

E-COMMERCE : A ROUTE TO ATMA-NIRBHAR BHARAT VISION

TRAPTI JAIN¹

Abstract:

The dreadful impact of covid-19 pandemic cannot be overlooked worldwide. The world saw the dramatic consequences of the unpredictable event on lives and livelihood. It lead to deteriorating socio-economic activities with complete shutdown and lockdown situation across the world menacing the businesses ,businessmen and the consumers altogether. However In such a frightening scenario e-commerce proved to be a boon to an Indian economy. China ,being the first economy that was hit by corona virus ,dragged itself to the leading position in terms of economic recovery. This recuperation was pitched due to self-reliance concept in their economy. Realizing the importance of self-reliance , India took various initiatives to promote self reliance in the economy-such as Vocal for local, Make in India and Atma Nirbhar Bharat. With the copious labour force , innovations , digitalization and technological upgradations e-commerce has helped not only the consumers but also Indian markets to get back in the saddle and is aiding Indian economy to become more self-reliant and make Atma-Nirbhar Bharat. In this context, the present paper attempts to study the emerging trends of e-commerce and various employment and livelihood opportunities it seeks to create. It examines the post-covid impact of e-commerce in revival of economy and its potential to accomplish the objective of Make in India. This research is focused on analysing how e-commerce can create and achieve the motive of Atma-Nirbhar Bharat.

Keywords:Covid-19,e-commerce, Atma-Nirbhar Bharat ,self-reliance, innovations technologies ,Make in India.

¹ Rsearch Scholar, Email-id trapti2201.jain@gmail.com

Objectives:

- 1) To study the emerging trends of e-commerce in recent years.
- 2) To identify the role of e-commerce in achieving goal of Aatmaa- Nirbhar Bharat.
- 3) To identify the strength of E-commerce in revival of Economy after Covid-19
- 4) To examine the potential of E-commerce in achieving the objective of ' Make In India.'
- 5) To study how e-commerce may emerge as a tool to develop the economy sustainably

Introduction:

The world has seen extensive disruptions in the wake of Covid-19. Major economies of the world were doomed. There were no social contacts and economy went on ventilator. During this period India's economy too faced commotion and reached to a shrieking rest. According to the data issued by the ministry of Statistics and programme Implementation, the economy of India contracted by 23.9% in the first quarter of 2020 leading to the worst. The Other two countries which were acutely affected by corona virus i.e., Italy and USA encountered a decline in GDP by 17.7% and 9.1% respectively. Although China was the first nation to be strike by corana virus, It managed to convalesce at the earliest in comparison to all the economies of the world. In comparison to the year 2019, China's output grew by almost 5% (approx.) in quarter 3 of 2020. This positive outcome was due to the self reliance policy adopted by China. This achievement of China made India introduce the notion of self –reliance in its economy .Being a large importer of raw material and finished goods ,India too found itself in challenging situation in the midst of pandemic where imports globally became paralyzed. However India saw an opportunity in this face of adversity and manifested to work towards becoming self-reliant. E-commerce is one such tool that acted as saviour in such difficult times. Over the last 5 years , the India e-commerce industry has observed a upswing with significant assart for future growth. According to a report ,e-commerce market is approximated to extend upto 300 to 350 million buyers by 2025.



Facts about Atma-Nirbhar Bharat campaign:

Atma-Nirbhar Bharat is a self-reliant campaign in India, contemplated by hon'able Prime Minister Shri Narendra Modi on 12th May 2020. The scheme was initiated with the vision of new self-reliant India. The scheme was announced with the special economic and comprehensive package of INR 20 lakh crores – equivalent to 10% of India's GDP to fight COVID-19 pandemic in India. The main objective behind launching of the programme is to make India and all its citizens self-reliant in all aspects. He further highlighted 5 pillars of Atma-Nirbhar Bharat, which are:

