

E-comm players being roped in for exports push

Commerce ministry inks MoU with Amazon; pacts with Flipkart, eBay soon

FE BUREAU
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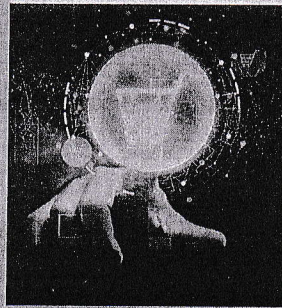
TO ENSURE THAT more geographies within the country benefit from external trade and give a greater push to the Districts as Export Hub Scheme (DEH), the department of commerce will be collaborating with various e-commerce giants to link local producers to global supply chains.

The Directorate General of Foreign Trade (DGFT) on Thursday signed a memorandum of understanding (MoU) with Amazon to co-create capacity building sessions, training and workshops for small and medium producers in districts identified by the government.

The programme will be run in a phased manner and cover 20 districts initially. The government plans to sign similar agreements with other e-commerce giants like Flipkart, eBay, Shiprocket, Shopclues, Rivexa and DHL Express.

The MoU with Amazon was signed on behalf of the department by director-general of foreign trade Santosh Kumar Sarangi and from Amazon's side by Chetan Krishnaswamy (vice-president, public policy, Amazon) and Bhupen Wakankar (director, global trade, Amazon India).

"Under the collaboration, districts will be identified by various e-commerce platforms across India to undertake various capacity-building and outreach activities in collabora-



DISTRICT FOCUS

■ E-commerce firms carry out capacity building, outreach at district level

■ At present, 70 out of more than 760 districts in the country account for 80% of exports

and enabling them to sell to customers across the world," a statement by the commerce and industry ministry said.

The focus at the district level will boost both the DEH scheme and e-commerce exports. At present, 70 out of more than 760 districts in the country account for 80% of the exports. Bringing in more districts in international trade could act as a force multiplier. Among 28 states, just four — Gujarat, Maharashtra, Karnataka and Tamil Nadu — account for 60% of exports.

District-specific export action plans are being prepared for each district outlining the district-specific strategy to promote export of identi-