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E-Commerce and Its Impact on the Indian Economy

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Abstract:

This research paper reveals the importance of ecommerce in the Indian economy. As we all know that India is one of the fastest growing economies in the world, it is very important for government intervention and large-scale investments to increase the stability of the ecommerce industry and to invest in a large economy like India. Digital penetration in India has increased significantly, data usage in India has increased to 429.23 million users according to statistics and the number is likely to reach around 830 million by the year 2021. "India's Internet financial system has significantly augmented e-commerce in India. 4in has \$ 1 billion. In this paper we look at the role of government in the ecommerce business and also look at the various barriers of e-commerce in Indian affairs. "In this paper, we will mostly talk about B2C e-commerce and its quantity. Gross Domestic Product in Indian financial system We will also talk about the role of entrepreneurs and the declining value of the ease of doing business in India, as in the year 2009, India is ranked 8th out of 120 countries. "For a country like India, one of the important benefits of e-commerce is helping to leverage knowledge from the perspective of developing rural areas."E-commerce is a great platform not only for infrastructure development but also for raising the employment rate in India and it has a positive impact on the economic and social growth of the Indian economy.

Key Words: E-Commerce, Digital Economy, Growth of Economy.

Introduction:

E-commerce has become an important part of daily life. Access to the e-commerce platform is not a privilege but most people need it especially in urban areas. There are alternative e-commerce platforms available for almost every aspect of everyday life, from everyday home purchases to online brokerage. "The Internet has become one of the mainly significant and recurrent and vital needs of the 7th century. The device is absolutely in the running to gain more growth and sales through the Internet. According to the e-marketer, worldwide retail ecommerce sales by the end of 2020 retail will be 9.95Million. With the increase in digital access all over the globe and the ease and ease of access to the internet, ecommerce is likely to increase worldwide; meanwhile many traditional people are changing the way sales are done through the internet. "With the ease of use of cheap and fast internet with various security options, many individuals and companies have connected their business to e-commerce. (In the most recent world, it is extremely impossible to grow without being available online. Therefore, gaining more and higher profits is recommended due to the availability of proper infrastructure and easy access to online sites, as it not only determines the profitability and number of users, but also the firm's enterprise across the business world. Also determines the position and location. In this research paper It focuses on the growth and pattern of e-commerce in India and its impact on all types of e-commerce, ES and impacts in the Indian economy. My research paper focuses mainly on B2C type business, though it includes other types of e-commerce. Social impact is also spread across India through the sale of e-commerce in India.



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E-commerce

There is no general definition of electronic commerce, but e-commerce is usually e-commerce (electronic commerce or EC), which means the sale of goods and services or the funding or dissemination of data, on the electronic network, primarily the Internet, but all other transaction-related activities such as Key: - Delivery - Payment facilities, u Supply chain and service management, and also Can be classified or placed under this section of the economy. E-commerce accelerates the growth of online business.

Online business:

- Online Marketing
- Online advertising
- Online Sales - Product release - Product Service - Online Billing
- Online Payment
- Electronic Commerce deals with all Internet related activities. It also describes the data exchange between the financing, billing and payment aspects of e-transaction transactions. Generally, e-commerce and e-business are interchangeable.

Different Types of E-Commerce

There are different types of e-commerce; in this paper we will examine the five basic types of e-commerce. Business-to-Business (B2B) This involves the electronic transaction of good or services between the two companies. These types of e-commerce include intra system and electronic market. Business for B-customers (B2C) This is a transaction involving retail with retail buyers. The typical buyer of any store on the site is the customer or customer-customer customer (C2C) this type of e-commerce customer sells their product directly to the customer 4-Customer to Business (C2B) in this category of e-commerce, goods or sell their product to an independent customer of services. It has been listed .There are some features of EC. Electronic Commerce can thus help them grow their business and make a profit, thus helping to achieve growth. Some of the specialties of e-commerce are

- YouTube
- Global Reach
- Different Standard
- Prosperity
- Interactivity
- Information density
- Personalization

Types of E-Commerce Business

- 1-Drop Shipping
 - 2-Wholesale and Warehousing
 - 3-White-Labeling
 - 4-Manufacturing
 - 5-Subscription
 6. Product Model E-Commerce
- 1-Single Product
 - 2-Single Category
 - 3-Multiple Category
 - 4-Affiliates

