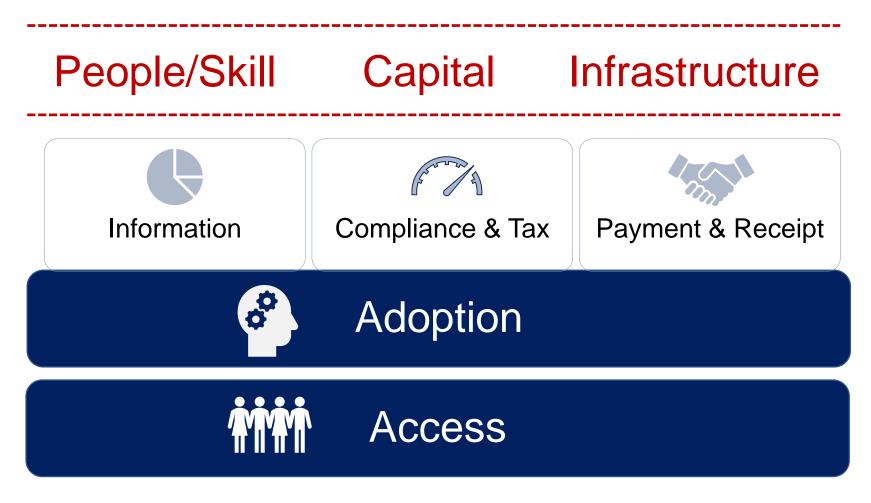
### Platform Development - Essentials





# Operational Constraints for SMEs



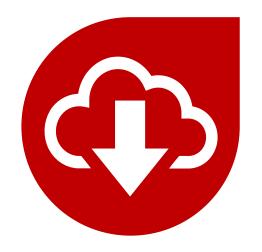
Process Setup



Team Setup



Fear of Unknown



Do-It-For-Me Mindset



# Need for Hand-holding

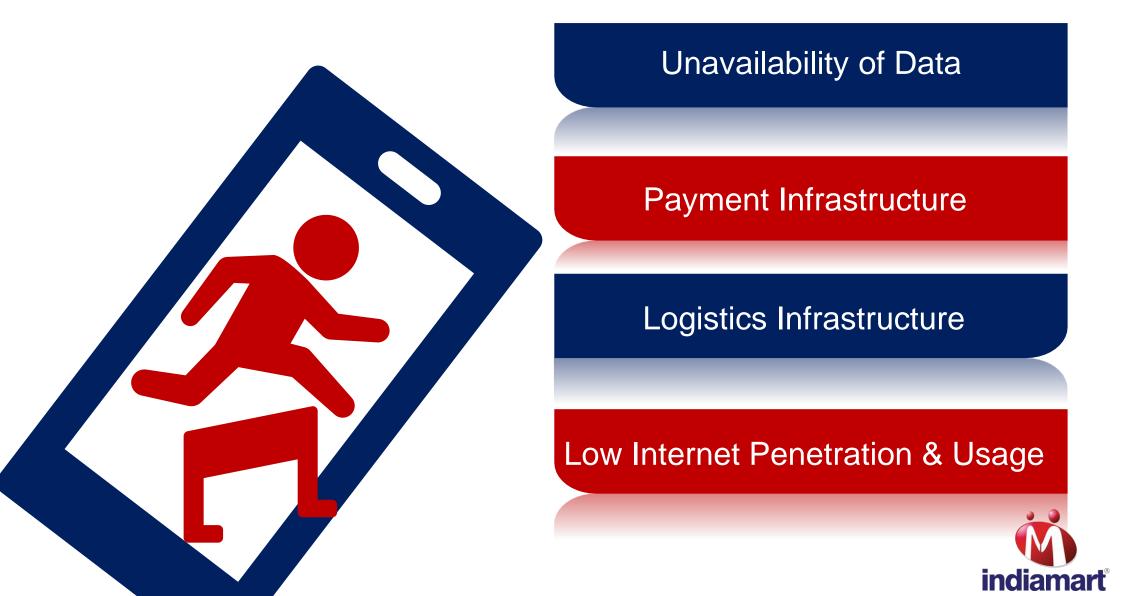


Platform adoption is more than just opening an online store

Behavior & habits are being changed



#### **Most Common Barriers**



# Overcoming Barriers - Players & Their Roles

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