

**PRESS RELEASE
DIALOGUE AND DEVELOPMENT COMMISSION OF DELHI
GOVERNMENT OF NCT OF DELHI**

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Delhi Government sets the ball rolling on its ambitious e-commerce marketplace initiative 'Dilli Bazaar'

Industries dept of Delhi government today invited Expression of Interest (EOI) from agencies to design, develop, operate and maintain the 'Dilli Bazaar' platform, including the digital portal as well as offline services

DDC has concluded a detailed three month consultation exercise with various market associations of Delhi, existing e-commerce platforms, logistics providers etc as well as national and internal benchmarking to create a unique roadmap for Dilli Bazaar: Shri Jasmine Shah, VC, DDC

'Dilli Bazaar' will be designed by deploying the best-in-class technology to enhance the digital presence of local businesses of Delhi, including Delhi traders, sellers, wholesalers, service providers, manufacturing units, etc.

'Dilli Bazaar' will enable Delhi's local businesses to COVID-proof themselves and access a global online identity: Jasmine Shah, VC, DDC

Promoting the motto of 'Go Local', visitors on Dilli Bazaar platform will be able to search by products, markets, sellers and geographical area to enable their discovery of the distinctive markets of Delhi

Dilli Bazaar to be among the first and largest e-commerce marketplaces to be compliant with Government of India's Open Network for Digital Commerce (ONDC) initiative

NEW DELHI:

The Delhi Government has set the ball rolling on its ambitious e-commerce marketplace platform 'Dilli Bazaar'. Recently announced by Hon'ble Chief Minister of Delhi Shri Arvind Kejriwal, the 'Dilli Bazaar' portal will be Delhi's own e-marketplace where all shop-owners and service providers of Delhi will have a virtual store and will be able to sell their products and services online across the globe.

Delhi Government's Department of Industries has today floated 'Expression of Interest-cum-Request for Qualification' (EOI-cum-RFQ) from agencies (Managed Service Provider/system integrator, e-commerce, logistics, payment gateway) interested in partnering to design, develop, operate and maintain the 'Dilli Bazaar' platform, including the digital portal as well as offline services.

'Dilli Bazaar' is a path-breaking, state-of-the-art e-marketplace being built by Delhi government to empower businesses based in Delhi by helping them grow and diversify. The user-friendly and easy-to-operate platform will be designed by deploying the best-in-class technology to enhance the digital presence of local businesses of Delhi, including Delhi traders, sellers, wholesalers, service providers, manufacturing units, etc. The first phase of the project will focus on onboarding sellers of products, and service providers will be enabled on the platform in the second phase.

The Dialogue and Development Commission (DDC) of Delhi was tasked with assisting the Industries department in carrying out a benchmarking exercise and preparing a strategic roadmap for Dilli Bazaar.

Sh. Jasmine Shah, Vice Chairperson of DDC Delhi said, "Under the leadership of CM Arvind Kejriwal, Delhi Government has been working tirelessly to provide relief to businesses suffering from the impact of lockdown and the COVID pandemic. While the quality of products and services in Delhi is praised all over India and globally, it was noted that many businesses suffered because they still lack online presence and reach. Realising the support many sellers require to move online and capitalise on the pandemic-induced e-commerce opportunity, Hon'ble Chief Minister Sh. Arvind Kejriwal announced that 'Dilli Bazaar', a path-breaking, state-of-the-art e-marketplace will be built by Delhi Government to 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, Delhi's local businesses will be able to COVID-proof themselves and access a global online identity."

Sh. Jasmine Shah said, "DDC has concluded a detailed three month consultation exercise with various market associations of Delhi, existing e-commerce platforms, logistics providers etc as well as national and internal benchmarking to create a unique roadmap for Dilli Bazaar. The platform will aim to provide a unique visual navigation experience to the iconic markets of Delhi, and at the same time allow the smallest of businesses across Delhi go online with minimal effort."

Every seller on the 'Dilli Bazaar' platform will have its own store-front to enable them to showcase their unique shops and products through detailed product catalogues. This will create an additional virtual store running 24x7 at zero setup cost. It will expand the access of the sellers to larger markets, helping them reach domestic as well as international customers. The platform also envisions to be among the first and largest e-commerce marketplaces to be compliant with Government of India's Open Network for Digital Commerce (ONDC) initiative, enabling the seller to be easily discoverable and allowing them to conduct their businesses across multiple buyer platforms.

Promoting the motto of 'Go Local', the customers on this platform will be able to search by products, markets, sellers and geographical area to enable their discovery of the distinctive markets of Delhi. The Bazaar plans to go a step forward from being just an e-commerce platform to introducing virtual market tours wherein the customers and visitors will be able to view market streets and shops, easing the journey of their purchase and itinerary

planning. Along with this, dedicated market intelligence services for trade and exports will be provided through the Bazaar.