



JK Chrome

JK Chrome | Employment Portal



Rated No.1 Job Application of India

Sarkari Naukri
Private Jobs
Employment News
Study Material
Notifications



JOBS



NOTIFICATIONS



G.K



STUDY MATERIAL



JK Chrome

jk chrome
Contains ads



www.jkchrome.com | Email : contact@jkchrome.com

Agriculture CONCEPT Mind Maps

www.jkchrome.com

Agricultural Exports – Concept Classes

#1 What is the current status of agricultural exports in INDIA?

1. According to the Ministry of Commerce and Industry, farm exports have registered 9.8% growth for the period of April-December 2020.
2. Agricultural + horticultural + processed foods → exported to more than 100 countries in the world.
3. One of the 15 leading exporters of agricultural products in the world
4. Major destination → USA, Saudi Arabia, Iran, Nepal, and Bangladesh
5. Major commodities in export basket → rice (both Basmati and non-basmati), spices, cotton, wheat, marine products and buffalo meat.

#2 What are the potential and opportunities for India in agricultural exports?

1. Surplus grain production + one of the largest producers of dairy products + sugar + spices
2. Government renewed focus → recent farm laws + doubling of farmers' income program + agriculture export policy + ease of FDI in the sector → increase in investor's confidence
3. Rise in foreign investments → e.g. - Indian food processing industry has cumulatively attracted FDI equity inflow of about US\$ 10.24 billion between April 2000 and December 2020.
4. The market is estimated to reach ~US\$ 60 billion by 2022, driven by strong demand from markets such as the Middle East and China.

#3 What are the challenges being faced by agricultural export sector?

1. fragmented land holdings → Lower productivity
2. Majority Indian farmers → small and marginal category → agriculture products used majorly for own consumption.
3. Uncertain foreign trading regimes + trade and non - trade barriers like phytosanitary & sanitary barriers
4. Export restrictions on imported food items to control inflation in domestic market → hurting agro – exports.
5. Lack of branding + promotion → hurting competitiveness.
6. Obstruction in global value chain due to COVID.

#4 What are the steps taken by the government to promote agricultural exports?

1. **Dedicated body** - Agricultural and Processed Food Products Export Development Authority (APEDA) → to provide assistance to agriculture exporters.
2. **Agriculture Export Policy** → doubling exports to \$60b by 2022 + diversification of export basket
3. **Recent farm laws** → (a) The Farmers' Produce Trade and Commerce (Promotion and Facilitation) act (b) The Farmers (Empowerment and Protection) Agreement on Price Assurance and Farm Services act (c) The Essential Commodities (Amendment) act.
4. **'Transport and Marketing Assistance for Specified Agriculture Products'** → assisting the international component of freight handling and marketing of agricultural products.
5. **100% FDI under automatic route** → e.g. Floriculture, Horticulture, Apiculture; Development and production of Seeds and planting material; Animal Husbandry (including breeding of dogs), Pisciculture, and Services related to agro and allied sectors.

#5 What can be the way forward to further improve agricultural exports in the country?

1. Providing Infrastructure status to agricultural value chains, such as warehousing, pack-houses, ripening chambers, and cold storage, etc.
2. Augmenting cargo handling facilities at airports, ports, etc.
3. Establishing regional production belts → linking the Mission for Integrated Development of Horticulture and Self-Help Groups.
4. Creating a Green channel clearance for perishable agro products in toll, air, and freight cargo stations.
5. Establishing strong quality regimen + attracting private players
6. Marketing + promotion of “brand India”
7. Providing timely information to farmers for taking cropping decisions.

www.jkchrome.com

AGRICULTURE SUBSIDIES – CONCEPT CLASSES

#1 What do you understand by the term agricultural subsidies?

