

DIGITALIZATION OF INDIA- PROSPECTIVE SCOPE TO E-COMMERCE BUSINESS

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ABSTRACT:

E-commerce refers to the sale and purchase of goods and services through electronic mode. It is done through Internet. With increase in internet use, the E-commerce is on the rise in India. It operates in four of the major market segmentations. B2B, B2C, C2c and C2B. Today almost all kind of goods and services can be availed online easily. People are enjoying online shopping to save their time and energy. It is the easiest way of demanding goods electronically. Being techno savvy, mobile users are now the evangelist of mobile commerce. With rise in sites like Face book and other social Medias the E-commerce is on the boost. These drivers are behind the growth of online business. In emerging waves of digitalization, it is sure that the initiative of the Government towards digitalization can further increase scope for E-commerce as number of people will be prone to use of mobile banking for buying commodities. It can be the key factor in prospering E-commerce business in coming days. Looking into the rapid growth of technical transformation in India, E-commerce will be the most preferred mode for potential markets. This paper is a descriptive study of prospectus of E-commerce in Digital India today.

Keywords: Digital economy, E-commerce, M-commerce, internet network

INTRODUCTION

The history of E-commerce is trace to the 1960's when Electronic Data Interchanged was being used by the business houses for sharing their documents with other companies. E-commerce is the process of buying and selling of goods and services or the transmitting the data online. It occurs between businesses to business (B2B), business to consumers (B2C), Consumers to Business (C2B) and consumers to consumers (C2C). It is synonym with term usiness or – marketing or e-trade. In general talk, it is known as online shopping. It has many variety of application such as email, online carts, catalogs, and file transfer and web services. It also components such as social media marketing and targeted advertising. Duet to ever changing market, there are vase opportunities for business to improve their relevance by expanding their market in the online world.

OBJECTIVES OF THE STUDY:

1. To highlight the nature of E-commerce
2. To understand the term Digitalization comprehensively.
3. To highlight prospective scope of E-commerce in the Digital India Mission

SCOPE OF THE STUDY:

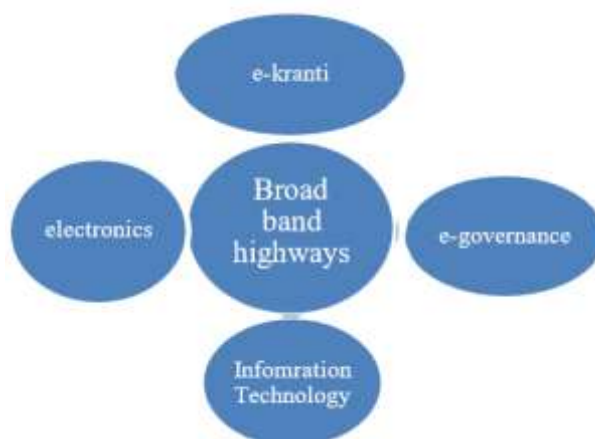
Today there is ever increasing trend of online shopping by the masses. Especially the educated population. All kinds of goods are being ordered online to save time and energy. It has been very easy to demand goods online in a shorted span of time since some years. E-commerce is on the rise in India. But after the announcement of Mission of digital India, there has been an ever increasing importance attached to this term. Many service industries like banks too are offering online services through net banking and even mobile banking. Therefore there is a need to understand how a great change can be bought in E-commerce business through digitalization.

RESEARCH METHODOLOGY:

The study is purely secondary data based. The information has been used form journal articles, websites, new write-ups, and theses published. It is descriptive kind of study with no empirical data used.