M-commerce is the process of buying goods and services through wireless technology, such as cellular telephones and personal digital assistants. Japan is seen as the global leader of e-commerce. It's faster, safer, and scalable. In the coming years, the contribution of global markets will increase significantly with



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more and more mobile access in the world. References of M-Commerce in India. Japan, the United Kingdom, South Korea, Australia, the Netherlands are among the fastest rising e-commerce economies in the world. In 2017, e-commerce in Germany, the US and the UK will comprise at least one - third of total retail e-commerce sales (emarketer.com) e-commerce India is fast growing as a stable and secure complement to the e-commerce world. "A number of minor companies also set up online stores as a result and have more impact. More profit for the enterprise. Having secure and interconnected online sites and apps is important because they can play a vital role in driving more growth. The introduction of the paper is supposed to explain the nature of the problem, previous work, purpose and contribution of the paper. Information on each section can be made available for easy understanding of the paper.

Literature Review:

"Shebajbano Saleem, Borhade, and Manuddin S. Sheikh in their paper" The Impact of E-commerce on the Indian Market: Social and Economic Impact "How to handle Electronic Commerce (E-Commerce) as part of the Information Technology Revolution. Study how the global contract between these general and Indian economies played a big part. The paper shows the economic and social impact of e-commerce. (E-commerce, currently up 30% .Shopping site eBay Inc. is growing at 60%. The company's subscriber base has grown to one million users. 1.5 million in India in the last four years. Branded and branded costumes, accessories and technology products.)

"Afrinara and Dr. Kishore Kumar Das in their paper Area "E-commerce growth in India," speaks in the most growing ecommerce business, which is the largest market for Indian investment. Investment has grown tremendously over the past year; This is a sharp expectation in the coming years. With the rise in the usage of mobile and internet users, ecommerce business has improved in both urban and rural cities conducted business studies, key drivers of development, market growth potential, investment, retail market, logistic infrastructure, Internet regulations, key challenges and future of ecommerce.

Mustafa and Sadbayar Dirdar researched their dissertation. We discussed the importance of e-commerce in our daily life on the topic of "taxation issues on ecommerce development". Globalization impacts and accelerates the level of e-commerce experienced in fast-moving, knowledge and technology. E-commerce provides businesses with a variety of methods to sell their goods and services around the world, and acknowledges that consumers can easily get goods and services. Taxing e-commerce is an important issue, for countries, businesses and consumers E does not want to be different. In terms of taxes such as loss and tax evasion, countries are important like; uncertainty and double taxation make e-commerce parties reluctant and negatively affect e-commerce development. In this study, the problem of taxation on ecommerce development will be investigated. Our goal is to focus our attention on how e-commerce can be developed with the right tax rules. In a research paper titled "E-Commerce: the factual Indian image", Devendra Agarwal spoke about e-commerce insights and highlighted the key points. Current situation of e-commerce in India - It presents a surfing pattern of Indians for critical review of the various reports in print from time to time. (It criticizes e-commerce with a major focus on electronic commerce. This paper concludes that the potential for e-commerce growth in India is enormous. You have also seen that the interest for the travel industry is not reflected in other services like commercial e-commerce, websites. Are working great but are the factors that hinder users from buying online Tune in.

"Buddhistanguli and Satyabhusha Dash" Website Features, Purpose of Purchasing in the Online Store: A "Empirical Study in the Indian Context" lacks the confidence in online transactions. Provided empirical evidence The results of the website building trust online shopping website that removed the conclusion. The gateways, e-commerce in India is very young stage, website elements that make up the trust of customers in the US and was different than the results of previous studies in Canada. In this paper, he examines for the first time the role of intermediaries in online shopping in the Indian context. "



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Objective of Study

India is the world's largest developing economy. Indian citizens have a huge use of the Internet. The main objective of this research paper is to analyze the current trends of e-commerce in India. The Government of India's initiatives and various schemes for growth of e-commerce in India. The impact of e-commerce on the literacy rate and employment rate in India.

Research Methodology

Similar research papers are referred to for analysis of data formats and types of graphs. In addition, various scholars and data from other certified banks and sources have been used to collect further interpretable data for data analysis. It is a descriptive study in the sense that it establishes a relationship between the literacy rate of the country and the relevant parameters. Exploratory research in the sense that it collects data from various parameters and establishes the cause and effect relationship between the parameters.

