

ODR can help prevent litigation risk and provide insights into customer problems. Discuss.

The e-commerce industry in India is bound to reach \$200 billion by 2027. This will prompt a great in roads to the Online dispute resolution (ODR) to counter the disputes.

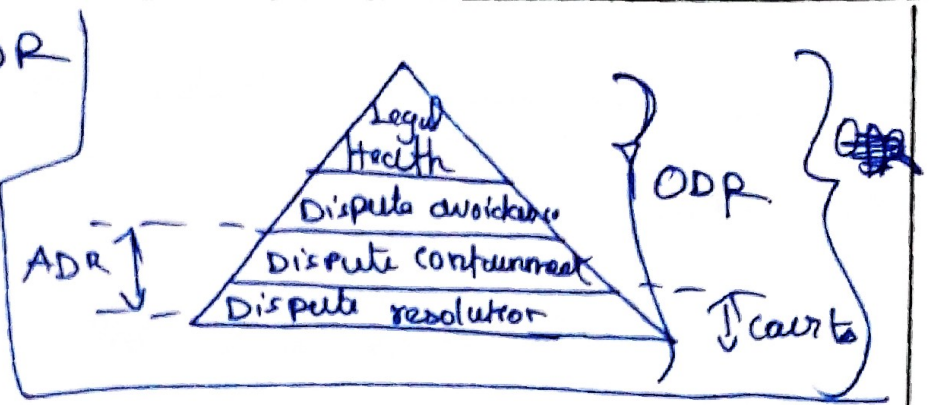
Bringing retailers on-line

The DPIIT has initiated ONDC - open network for Digital Commerce. This will enable the standard on boarding retailers on e-commerce sites.

The ONDC integrates products and services from every e-commerce sites. It is shifting platform centric models to democratization of India's online market.

Benefits of ODR

It uses
the ADR mechanism
along with



communication technologies such as e-mail, whatsapp and even artificial intelligence and machine learning, for resolution.

② can handle complex multiparty disputes, 24x7 accessibility even from remote areas, regional language resolutions.

③ It can maximise transactions for the e-commerce entities.

India endeavours - more samadhan portal, Machhans,

Sebi scores, RBI's ODR tool, and RTI online.

India is also signatory to the UNCITRAL's

Singapore convention.

~~ODR~~
ODR helps trust building, confidence and brand loyalty and greatly reduces litigation time and cost.