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President
Gujarat Chamber of Commerce & Industry



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President
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Shri Shailesh Shah
President
Zalawad Chamber of Comm. & Ind.

Saturday, 18 April 2020

To,
Shri Narendrabhai Modi
Hon'ble Prime Minister of India
New Delhi

Subject: Request to allow e-commerce and retailers to start operations at the same time

Ref: Order No.40-3/2020-DM-I(A) dated 15th April, 2020

Respected Sir,

Greetings from GCCI Regional Council.

The Regional Council of Gujarat Chamber of Commerce and Industry is a consortium of leading Chambers of Commerce in the state of Gujarat. The Regional Council of GCCI represents the voice of the entire trade and industry fraternity of the state and works with the objective of creating a conducive business environment in the state through joint efforts.

Sir, we sincerely appreciate various guidelines issued by your good selves to slowly bring back normalcy to Trade & Industry.

However, we would like to draw your attention to a serious matter regarding retail trade. Already retailers are struggling against e-commerce in India. In current scenario, retailers are already in big trouble due to lockdown. They will face problem of less demand due to liquidity crisis. Opening e-commerce as per para 14 v of the above referred order, 13 days prior to retailers, will affect retail industry very adversely as retailers will have to fight against payment issues and less footfall simultaneously. Also, if the buying pattern of the consumers changes permanently due to this decision, it will be more challenging for retail trade to restart competing against the e-commerce and it will be like a death blow for them which will result in huge scale loss of employment and financial crisis.

We have received requests from various members associated with retail trade to allow retailers to start their operations from 20th April, 2020 on par with e-commerce or to revoke decision of opening e-commerce early to avoid losses to small scale retailers of the country which is the backbone of Trade providing employment to many locally.

We hope you will consider this request positively and issue suitable instructions in this regard.

Thanking you and with best regards.

Yours sincerely,

Durgesh Buch
Chairman
GCCI Regional Council

Copy to: Shri Amit Shah, Hon'ble Minister for Home Affairs, Govt. of India

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