1. Government incentives paid to farmers/agribusinesses/agricultural organizations to a) supplement their income b) manage the supply of agricultural commodities, and c) influence the cost and supply of such commodities.
2. Types → 1) Direct subsidies = direct cash incentive 2) indirect subsidies = cheaper credit facilities, farm loan waivers, reduction in irrigation and electricity bills, fertilizers, seeds and pesticides as well as the investments in agricultural research, environmental assistance, farmer training, etc.
3. Farm subsidies → about 2% of India's GDP.
4. The share of subsidy on agriculture and allied activities out of total subsidy of Rs 3.73 lakh crore, for all economic activities is 25.8%.

#2 What is the rationale behind providing agricultural subsidies?

1. Supporting farmers → Majority of farmers are small & marginal → poor → dependent upon agriculture for subsistence
2. Employment generation → by way of making agricultural activities profitable
3. Export promotion → by providing price competitiveness + improving quality of Indian
4. Ensuring food security

#3 What are the positive impacts of agricultural subsidies on the sector and farmers in India?

1. Increased exports of agri products → attracting private investment
2. Increased productivity → reduced food prices → self-sufficiency in food
3. Increased usage of technology and better infrastructure in agricultural activities → increased efficiency → increased profitability → reduced distress migration
4. Incentivising "less focussed" crops → eg higher subsidies on the crops having nutritional + environmental benefits.
5. Increased + assured income → better livelihood conditions → better nutritional status
6. Environment friendly practices promoted → eg; KUSUM programme (subsidy for solar pumps)

#4 What are the challenges arising due to subsidization of agriculture in India?

1. Ecological challenges → a) cheaper electricity → over exploitation of ground water b) Excessive use of fertilizer → eutrophication + water pollution + soil erosion c) skewed cropping pattern
2. Excessive burden on exchequer → farm loan waivers → banking twin balance sheet challenge + fiscal deficit
3. Rising inequality → indirect subsidies more beneficial for already rich farmers (poor targeting)
4. Wastage of food crops due to excess production → increased burden on FCI
5. Discouraging investors due to higher government intervention → eg - fertilizer industry
6. Issues at international platforms like WTO → de-minimus clause → 10% limit on "AMBER BOX" subsidies on developing countries.

#5 What steps should government take to tackle these adverse impacts?

1. Focus on direct cash transfers instead of input subsidies → expenditure by farmers as per their needs.
2. Leveraging digital transfer of subsidy → to remove leakages
3. Infrastructural reforms → to reduce the dependence on subsidies e.g. better irrigation facilities, promotion of renewable energy sources.
4. Institutional reforms → de-regulating urea supply.
5. Increasing investment in agricultural sector → public investment in agriculture must increase at 14% per annum (Ashok Dalwai Committee) + opening the sector for FDI → taxation incentives.
6. Legislative steps → contract farming + APMC reforms to reduce dependence on government.

www.jkchrome.com

AGRICULTURE MARKETING – CONCEPT CLASSES

#1 What is agriculture marketing and why is it important for agriculture sector?

1. Buying + selling of agriculture products → processes to link farms and markets
2. Marketing methods in India → (a) rural primary markets (haats) (b) cooperative marketing (c) Contract farming (d) future markets (e) commodity markets.
3. It promotes → (a) monetisation of produce (b) raises farm income (c) ensures demand-supply balance (d) brings investments and capital formation (e) Attracts youth (f) strengthens industrial linkages (g) avoids distressed sale and migration.

#2 What are the bottlenecks faced by agriculture marketing ecosystem in India?

1. Essential commodities act 1955 → govt regulated production + supply + distribution of essential commodities → affected the integrated value chain across the country.
2. APMC act → farmers required to sell produce in local mandis → monopoly situation.
3. Lack of infrastructure (cold chains + warehouse + transport) → ineffective supply chains
4. Poor technological integration → absence of real time market information + lack of knowledge of grading and standardisation.
5. Tariff + non tariff barriers hamper the international marketing potential

#3 What steps have been taken by government in this regard?

