

① Online dispute Resolutions can help prevent the litigation risk & provide insights into consumer problems. discuss?

INTRODUCTION — ODR has the tendency to work along ONDC and deliver quick, affordable, enforceable outcomes in digital e-commerce platforms.

ONDC platforms — ① Use of UIDAI, & Aadhaar, UPI & ^{bharat} Ayushman digital mission engineered digital markets.

② Viewing this growth, DPIIT estb ONDC platform to develop open e-commerce & enabling access to small business & dealers.

③ ONDC ~~has~~ was launched in 5 cities - Bangalore, Bhopal, Shillong, Coimbatore, New Delhi & further expanded its network to ~~add~~ 18 cities.

④ This ONDC growth in e-commerce platform, experts estimated that India would reach \$200 B by 2027 in digital commerce.

(5) Though ODR enhanced ~~in~~ capabilities disputes are byproducts of e-commerce revolution.

(6) So, To strengthen ODR govt launched [ODR] which not only restricted to conciliation, mediation & arbitration, can also be modified for certain cases.

ODR inclusion

① ODR commonly involves 'Case management system, integration of comm tech like (SMS, whatsapp, e-mail), voice response, audio/video conferencing. So on. Adding to that it can also use tech like [AI, ML] to enable resolution at the same time initiate transaction.

② This ODR initiative is 24x7 accessible even in remotest areas, available in regional languages most importantly it resist 3rd party involvement.

③ Big retail companies like Alibaba & e-bay resolute center adopted this ODR in order to maximize transaction by providing (+)ve dispute resolution.

(4) Even this ODR has entered into govt premises such as Usage of ODR in SEBI SCORES, MahakERA, RBI CMS, MSME Samadhaan & RTI online resulted in widespread of this [ODR].

* Thus Govt, Consumer, private enterprises encouraging the use of ODR sm across nation

* Through this widespread expansion of ODR Court & Consumer forums can do away with cases which ODR resolves, could reduce Court Logjam.

Conclusion

- With the Customised ODR process, it have capability to include additional \$48 Billion in gross merchandise value to India's e-commerce market.