

**PRESS RELEASE
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Delhi's market associations whole-heartedly welcome Kejriwal government's decision to set up "Dilli Bazaar" web portal

DDC holds consultations with over 40 trade and market associations of Delhi to seek their partnership and inputs for the formulation of 'Dilli Bazaar' web portal

Hon'ble CM Sh. Arvind Kejriwal recently announced the setting up of 'Dilli Bazaar', Delhi's own e-marketplace where every small & large shop-owner will have a virtual store and will be able to sell their products online across the globe: Jasmine Shah, VC, DDC

Trade/market association representatives from Delhi's iconic markets such as Chandni Chowk, Connaught Place, Khan Market, Bhagirath Palace, Chawri Bazaar etc. discussed the role of market bodies in setting up the upcoming portal and ways to coordinate with the Delhi Government for the same

The quality of products and services in Delhi is praised all over India and globally but many businesses suffer because they still lack an online presence and reach. The easy-to-use portal will help promote local businesses by providing them access to larger markets and a level-playing field for all players: Jasmine Shah, VC, DDC Delhi

NEW DELHI:

The Dialogue and Development Commission of Delhi (DDC) of Delhi, Delhi Government's policy thinktank, organised wide-ranging consultations with representatives of Delhi market and trade bodies today to seek their partnership and inputs in the formulation of 'Dilli Bazaar' web portal. Delhi's market associations whole-heartedly welcome the Kejriwal government's decision to set up "Dilli Bazaar" web portal and gave several practical inputs in ensuring this initiative becomes successful.

Recently announced by Delhi CM Shri Arvind Kejriwal, the 'Dilli Bazaar' portal will be Delhi's own e-marketplace where every small and large shop-owner will have a virtual store and will be able to sell their products online across the globe. This is an attempt to ensure that the web portal has the potential to result in positive outcomes for buyers as well as sellers.

Over 40 trade/market association representatives from various areas like Chandni Chowk, Bhagirath Palace, Sadar Bazar, Khari Baoli, Naya Bazar, Mori Gate, Chawri Bazar, Connaught Place, Lajpat Nagar, Karol Bagh, Sarojini Nagar, Khan Market, Rajouri Garden, Kamla Nagar, Palika Bazar, Rohini, Pitampura, Laxmi Nagar, Krishna Nagar, Gandhi Nagar etc. discussed the role of market bodies in setting up the upcoming portal and ways to coordinate with Delhi government for the same.

Charing the consultation meeting with trade/market association representatives, Jasmine Shah, Vice Chairperson, DDC Delhi said, "Delhi government under the leadership of CM Arvind Kejriwal has been working tirelessly to provide relief to businesses suffering from the impact of lockdown and Corona pandemic. Last year, Delhi government set up 'Rozgar Bazaar', a simple job matching web platform on which more than 14 lakh job seekers have been registered and more than 10 lakh jobs have been advertised. It was based on discussions with trade and industry associations that led to the formulation of the concept of Dilli Bazaar."

"The quality of products and services in Delhi is praised all over India and globally but many businesses suffer because they still lack an online presence and reach. During lockdown, while physical retail stores suffered losses, e-commerce gained 150% in revenue and Tier 2 and Tier 3 cities have also seen a huge surge in the demand for digital payments. Realising the support many sellers require to move online and tap the online market to their advantage, Hon'ble CM Sh. Arvind Kejriwal announced that Dilli Bazaar, a state-of-the-art e-marketplace will be built by the Delhi Government where every trader, businessperson, professional, service provider and shopkeeper of Delhi will be able to showcase and sell their products to anyone, anywhere in the world," added Shri Jasmine Shah.

He said, "The portal will support and strengthen both direct-to-consumer and business-to-business ventures. Shoppers will be able to go on virtual walkthroughs of Delhi's markets and buy any product they like from the comfort of their homes. The easy-to-use portal will help promote local businesses by providing them access to larger markets and a level-playing field for all players. As the government will help sellers set up their virtual shops with zero setup cost, it will help them Covid-proof their business as well as give them a global online identity."

Brijesh Goyal, Chairman, Chamber Of Trade & Industry (CTI) said, "Delhi government is trying to take our economy to new heights by connecting businessmen to each other and to a variety of customers. Market associations in Delhi will play an important role in this project. The market associations can help with organising sellers on a large scale and with the verification of shopkeepers to be registered on the portal."

During the course of the consultation, several market/trade association representatives gave practical suggestions on how to structure the online platform for the maximum benefit of the traders/businesses. They particularly lauded the Delhi Government's proposal to involve market associations as partners in the process of designing the portal, onboarding new businesses and regulating fake registrations on the portal.

Nitin Gupta, President of Kamla Nagar Traders Association said, "We welcome Delhi Government's initiative as it would increase the ease of doing business for Delhi sellers and can help them overcome many technical and financial challenges."

Niranjan Poddar, President of Automotive and General Traders Welfare Association based in Mori Gate, said that the involvement of the Delhi government will help build trust amongst buyers. He said that their association will actively support the government in setting up the portal.