1. Legislative steps → (a) Farmers' Produce Trade and Commerce (Promotion and Facilitation) Act, (b) The Essential Commodities (Amendment) Act (c) The Farmers (Empowerment and Protection) Agreement on Price Assurance and Farm Services Act (d) model contract farming law
2. Institutional steps → (a) FCI (b) NAFED (c) commodity boards for rubber, tea, coffee etc (d) NDDDB (e) FPOs (f) Cooperatives.
3. Infrastructural steps → (a) (AIF) Agri infra fund (b) mega food parks (c) (AHIDF) animal husbandry and infra dev fund (d) Kisan Rail (e) KrishiUdan scheme
4. Policy level steps → MSP-PDS system, E-NAM, AGMARKNET, Operation greens, pm sampada
5. Branding and promotion → GI tags, organic states- Sikkim

#4 What can be done to further strengthen agriculture marketing in India?

1. Integrating modern marketing ecosystem → social media marketing apps + marketing budget plans + neuro marketing
2. creating awareness about application of production related data → Resolving Cobweb phenomenon {cultivation of specific crop based on previous year data → excessive/(deficient) production if the demand in last year was high/(low) respectively → deflation/(inflation)}
3. Creating taxation incentives for private players to invest in agriculture marketing platforms.
4. Promoting agri-tech start-ups by way of handholding and incentives by the government.
5. Development of agri-export zones on the lines of SEZs.

Banking Regulation Amendment Act 2020 – Concept Classes

#1 What is banking regulation act?

1. BR act 1949 → regulates commercial banking in India.
2. power to RBI →licensing of banks + voting rights of shareholders + appointment of boards and management + audit, merger, liquidation + directives to banks + imposing penalties.
3. 1965 amendment → cooperative societies under its preview but not all provision applicable to them as they do on commercial banks.

#2 How are cooperative banks governed in India?

1. Banking related function → under RBI
2. Management related functions→centre + state

#3 What is the existing issue with cooperative banks ecosystem?

Co-operative banks provide banking facilities to people of small means → Absence of regulatory oversight by RBI on par with commercial banks → poor performance of co-operative banks →PMC (Punjab & Maharashtra Cooperative) Bank scam.

#4 What are the features of the recent banking regulation amendment act?

1. Amends BR act 1949 with regard to cooperatives bank →as per BR act 1949 these were exempted from several provisions → now regulation under the Act similar to that of commercial banks.
2. Issuance of shares and securities→Co-operative banks may raise equity or unsecured debt capital from the public subject to prior RBI approval →(BR act 1949→Co-operative banks were excluded)
3. Prescription for qualification of management→RBI may prescribe qualifications for chairman employment + may remove a Chairman.
4. Supersession of Board of directors of co-operative banks→RBI can reconstitute the Board of Directors in order to ensure sufficient number of qualified members + supersede the Board of directorsafter consultation with the state government.
5. Formulation of scheme for reconstruction or amalgamationof banks → can be done by RBI without moratorium.

#5 What are the objectives of bringing the cooperatives under Banking Regulation Act?

1. to provide for better management and proper regulation of co-operative banks
2. to protect the interests of the depositors
3. to increasing professionalism, enabling access to capital, improving governance and ensuring sound banking through the Reserve Bank of India.

#6 What are the key issues with the amendment act 2020?

1. Increase in burden of RBI supervisory work→ Currently, RBI regulates and supervises 86 scheduled commercial banks, 45 regional rural banks and 10 small finance banks →now extended to 1,544 UCBs, 363 district (central) co-operative banks and 33 state co-operative banks.

2. Issue of federalism → 'Banking' = Union List subject and 'incorporation, regulation and winding up' of co-operative societies' = State List → whether regulation of management, audit, capital and winding up of co-operative banks are essential to regulating the activity of banking.
3. Provisions on capital may violate principles of co-operative societies → co-operative societies raise capital from members → act is unclear what it means to raise equity capital from the public, how it will be treated and regulated.

www.jkchrome.com

Blue Economy- Concept Class

#1 What is the concept of blue economy?

