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Do you think online market place is hurting small business entrepreneurs and consumers? Comment.

Internet penetration is on the rise worldwide. In this background online market place are covering ground across various regions such as food, hospitality, etc.

The adverse practices of market place is hurting small entrepreneurs and consumers.

Online market place vs consumers and producers

The market places give deep discounts cash-backs and follow predatory pricing policies hurting small businesses to compete against them.

The platforms use personal data of the users and use them to launch competing products. Also there is no fair dispute arbitration systems with the market place models.

They follow restrictive exit clauses and forced to accept the orders less than the agreement.

Solutions

The launching of Open Network for Digital Commerce (ONDC) helps the retailers to get on board the market place.

The government restricted the 100% FDI in inventory model reversing the monopoly of the platforms.

Digital markets act by EU - to address the unfair practices can be implemented on domestic lines. Use of online dispute

resolution techniques and penalties by

CCI for unfair practices can be made.

with goal of Atollon economy

growth of small business is must be given at most priority at the digital space.