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Topic Module 4 [E-Commerce and Platform marketing]

⇒ 4.1 Government Portal :-

⇒ India Government in is the Indian government's web portal for citizens. It present information resources and online services from government sources accessible from a single point. It is also known as the national portal of India.

⇒ 4.2 Electronic Payment of utility services :-

⇒ Electronic bill Payment and presentment (EBPP) is a process that companies used to collect payment electronically through system like the Internet direct-dial access and Automated Teller machines. (ATM).

⇒ 4.3 Railway and Bus tickets web and App -

Best web and App Railway and bus tickets -

- (i) Bus Booking app in india.
- (ii) make my trip.
- (iii) Paytm bus booking
- (iv) open IRCTC website for railway tickets.
- (v) Paytm App Railways tickets book etc.
- (vi)

⇒ 4.4 Government scheme and services :-

⇒ 1)	<u>Scheme</u>	<u>Full form</u>	<u>Govt. Ministry</u>
	PMSBY	Pradhan Mantri Suraksha Bins Yojana	Ministry of finance
2)	APY	Atal Pension Yojana	Ministry of finance
3)	KUP	Kisan Vikas Patra	Ministry of finance.