- (1) Leveraging economic potential of the oceans in a sustainable way → includes green economy in it
- (2) According to World Bank, Tri-components → a) economic growth b) improved livelihoods and jobs c) ocean health ecosystem.
- (3) First given by Gunter Pauli in 2010 in his book “The blue economy, 10 years, 100 innovations, 100 million jobs”

#2 What potential exists in the global blue economy?

- (1) Multi-dimensional uses → a) Renewable energy, b) Fisheries c) minerals d) tourism e) climate
- (2) World wide ocean economy → \$1.5trillion/year
- (3) Share of global trade by volume through oceans → 80%
- (4) 350 million jobs → fisheries.

#3 Why so much stress on blue economy in recent years?

- (1) 1st global conference on sustainable blue economy → Nairobi 2018
- (2) Equity + Public participation in marine and coastal decision making is rising.
- (3) United Nation sustainable development goals (UN-SDG – 14) → Life below water.
- (4) Land as a source of economic sustainability → deteriorating.

#4 What are the challenges in harnessing its true potential?

- (1) Mindset → focussing on “economy” and ignoring the “blue” component.
- (2) No concrete definition of blue economy. International rules and norms → still evolving.
- (3) Technological constraints; eg collecting polymetallic nodules, D2O etc.
- (4) Natural disasters → tsunamis, cyclones, earthquakes and submarine volcanic eruptions.
- (5) Maritime security → piracy, smuggling, drugs peddling, arms trade, human trafficking.
- (6) Climate change impacts on marine life, habitats and communities.

#5 What should India do to harness the potential and increase its stake in global blue economy?

- (1) India's geography → unprecedented opportunity of improving living standards, energy security and ecological resilience.
- (2) Develop “blue diplomacy cadre” → SAGAR, IORA, BIMSTEC, SAARC and Indo-Pacific area.
- (3) Strengthen “blue infrastructure” in terms of ports (sagarmala), ship building industry (make in India), multi logistics parks, naval bases etc.
- (4) Integrated coastal zone management + O-SMART strategy.
- (5) Increasing R&D → deep sea mining, underwater vehicles and robotics.

Climate Change – Part 1

#1 What is Climate Change?

1. Long-term alteration of temperature + weather patterns + variability of phenomenon of a place
2. Not a new phenomenon → Earth's climate has constantly been changing — even long before humans came into the picture.
3. Includes warming + cooling phases

#2 What are the causes of climate change?

1. Volcanic eruptions → releasing lava, ashes and pyroclastic material → Mount Pinatuba eruption 1991 → the aerosols formed a global layer of sulfuric acid haze → Global temperatures dropped by about 0.5 °C in the years 1991–1993
2. Changes in the orbit of the Earth → 'Milankovitch cycles' → eccentricity, axial tilt, and precession → affects the amount of solar heat that reaches the Earth's surface
3. Plate tectonics → Continental drift leads to changes landmass & oceans positions → changes in ocean currents + wind patterns.
4. Changes in Solar Cycle → "Little Ice Age" occurred over parts of Earth during the Maunder Minimum (period of near zero sunspot activity) → direct impact on temperature of earth.
5. Increased use of fossil fuels in electricity, transport and industries → Increasing Green House Gases in the atmosphere → global warming.
6. Deforestation → Trees keep the balance of CO₂ and O₂ maintained by acting as carbon sinks → lack of trees → imbalance of gases.
7. Unplanned urbanization → excessive concretization and construction of glass buildings → trapping of heat → disturbing heat budget of the earth
8. Increase in demographic load → over exploitation of resources → carrying capacity of the earth breached.
9. Anthropogenic aerosol → due to uses of fertilizer and burning of plant residues → traps the heat

#3 What can be impacts of climate change on different aspects of life?

