write about them in brief.
- ✚ Write about the growth of e-commerce sector in India and the newly proposed e-commerce policy by the government.
- ✚ Discuss the various provisions of the rules in detail.
- ✚ Discuss the impact of the policy on consumers and e-commerce market players and other stakeholders.

- ✚ E.g. the changes will have a significant impact on the business model of e-commerce majors, as most of them source goods from sellers who are related party entities; This will impact backend operations, as Group entities would have to be removed from the e-commerce value chain.
- ✚ The time has now come to look at franchise channels, rather than equity investments channels, to do business in India etc.

### **Conclusion:**

- ✚ Based on your discussion, form a fair and a balanced conclusion on the given issue.

