

Platform Development - Essentials

People/Skill

Capital

Infrastructure



Information



Compliance & Tax



Payment & Receipt



Adoption



Access

Operational Constraints for SMEs



Process
Setup



Team
Setup



Fear of
Unknown



Do-It-For-
Me Mindset

Need for Hand-holding



Platform adoption is more than just opening an online store

Behavior & habits are being changed

Most Common Barriers



Unavailability of Data

Payment Infrastructure

Logistics Infrastructure

Low Internet Penetration & Usage

Overcoming Barriers - Players & Their Roles

Activities	Stakeholders		
	Industry Associations	e-Commerce Players	Regulatory Bodies
Build a Unified Marketplace	✓	✓	✓
Collaborating with NBFC's	✓	✓	
Technology Solution		✓	
Shared Infrastructure	✓	✓	✓
Payment Mechanism		✓	✓
Logistics Solution		✓	✓
Long Term Strategies		✓	✓
Policies and Initiatives			✓