1. Global warming → Increased weather extremities → Forest fires + Sea level rise + Melting of ice caps + Heat Wave + Changes in rainfall patterns and intensity → increased risk of floods and droughts + intensity of cyclones, tornados and storm surges
2. Changing vegetation patterns → forcing animal species to migrate to new, cooler areas in order to survive.
3. Ocean acidification → threat to marine life
4. Change in Ocean current patterns e.g. Atlantic Meridional Overturning Circulation (AMOC) is losing its stability
5. Spread of new pathogens → giving rise to new and fatal diseases
6. Adverse impact on agriculture productivity → risk to food security.
7. Overall economic losses → as per reports if no action is taken to curtail the global carbon emissions, climate change could cost 5 -20% of annual global GDP.
8. Risk of submergence to small island Nations → rise in climate refugees.
9. Positive feedback system → rise in temperature → melting of ice caps → release of trapped gasses like CH₄ → GHG emissions increased → rise in temperature.

Climate Change – Part 2

#1 What can be the solutions to tackle climate change?

1. Mitigation → Reducing emissions of and stabilizing the levels of heat-trapping greenhouse gases in the atmosphere
2. Reducing the use of fossil fuels + increasing the use of renewable energy sources e.g. Solar power
3. Afforestation → increasing carbon sinks
4. Electrification of transport sector and industrial sector → reduce dependence on non-renewable energy
5. Carbon tax + polluter pays principle
6. R&D → to make machines efficient and environment friendly
7. Adaptation → Adapting to the climate change already in the pipeline
8. Building Back Better → Building resilient infrastructure
9. Improving weather forecast systems + usage of satellites to predict vulnerabilities
10. Expanding the horizons of land use planning to incorporate longer climate predictions
11. Adopting drought-proof seeds and crops for agriculture practice
12. Promoting green financing → green bonds, blue bonds and climate financing under international agreements.

#2 What are the steps being taken internationally & nationally in this direction?

1. United Nations Framework Convention on Climate Change (UNFCCC) → Kyoto protocol + Paris agreement + REDD+
2. Adopting common but differentiated responsibility → protect the interests of developing countries + ensuring collaborative effort.
3. WMO + UNEP → founded the IPCC to provide for a mechanism to study the effects of global warming at a governmental level.
4. International Solar Alliance
5. Transformative Carbon Asset Facility → A World Bank Fund → to help developing countries implement their plans to cut emissions
6. European Green Deal → by the European Council → to achieve carbon neutrality by 2050
7. Mission Innovation → global initiative of 22 countries and EU → to accelerate global clean energy innovation
8. India's INDC targets → to be achieved by 2030 → a) 40% of the installed capacity for electricity will be from non-fossil fuel sources, b) reduce the emissions intensity of the GDP by about a third, c) additional carbon sink of 2.5 to 3 billion tonnes of carbon dioxide equivalent through additional forest and tree cover.
9. National Action Plan on Climate Change (NAPCC) → with 8 National Missions
10. Coalition for Disaster Resilient Infrastructure
11. Raising the domestic renewable energy target to 450 GW by 2030
12. National Hydrogen Mission.
13. India Climate Change Knowledge Portal
14. shift from Bharat Stage-IV (BS-IV) to Bharat Stage-VI (BS-VI) emission norms

Contract Farming – Concept Classes

#1 What do you mean by contract farming ?

1. It is a BUYER-FARMER contract → arrangement between producers and the processors/exporters → farmer promises to supply certain quantity of an agricultural product meeting the quality standards within a pre-agreed time.
2. In turn, the buyer commits → to purchase the product and, in some cases, to support production → the supply of farm inputs, land preparation and the provision of technical advice.
3. Presently regulated under → a) Indian contracts act 1872 b) APMC act 2003

#2 Why in recent times there has been an increased focus on contract farming?

1. Agricultural growth stagnated since last 6 years → Economic survey 2019-20
2. Sector is marred with issues like → price volatilities + high government intervention + low investment + restricted market access + exploitation by intermediary.
3. In consonance with the economic reforms of 1991 + govt recent push towards ease of doing business.

#3 How contract farming can boost India's agriculture sector?

1. Involvement of private sector → increased investment + technology + competition
2. Higher mechanisation + better knowledge → raised productivity + quality
3. Assured market for farmers → reduced marketing + transaction cost
4. Consistent supply of agri produce → less price volatility
5. Better export promotion → increased share in global agri trade
6. potential to develop agri start-ups + retaining youth in agriculture → agri entrepreneurship

#4 What are the associated challenges which make certain experts and farmers reluctant to join contract farming?

