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インド商工省、e コマース政策(2019 年)草案を発表

In brief

インド商工省傘下の産業・国内取引促進局(DPIIT、旧 DIPP)はこのほど、2019 年度の国家電子商取引(e コマース)政策草案(Draft National e-Commerce Policy)¹を発表しました。

草案は「データ」「国内」「消費者」の 3 本柱で成り立っており、データ・ローカライゼーション(データをインド国内で保管する規定が制定された)や消費者保護、関係者を対象にした管理体制の強化を狙いとしています。

概要は下記のとおりです。

- インドで生成されたユーザーデータの国内保存や越境に関する規制
- e コマースで取引される商品への規制強化
- コンプライアンス要件を満たさないサイトやアプリへのアクセス制限
- 輸出可能な上限金額(現在 INR 25,000)の引き上げや、海外送金に関する RBI(インド準備銀行)規制の緩和
- 消費者保護のために e コマース裁判所(e-consumer court)、苦情受付システムを設置
- e コマースでの著作権侵害をなくすための対策

詳しくは下記原文をご覧ください。

[PwC News Alert - 26 February 2019 - National E-commerce Policy, 2019 – Draft](#)

下記までお気軽にお問い合わせくださいませ。

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¹ https://dipp.gov.in/sites/default/files/DraftNational_e-commerce_Policy_23February2019.pdf

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National E-commerce Policy, 2019 – Draft

The Department for Promotion of Industry and Internal Trade has released a draft National E-commerce Policy (draft policy) for public consultation. The objective of this draft policy is to enable India to benefit from digitisation by creating a governance framework for various stakeholders and strategies for data localisation, consumer protection and promoting micro, small and medium enterprises and start-ups.

Please click here to read the full News Alert.

[PwC News Alert - 26 February 2019 - National E-commerce Policy, 2019 – Draft](#)

If the above link does not open by clicking thereon, you may paste the following link onto the web-browser to access the Alert.

https://www.pwc.in/assets/pdfs/news-alert-tax/2019/pwc_news_alert_26_february_2019_national_ecommerce_policy_draft.pdf

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