DIGITAL INDIA AND E-COMMERCE

In the year 1990's there was an initiative of e-governance for sectoral application with more citizen-centric services. This led for a need of transforming India into a digitally empowered society and knowledge economy. New government has focused more on the digitalization of the economy with less cash transactions. The purpose is to accelerate more funds in the banks and financial institutions and curb corruption in the country. The has be a wave of digital mode of payment today. Digital India has been umbrella programme that covers multiple government ministries and departments. It is a mission towards cash less economy. It is expected to be implemented by all in the nation. It aims to provide much thrust to following pillars of growth areas. The more use of mobile devices combined with internet access via affordable broadband solutions is also driving the tremendous growth in E-commerce .Smart phones are being used for online shopping and various payments widely by the users. A growing number of internet savvy consumers are posting and accessing classified for jobs. Online business is being taken place from Amazon, Flipkart, Snapdeal and other online websites.



BUSINESS MODELS OF E-COMMERCE:

MODEL	DESCRIPTION
B2C	The business firms or retailers directly sell to consumer. E.g Amzon, Flipkart
B2B	Business selling directly to another business.
C2B	Consumer sells products to the businesses
C2C	Sell from consumer to consumer at eBay
G2B	Government approach to businesses like tenders and support auctions
B2G	Businesses sell to government departments.
G2C	Consumers are linked to the government departments
G2Citizens	Government approaches to citizens directly.
P2P	Two individual interacts directly with each other without any intermediary.

DIGITAL STEPS TOWARDS CASH LESS ECONOMY:

1. **I –ways:** According to government target for year 2014-2015, 50,000 villages were to be connected through a national optic fiber network. The target achieved is only 12percent till data showing poor implementation.
2. **Railways and e-commerce:** mobile app has been launched by railways for passengers to post their grievances. There are many Wi-Fi equipped railway stations. Getting into logistic partner of Amazon, Flip cart and snap deal, railway policy is in work. New restriction have been put online ticket bookings.
3. **FDI e-commerce:** The Ministry of Commerce and industry is not in favour of allowing FDI in business-to –consumer segment of the e-commerce sector at present. There is a positive signal for allowing FDI in online retail on some occasion.
4. **Budget for investments:** up to 1000 crores fund has been announced for tech sector. Its allocation and usability is yet unclear.

5. **Online certificates:** The Government of has launched online services to obtain Birth certificates, Caste certificates, Domicile, Marriage, Death, Driving etc certificates etc. even application for PAN card, TAN card, Ration card and Passport can be sent online.

DIGITAL INDIAN ECONOMY TARGETS:

Digital India is a programme that is started by GOI with an objective of making all government services electronically for the citizen welfare. It aims at creating online infrastructure. This initiative is launched by Prime Minister Narendra Modi in the year 2015. Through this programme, Indian government aims to create more jobs and bring large investments. The programme will be under the supervision and management of Ministry of Communications and Information Technology. It is an ambitious programme of Government of India preparing nation for knowledge based transformation and delivering good governance with state and Central Government. It will provide an impetus for further progress for e-governance and inclusive growth creating job opportunities.

Following are some steps towards digitalization of economy:

- Mobile connectivity will be increased in all the villages by the year 2018.
- All electronic services will be provided related to education, health, farmers, and justice through e-kranti.
- Nationwide information infrastructure by year 2017.
- Post offices can also be linked electronically.
- There will be an establishment of BPO sectors in Northern-eastern states for small villages and training students.
- Establishing Wi-Fi facilities in all universities across the nation.
- There will be more micro ATMs, consumer and medical electronics.

PROBLEMS IN E-COMMERCE:

There are more challenges to this move of government. Looking into the literacy rate in the country there is an unusual relationship between internet access literacy rates. Mobile access is there but no excessive internet is still in use by many people. It would be difficult to expect whole population to go electronically. According to ITU only 3.1 percent of Indian households had access to the internet at home in 2011.

CONCLUSION:

E-commerce has a great scope in digital economy. The initiatives taken by the government can have a great impact on the nation if properly implanted the programmes decided. It will help financial institution to have access of more deposits as a result of cash less economy. There will be a trend of online shopping. It will not only save precious time of the consumers but also help financial system to get flourished.

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