1. Biased in favour of firms or large farmers (Monopsony) → Problems faced by small farmers like undue quality cut on produce by firms, delayed payments, low price and pest attack on the contract crop which raised the cost of production.
2. Contracting agreements are often verbal or informal in nature → Lack of enforceability of contractual provisions
3. Small + marginal farmers discriminated → small landholdings + no machines + high registration costs.
4. Ecological threats → promotion of monoculture + introduction of foreign varieties + soil erosion
5. IPR issues → eg., Pepsico case in Gujrat.
6. Agricultural field entrusted to somebody on contract basis → reduced land for livestock to feed on

#5 What steps has govt taken in this regard?

1. NABARD'S special refinance package for contract farming arrangements → creating market avenues.
2. Farmers (Empowerment and Protection) Agreement on Price Assurance and Farm Services act 2020 → legal framework for contract farming + prior price determination + dispute settlement mechanism
3. Essential commodities amendment act 2020 → removal of stock limits → large organisations can participate.
4. Repealing + amending the APMC acts → bringing sale of agri produce out of the clutches of mandis.

5. Model contract farming act 2018 → farmer recognised as “weaker” party so interests need to be protected + contracted produce under insurance + no permanent structure on farm premises + FPOs to mobilise small farmers + Contract Farming Facilitation Group (CFFG) → promoting contract farming at village / panchayat level + Contract farming to be outside the ambit of APMC Act.

#6 What further needs to be done to balance the competing interests?

1. Foster more competition → to incentivise firms to offer better terms and services to farmers + improve farmers' connectivity to spot markets and mandis across the country.
2. Provide information → maintain an information repository of farmers, contracting firms and standards for crops, land availability, default rate, and performance standards → help farmers and sponsors to evaluate each other prior to engaging in contracts.
3. Encourage softer means for enforcement → risk-sharing mechanisms in contracts, renegotiation options, and simplified and transparent contract terms.
4. Education and awareness regarding farmer's rights → leveraging FPOs + cooperative farming models.
5. leveraging technology + promoting R&D → GIS, remote sensing + soil mapping + crop clinics and testing laboratories + on farm experiment facilities.

E-COMMERCE SECTOR – PART 1 concept classes.

#1 What do you understand by the term e-commerce?

- 1) Buying and selling of good or services via the internet. E.g. a) The sale of products directly to a consumer b) service → coaching, writing, and influencer marketing, etc., that are purchased online.
- 2) Types of e-commerce: a) Business to Business (B2B) b) Direct to Consumer (D2C) → brand is selling directly to their end customer without going through a retailer, distributor, or wholesaler c) Consumer to Consumer (C2C) d) Consumer to Business (C2B) e) Business to Consumer (B2C)
- 3) Classification of e-commerce sites: a) Market based model → providing an IT platform by an **e-commerce** entity to act as a facilitator between buyer and seller e.g. Amazon, flipkart b) Inventory based model → an **e-commerce** activity where **inventory** of goods and services is owned by **e-commerce** entity and is sold to the consumers directly e.g. Jabong

#2 What is the status of e-commerce in India?

- 1) Market is expected to grow from US\$ 38.5 billion (2017) → US\$ 200 billion by 2026.
- 2) India's e-commerce orders volume increased by 36% in the last quarter of 2020; largest beneficiary → personal care, beauty and wellness (PCB&W) segment.

#3 What are the reasons for such fast growth of e-commerce in India?

