‘BHARATMARKET’ for retail traders

CAIT said the marketplace will integrate capabilities of various technology companies to provide end-to-end services in the logistics and supply chains from manufacturers to end consumers, including deliveries at home. The e-commerce portal will include a nationwide participation by retailers and aims to bring 95 per cent of retail traders on-board the platform, who would exclusively run the portal.

The initiative has had active support and guidance of the Ministry of Commerce and Industry, as they see this as an effective way to get essential commodities to consumers during the lockdown period and within containment zones. CAIT National President BC Bhartia said the traders body is looking to enrol about one crore retailers on this e-marketplace in 2020 and make it the world's largest and most-unique e-marketplace.

About CAIT

Appraisal of post independent situation of India, in particular with regard to plight of traders, revealed that their problems in a broad way were attributed to the following factors:

- Trading activity was governed by manifold Acts, Bye-Laws and Regulations enacted by the Central, State Govt. & Local Bodies
- Some of the Acts which were formulated by the British Govt. and which have been rendered outdated in the face of prevailing ground realities, continue to be enforced
- Intricacies of laws appreciation of which is beyond capacity of a Trader of average knowledge, particularly self employed Trader because of constraints, means and limitations
- Difficulty in seeking redressal of genuine grievances because of lack of strong lobby of Traders
- Lethargic attitude of the govt. in recognizing vital role being played by Trading community in the economy of our Country. Besides notable contribution at the time of any natural crises and philanthropic activities related to welfare of people