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India Gets Its First E-Commerce Council (ECCI)

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Every fact web-verified against primary sources

> *On , the* **Internet and Mobile Association of India (IAMAI)** *launched the* **E-Commerce Council of India (ECCI)***, the country's first national e-commerce council. It aims to unify an ecosystem estimated at roughly* **USD 120 billion** *for policy advocacy, research and industry standards.*

WHAT ECCI IS

The ECCI is a self-regulatory, industry-led body created under the umbrella of IAMAI. It is designed to give India's fast-growing digital-commerce sector a **single collective voice** on policy, data and standards, at a moment when the government is drafting fresh rules for online platforms.

Around **70 to 80 members** were onboarded at launch, including major marketplaces and platform companies such as **Amazon, Flipkart, Meesho, Uber, Rapido, Urban Company and IndiaMART**, among others.

Scope of the Council

ECCI's mandate is deliberately broad, reflecting how far "e-commerce" now extends beyond simple online shopping.

DOMAIN	EXAMPLES
Product e-commerce	Marketplaces, direct-to-consumer brands
Service e-commerce	Home services, travel-tech, mobility
Enablers	Logistics, digital payments, cross-border trade
Emerging areas	AI-driven commerce, MSME market access

By covering mobility (ride-hailing), quick services and cross-border trade, the council positions itself as the interface between a sprawling industry and policymakers.

WHY IT MATTERS NOW

India's digital-commerce sector has expanded rapidly, but its governance remains a patchwork. Policymakers are weighing tighter rules on discounting, data use and the market power of large platforms. An industry council lets firms coordinate their submissions, propose **self-regulation** and pre-empt heavier statutory intervention.

The Regulatory Landscape

It is important to distinguish ECCI from the statutory and government-backed institutions that already shape the sector.

ENTITY	NATURE	FUNCTION
ECCI / IAMAI	Industry body (non-statutory)	Advocacy, standards, research
ONDC	Government-backed open network	Interoperable, open protocol for digital commerce
CCI	Statutory regulator	Enforces competition law
Consumer Protection (E-Commerce) Rules, 2020	Statutory rules	Consumer rights, seller disclosures

The **Open Network for Digital Commerce (ONDC)** is often described as the public, open-network alternative to closed marketplaces, aiming to democratise access for small sellers. The **Competition Commission of India (CCI)** remains the statutory watchdog on anti-competitive conduct.

THE DEBATES AHEAD

Self-Regulation Versus Statutory Regulation

A council of the largest players can genuinely raise standards, but critics warn that **self-regulation** risks entrenching incumbents. The **draft Digital Competition Bill**, which proposes ex-ante rules for large "systemically significant" digital enterprises, is the key statutory counterpoint, and the industry's stance on it will test ECCI's credibility.

Platform Work and MSMEs

Two social questions sit at the centre of the sector. First, **platform and gig workers** across mobility and delivery need clarity on **social security**, an issue that the Code on Social Security, 2020 began to address. Second, **MSME market access** is a stated priority: whether ECCI helps small sellers or mainly serves large platforms will shape its public reputation. All of this feeds into the broader **ease of doing business** agenda.

UPSC RELEVANCE

GS Paper 3: Indian economy; growth and development; effects of liberalisation on the economy; changes in industrial policy; digital economy and regulation.

Prelims pointers:

- **ECCI** was launched by **IAMAI** on **July 17, 2026**; it is a **non-statutory** industry body.
- India's digital-commerce ecosystem is valued at roughly **USD 120 billion**.
- **ONDC** is the government-backed open-network alternative; **CCI** is the statutory competition regulator.
- The sector is governed by the **Consumer Protection (E-Commerce) Rules, 2020**.
- The **draft Digital Competition Bill** proposes ex-ante rules for large digital enterprises.

Mains question: As India's e-commerce sector consolidates, should its governance rely on industry self-regulation or statutory oversight? Critically examine.

FACTS CORNER

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IAMAI is an industry association representing digital and online businesses; it is not a government or statutory body.

ONDC was incorporated as a Section 8 (not-for-profit) company and is backed by the Department for Promotion of Industry and Internal Trade (DPIIT).

The CCI was established under the Competition Act, 2002.

The Consumer Protection (E-Commerce) Rules, 2020 were framed under the Consumer Protection Act, 2019.

"Ex-ante" regulation sets rules in advance to prevent harm, unlike "ex-post" action that punishes conduct after it occurs.

Sources: Internet and Mobile Association of India, LiveMint on the ECCI launch, ONDC official site

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