- 1) Increase in internet and smartphone penetration → launch of 4G network; 2020 → internet connections = 776.45 million, driven by the 'Digital India' programme
- 2) Pandemic and consequent lockdown → sudden rise in volume of sales taking place through e-commerce site. (Temporary reason but will have behaviour change for longer term)
- 3) Increasing financial inclusion due to digital banking → ease of online payments.
- 4) Change in lifestyle → less time for shopping → easy to shop online.
- 5) Increased options for the customer with better deals.
- 6) Government support e.g. GEM portal, National retail policy, eased FDI norms, consumer protection (e-commerce) rules etc
- 7) Inflow of FDI from e-commerce giants- Indian Government hiked the limit of FDI in E-commerce marketplace model to up to 100% (in B2B models)

#4 What are the challenges before e-commerce market in India?

- 1) Financial fraud and theft of sensitive information → Breach of right to privacy.
- 2) Whole sector depends on internet connectivity → digital divide → not able to reach its full potential
- 3) Issue of less accountability and responsibility of the e-com companies as compared to physical market shops → lack of trust among the customers → 95% share of physical market only 5% shopping on online portals
- 4) Poor logistics → delayed orders → increased shipping cost.
- 5) Sellers, as in offline, are required to have a physical 'Principle Place of Business' which, given the nature of e-commerce, is not practical.

E-COMMERCE – PART 2 ; CONCEPT CLASSES

#1 How consumer protection (e-commerce) rules are going to improve the experience of consumers on e-commerce market in India?

Protect the interests of consumers + encourage free and fair competition in the market + bring transparency + strengthen the regulatory regime.

1. Appointment of a nodal person → look into the compliances of the CPA and E-Commerce Rules as applicable.
2. Information Disclosures: Rule 4(2) provides for disclosure of material information on the e-commerce marketplace in clear and accessible manner → Every seller to make sure that descriptions, images, and other content of goods or services are accurate.
3. Grievance redressal mechanism → appointing a Grievance Officer.
4. Every marketplace e-commerce entity to provide information relating to return, refund, exchange, warranty and guarantee, delivery and shipment, modes of payment for consumers to make informed decisions.
5. E-commerce Rules 2020 clearly states → no marketplace seller shall falsely represent itself as a consumer and post reviews about goods or services.

#2 What are the new draft rules to further improve the customer experience?

1. Prohibition on display or promotion of misleading advertisement by e-commerce entity.
2. E-commerce firms offer imported goods or services for sale → Name + details of importers to be mentioned.
3. Filter mechanism to display notification regarding the origin of goods + suggestions of alternatives to ensure a fair opportunity for domestic goods;
4. Sponsored listing of products and services are distinctly identified with clear and prominent disclosures.
5. No e-commerce entity shall organize a flash sale of goods or services offered on its platform.
6. E-commerce companies will have to appoint a chief compliance officer, nodal contact person for 24×7 coordination with law enforcement agencies and a resident grievance officer.
7. Every company which intends to operate in India will also have to register itself with the DPIIT (Department for promotion of industry and internal trade)

#3 What are the issues with these rules?

1. Overregulation → retarding growth and job creation
2. Issue of delivery charges + “add on charges” not covered → sellers advertise low prices at the start of the purchasing process → later on, several additional charges, taxes, fees imposed/disclosed towards the end (DRIP PRICING)
3. Implementation of these rules → increase in operational expenses of e-com companies.
4. Rules unclear about the “flash sales” → whether all the flash sales are prohibited or are there certain criterias.

#4 What steps can be taken to improve the working environment for e-commerce in India?

1. Simplify the “Principal Place of Business” (PPoB) requirement by making it digital
2. Build infrastructure → physical + digital → Use of AI for better logistics support.
3. Skilling policy and programmes → focus e-commerce sector to meet future demand .