1. Economy
2. Infrastructure
3. System
4. Vibrant Demography
5. Demand

A self-reliant India with 5 pillars



Economy

Quantum jumps, not incremental changes



Infrastructure

Represents modern India



Systems

Technology-driven systems



Demography

Vibrant Demography of the largest democracy

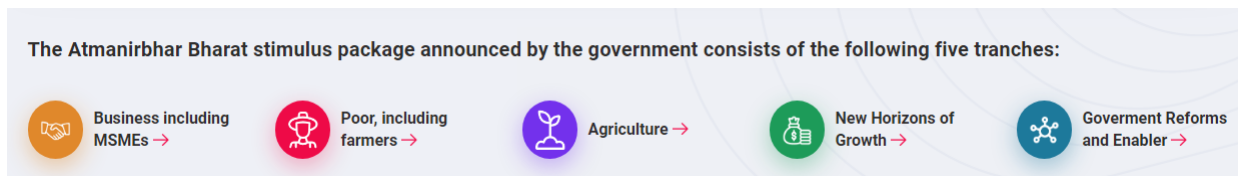


Demand

Full utilisation of the power of demand & supply

The Atma-Nirbhar Bharat incentive package consists of the following 5 tranches:

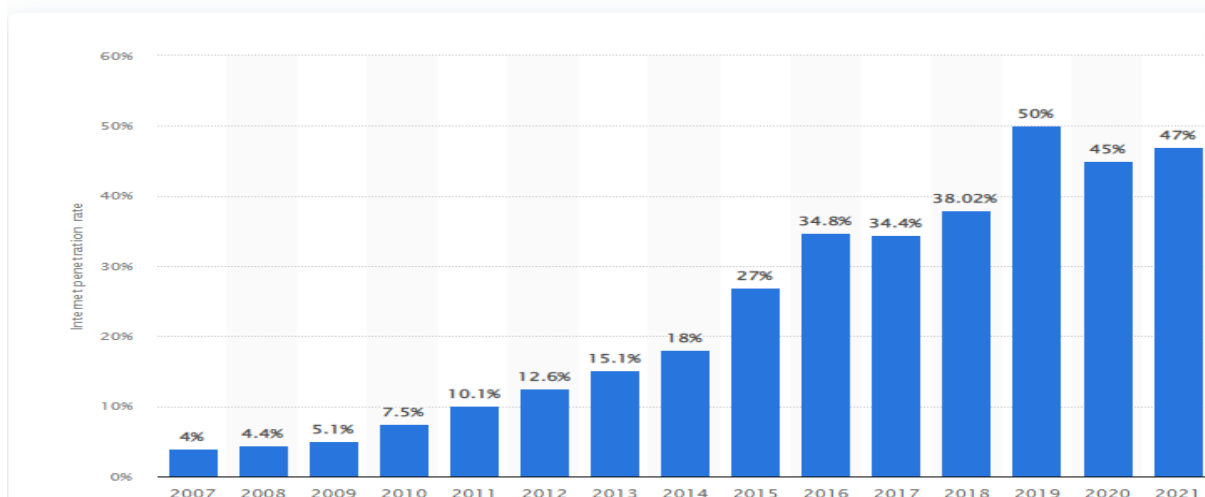
1. Business including MSMEs
2. Poor, including migrants and farmers
3. Agriculture
4. New horizons of growth
5. Government Reforms and enablers



Internet and smartphones penetration – A Boost to E-Commerce

According to a report of IBEF.org ,e-commerce market is growing at fastest pace in India. The E-commerce ecosystem is emphatically supported not only by favourable FDI policies , attractive opportunities, and amplified investments but also by a persistent addition in internet facilities and smartphone users. According to the report of India Brand Equity Foundations the count of internet connections increased significantly to 830 million in 2021 pushed by the ‘Digital India Programme’ ,out of which 55% of the connections were in urban area ,out of which 97% of the connections were wireless. Also the use of smartphones is majorly been impacted ,which is expected to reach 100 crore by 2026.This is the reason why India’s digital sector is blooming up and is expected to reach Rs 82.49 (lakh crore) by 2030. According to the report, Internet penetration rate went up to nearly 47% in 2021 which was just 4% in 2007.This shows to what extend percentage of population using Internet has increased post-covid situation.