Snapshot of the E-commerce Industry in India

E-commerce in India is the fastest growing economy in the world. Indian e-commerce is growing at 51% year-on-year, the highest in the world and is likely to go up from \$ 2 billion (up to 2) to 2 billion dollars in 2016 (Source -Socham -FirstStudy paper). The Indian e-commerce industry is on the path to growth and by 2034, the US will continue to grow. It is expected to become the world's largest e-commerce market. India is at risk of digital revolution. "The Internet has become an important part of the major populace, mainly since of the decline in the cost of -1-broadband subscription prices. Changing Lifestyle in Urban India. Commerce is growing at a very high rate, and by 2b the global GDP will be around 0.61%. According to Online EA, they found that nothing was significant. Those numbers on e-commerce in the Indian market - 5 + retail customers - 1.1 million + 4 million transactions - not only show how well their contribution is in the Indian market, but also talk about their high degree of dependence on the Indian economy and their GDP in India. According to NASSCOM, India's online market share has risen more than 4 percent in the last calendar year, reaching approximately US \$ billion in 2017. Digital penetration in the Indian economy is increasing year by year, the role and importance of the Internet is increasing. And for digitalization, having an active Smartphone with the right internet connection is very important, with the rise of e-commerce role in India and its high contribution to total retail and e-commerce share. As of 1, 2% of the total population of India will be around %%% of Smartphone population (source asstasia.com) India's share of the increase in Smartphone penetration is India's share globally. The Smartphone market is projected to triple in 1 market-1-17. Internet penetration in India

According to the national report of Indian e-commerce development, it has been clearly stated that internet penetration in India is on the rise. Internet usage has risen to 9.2.2 million people in 1 user, which is expected to increase to up to 3.5 million in 3 years, which will help India's Internet economy grow considerably. With the rise of the digital context and the rise of internet access in the Indian context, it was necessary to link the growth and impact of e-commerce with respect to the Indian scenario. "With the rise of digital shoppers, access to the Internet will also increase in some way, as we have seen in the previous paper that M-commerce has also increased significantly and hence M-commerce has increased. Thus, with the advancement of technology and increasing share of smart phones and internet operators, it is clear that Internet access is needed to make a significant impact on the Indian market much.

Government of India's Role in E-Commerce:



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Growth Government initiatives that emphasize the growth of e-commerce and the growth of e-commerce in the Indian market have a major role. These are the policies and reforms of the government which not only affect the foreign investment and the mindset of the investors of the world, but also the government policies of the people. In 1990 When the Government of India opened the economy by introducing LPG i.e. Liberalization, Privatization and Globalization. Since 1995, since the Indian people started the Internet for e-commerce purposes, the benefits of a free economy have begun to enjoy. Since 2014, the Government of India has announced various initiatives - Digital India - Make in India - Start - Up - India - Skill India - Innovation Fund - Due to proper functioning and effective implementation of this program, the growth trend of e-commerce in India will definitely be accelerated. The Government has allocated \$ 1.55 billion to Bharat Net Project in the Union Budget for the period 1-3-18. High speed internet and WiFi hotspots and digital services will also be available in rural and panchayat committees at very low rates. According to this; the Government of India has announced the launch of BHIM app. This will increase digital payments in the country. It is adopted by over 12.5 million people in India. Government of India has announced 2 plans for the promotion of this app. Referral Bonus Scheme for Individual-Cash back Scheme for Tea-to-Businesses - The Government of India has distributed prizes worth 153 crore to more than 1 million citizens or it is said to consumers that customers accept digital payment under Lucky Home Welfare Scheme and Digi-Industries Scheme.

Growth of e-commerce in India:

