The DPIIT has joined hands with CAIT for development of this platform, which, is expected to be launched in a staggered manner starting early next week.

Within days of retail giants Reliance Industries and Amazon India announcing their intent to accelerate their plans of onboarding local retailers and grocers, a group of retail traders has announced a tie-up with the Centre to launch a national e-commerce marketplace, which will help small retailers across the country take orders online.

The DPIIT is facilitating the conception and designing of the portal through its Startup India wing. This vast, and purely Indian, e-commerce portal will make all efforts to onboard about 7 crore traders of the country. Manufacturers, distributors, wholesalers, retailers of all verticals of domestic trade and consumers will be an integral part of this e-commerce platform.