

**GOVERNMENT OF INDIA
DEVELOPMENT OF NORTH EASTERN REGION
LOK SABHA**

UNSTARRED QUESTION NO:4672

ANSWERED ON:22.04.2015

E-COMMERCE IN NER

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Will the Minister of DEVELOPMENT OF NORTH EASTERN REGION be pleased to state:

- (a) whether the e-commerce companies have shown significant increase in revenue specifically from the North East Region over the years and if so, the details thereof;
- (b) whether these companies face difficulties in delivering products to the customers in the region due to extremely poor connectivity and if so, the details thereof; and
- (c) whether the Government has taken any steps to improve connectivity in the area in order to facilitate such delivery systems and make them cost-effective and if so, the details thereof?

Answer

The Minister of State (Independent Charge) of the Ministry of Development of North Eastern Region (Dr. Jitendra Singh)

(a) to (c): Internet web-based marketing or e-commerce is a new way of marketing products and services globally and within countries to target markets. E-commerce companies offer their services to all customers who can access the internet, including in the North Eastern Region. In respect of these private companies as well as firms directly marketing online, their own products, there is no centralized system for them to provide or for compiling their ground-level activities in regard to the North Eastern Region of the country including in relation to issues of delivery.