The Government of India has made a lot of money and reforms affecting the growth of e-commerce. Not only the increase but the standard of living of the people has increased. Over time the unemployment rate is declining and the literacy rate is increasing, one thing the Indian government is currently focusing on is the growth of entrepreneurs in India. Thus Start Up India is encouraging young entrepreneurs to grow. In this way, the Government of India has launched Flight, Enthusiasm, Start-UP India Portal etc. Has initiated various activities like The Government of India has taken steps to provide funds through a "Fund of Funds" scheme which is actively working in the Indian situation and thus helps MSMEs. Also, FDI's role plays a vital role in the growth of e-commerce industry in India. Earlier, India's investment rate was very low, which signaled the low e-commerce growth across the country. FDI in B2B e-commerce is more invested with 100% FDI allowance, but FDI in B2C is still restricted due to government regulations. Despite all the government restrictions, the Indian market is invested as there are many opportunities in the Indian market which can be utilized properly and generate more profit. Thus investment and FDI policies have major implications. Under the government's e-commerce policy, there are investors in the e-commerce industry - I-IDGVC Partners - 1-Tiger Global Management - Excel Partners - Index Ventures - Sequoia Capital - Alibaba - Temasek Holdings - Forerunner and Vouchers. India 1 The largest fund was provided in India with \$ 1.2b. FDI is not allowed in multi-brand retail companies in India yet, although some companies use promotional funding as an indirect way of financing when FDI is not restricted. Thus, 100% FDI investors in B2C are beginning to know the size and scope of market in Indian market and hence more investment and FDI will definitely boost e-commerce growth in Indian market. Rear Server Bank of India decided to allow "inter". The "efficiency" of prepaid payment instruments (PPIs) like e-wallets will encourage a cashless economy and eventually encourage greater use of e-commerce in the Indian market. The introduction of TX system and GST is another government incentive / scheme that will increase e-commerce in the coming years. Growth of Commerce Development in India. Integrated tax system reduces tax deductions that e-commerce Supply chain management side easy. This makes e-tailing easier and sometimes even cheaper in some industries so that manufacturers and retailers expand their businesses across India. This uniformity in taxation will help to expand the positive side of e-commerce across India and thus not favor any particular state. According to the IBEF report, e-commerce in source TIER1 cities is more likely as their average order



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value is RS-1544 and TIR2 has RS1157 and RS1033 among TRER cities in India. Thus, the tax system also plays an important role in e-commerce growth in India. India is ranked 8th among 190 countries in the estimation of "paying taxes". Which is why business needs to be reduced. This makes it difficult and difficult for retailers to invest and therefore investors are not willing to invest more. E-Government is another important scheme or initiative taken by the Government of India will promote e-commerce growth and thus provide transparency among Indian citizens. India's rank in the EGD Index is 9.9 and 2 in the United Kingdom and Australia, respectively. The EGD is the highest ranking with an index of 9.1. Government of India should set up the highest cybercrime coordination center. There are plans to set up a cybercrime coordination center in cyber security attacks in India, which will help solve cybercrime issues and try to eliminate them, in the wake of cyber security attacks in India in 2014-15. States should also launch district-level cybercrime coordination centers to increase efficiency and solve problems and increase e-commerce growth. Phishing, scanning or probing, website infiltration and vandalism, viruses or malicious codes are some form of cybercrime. After that year's budget list, there are rumors that the Government of India will start allocating some funds for cyber security, which will not only increase digital and internet. Getting inside but helping e-commerce growth.

Conclusion

Digital penetration in India has increased which means that many people are using smart phones. He has a tendency to increase e-commerce growth in India. Internet access is increasing in India. India ranks among 3 of the world's largest Internet users - 3 e-commerce trends have increased in India. Along with increasing e-commerce contribution to India's GDP, the government is making necessary incentives and plans for digitalization and thus promoting e-commerce growth in India has been linked to the e-commerce literacy rate in the country. Nation. E-commerce will increase in the country with more literacy and educated people.³⁶ - Negative relationship between unemployment and e-commerce growth. First paper showed us how important the e-commerce industry is in the world right now. In the context of India, we strive to find the emerging trend of e-commerce in India and also increase the growth in e-start and digital penetration. The Government's policies and initiatives have also increased e-commerce in India. The post-demonetization survey shows that the role of cashless economy in India has increased significantly, thus the role of the Internet has also had a major impact on the policies of such government. In India's e-commerce industry, when much has been done and much has been done. We also study the impact of literacy rates and unemployment rates on the growth of the e-commerce industry. There is an urgent need to increase the literacy rate of India and to raise awareness about the role of cashless economy and internet among the rural people of India in today's world. Cyber crime requires more money allocation and a rigorous process, not only to make this process more secure but also reliable. In this research paper, we look at the trend of e-commerce in India which is growing significantly as well as how a service provider like 4G, 3G has helped increase digital penetration in India which has helped to increase the sales of e-commerce and e-commerce. In the Indian economy, the government has played a major role in promoting sales through the Internet through various laws and policies.

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