Internet penetration rate in India from 2007 to 2021

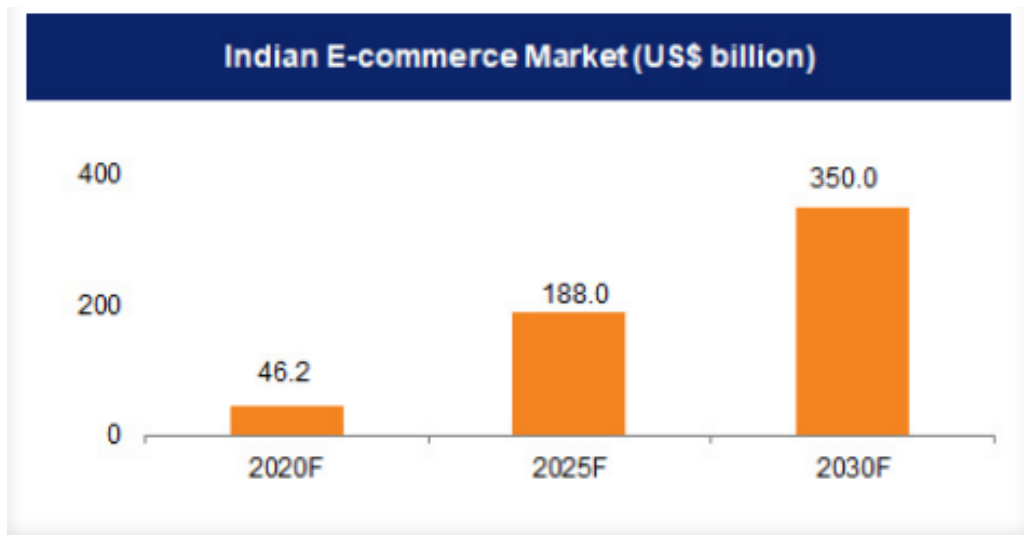


Due to this increased internet dependability of Indian citizens ,pandemic scenario and digital transformation consumer consumption pattern has undergone a drastic change. Consumer predilections are moving from shops , supermarket and shopping malls to online platforms to buy their all needs ranging from basic primary needs to branded and luxury goods. Vulnerabilites during pandemic hasten this shift in a more notable manner as due to the situation of complete shut down consumers could easily get their needs fulfilled sitting back at home that too with widened choices.

E-commerce market by 2030

“E-commerce will play a key role in the Indian governments’s vision of ‘Atmanirbhar Bharat’ (self-reliant India)as more homegrown brand scale up and go global ,leveraging digital infrastructure”, said by Amit Agarwal ,global senior vice president and country head of Amazon

India. He further said that “e-commerce is at nascent stages in India given that it is hardly 3% of country’s total retail consumption”. There is drastic change in terms of trading and commerce practices in India. Rapid increase in internet users and smartphone penetration, increase in income and digitalization has paved way for development in e-commerce market in India.Various segments like business to business (B2B), Direct to customer (D2C), Consumer to Consumer (C2C) and consumer to business (C2B) have been uncovered. There has been immense growth in major sectors like D2C and B2B recently. Growth in D2C market in India is expected to reach Rs.495000 (in crores) . The e-commerce market countrywide is expected to reach Rs.2887500 (in crores) by 2030 and will observe the growth of 21.5% in 2022 thus reaching Rs.617100 (in crores).



Atma-Nirbhar Bharat vision through E-commerce:

India has a well built local MSME ecosystem. It possess large workforce ,frequent innovations and there exist regular upgradation and acceptance of technology not only by the customers but also by the big and small enterprises. The government look upon to position India as a favourable landing place for investment by strengthening the domestic business and production and boosting up the exports. E-commerce act as a potential ally to support this vision of the government. The Indian SMB (Small and Midsize business) is distinctive in its entrepreneurial force .It is observed how over the time STD booths developed as mobile recharge centres; transformation of stationary shops to digital printing centres and it can be very well noticed how kirana stores are revive themselves into digital business by selling to customers against digital payment, providing doorstep deliveries ,coming up as delivery and pickup points and many more.