4. Identify products that have potential for the export market, connect e-commerce with export-oriented manufacturing clusters and leverage existing SEZs to create e-commerce export zones.
5. Promotion of robust data protection frameworks along the lines of EU's General Data Protection Regulation (GDPR).
6. Provide MSMEs with support to understand→how e-commerce functions, awareness programs, incentives to those using digital marketplace.

www.jkchrome.com



JK Chrome

JK Chrome | Employment Portal



Rated No.1 Job Application of India

Sarkari Naukri
Private Jobs
Employment News
Study Material
Notifications



JOBS



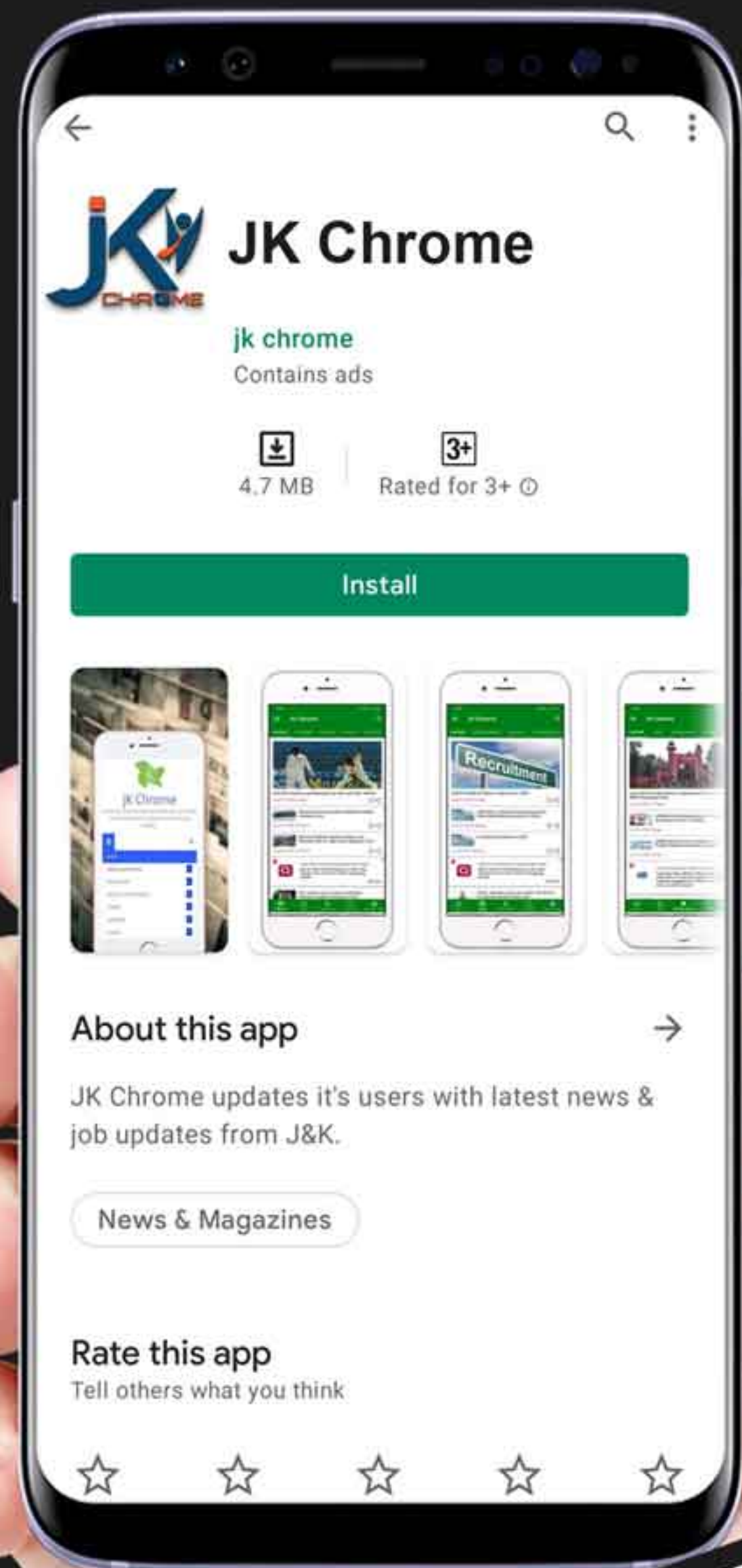
NOTIFICATIONS



G.K



STUDY MATERIAL



JK Chrome

jk chrome
Contains ads



www.jkchrome.com | Email : contact@jkchrome.com