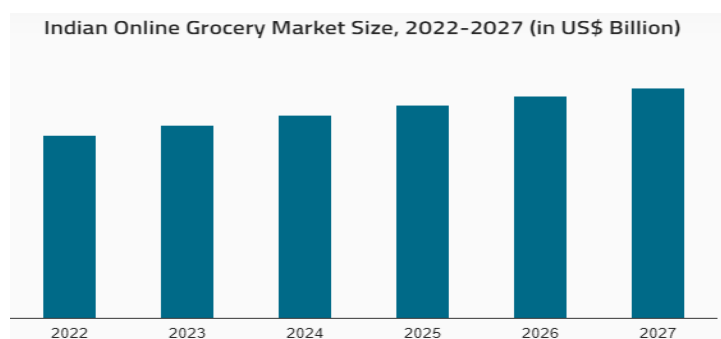
Investmesnt in E-commerce is generating extensive employment opportunities as well as various livelihood opportunities. It allows Business to Customer exports through E-commerce and thereby merging MSMEs on national and worldwide level. As per one of the reports India's revenue accounts for Rs.7013350 (in crores) from E-commerce sector today .It provides employment to 50 million people and joins India's ecosystem of 30 million SMB (Small and Medium Business) to its customers.

FDI in e-commerce

FDI in e-commerce has provided for smooth and extended infrastructure for supply and delivery. It has opened new doors for encouraged production activities and provided for innovations so that consumers all over the world that are serviceable get access to similar product and services .FDI in e-commerce provides new opportunities for manufacturers and more choices to consumers. It generates more employment opportunities and promotes the concept of “Make in India”. This not only increases the national product of the country but also accelerates exports and makes our country self-reliant, where it becomes capable of satisfying majority needs of its people.

E-commerce in grocery market:

Rapid urbanization, greater consumer awareness, increased digital literacy, more internet accessibility and consumer response during covid-19 are the major factors responsible for pushing the Indian online grocery market to new heights. Sellers are able to break off their stock without very large infrastructure and are able to make contactless deliveries. Consumer on the other hand can get fresh groceries at their door step. Various innovative business models like slotted delivery, on demand delivery models have been adopted. As per the report of IMARC, value of online grocery market of India is expected to reach INR 233418.400 (in crores) from INR 42100 (in crores). The data above shows all the possible prospects that e-commerce holds to bring in near future.



Major Investments:

Various recent investments have been undertaken by the e-commerce market of India which are discussed below :-

- One district One product bazaar was initiated by Amazon India, in February 2022, in support of MSMEs.

- The “sell back program” was started by Flipkart in second month of 2022 to allow buying and selling of smartphones.
- In January 2022, Walmart invites Various Indian sellers were invited by Walmart to unite its US market with the objective of allowing export of US\$ 10 billion i.e. Rs. 82480 (in crores) from India every year by 2027.
- Expansion of grocery services has been introduced by Flipkart in 2022 (January).It will also be providing its services to 1,800 cities of India.
- Memorandum of understanding has been signed by Amazon India with Manipur Handloom & Handicrafts Development Corporation Limited (MHHDCL),which is a Government of Manipur Enterprise to provide assistance to the development of artisans and weavers all over the state.

These investment initiatives clearly reflects the willingness of the economy to adapt to e-commerce in different ways and response of the consumers suggests the future growth that can be forecasted via e-commerce.It clearly reflects that e-commerce has a great potential to act as a support system for the development of an economy.



Conclusion:

Based on the above information , it shows that the E-commerce is a potential source to achieve the objective of self-reliant India. Consumers prefer more of digital ways of buying than offline purchasing.E-commerce has become an important source to create employment and livelihood in various sectors and is expected to create new ways and opportunities for manufacturers as well as the consumers. E-commerce has made the citizens more independent and has provided them with widened choices of goods and services. E-commerce has boosted up the exports and has made

significant contribution in reducing the imports through “Make in India” programme. E-commerce market and trade holds significant future possibilities to lead the economy towards growth and development and make India a complete “Atma-Nirbhar Bharat”.

References:

- Abhishek Kaushal ,”CONSUMER COGNITION WITH RESPECT TO ECOMMERCE DURING PANDEMIC”, Journal of Public Relations and Advertising Vol. I, Issue 1, Jan- June. 2022
- **Dr.Smita Dubey ,Dr.Harish K.Dubey**, “AtmaNirbhar Bharat Abhiyan:An analytical review”, UGC Care group 1 journal-vol-10 issue -7,4 july 2020.
- <https://www.imarcgroup.com/>
- <https://www.ibef.org/industry/ecommerce>
- <https://www.businesswire.com/news>
- <http://www.textilevaluechain.in>
- <http://www.Businesstoday.in>
- <http://www.m.economictimes.com>