



# Impact of E-Commerce on rural lives in India

Author 1: Mrs. P.Madhavi

Associate Professor

Department of commerce

Avinash College of Commerce

Hyderabad

Author 2: Mrs. Pushpalatha Chandra Shaker

Associate Professor

Department of commerce

Avinash College of Commerce

Hyderabad

## Abstract:

In recent periods e-commerce experienced a high boost with a growth in infrastructure and internet in India. This article includes the impact of the e-commerce on rural lives during the pandemic. The using of mobiles has an aspirational effect in the lifestyle of rural India and through online medium the services were made available easily which brought transformational changes in the thought process. The rural India has adopted the usage of technical devices with internet services which is leading to an increase in the growth of national economy.

## Key words

E-commerce, rural areas, postal services, mobiles, internet, Indian economy, pandemic, challenges

## Introduction:

E-commerce is also known as internet commerce or digital commerce is trading of goods and services and transfer of money through internet.

E-commerce has a boom in India in both urban as well as rural areas. Most of the population in India resides in villages which dominates Indian economy.

E-commerce is attracting the people in villages and the government is also promoting the adoption of online services in rural areas to have a productive increase in the economy. Farmers are also using internet sources to manage their farming business. The village artisans, retailers and handicrafts also can be benefited by the use of online trading as it is a platform to get their goods or products online and make more profits and to do their business more successfully. They can avoid the middlemen and protect themselves from the defraud of these middlemen. The rural people can take the advantages of online services opting ecommerce to their business.

E-commerce aims at Faster trading procedure, and it is easy to find products. Any device like mobiles, laptop, and desktop can be used to trace a required product.

Trading is available 24/7. customers can trade at any time as online trading is available for 24 hours all the days.

No geographical limitations, can reach any corner of the country. Through ecommerce the traders can trade their products to every nook and corner with the help of some agencies or postal services.

Helps in developing economy through online many Business organizations are attracting a greater number of a customer from every corner of the country which increase productivity and generate high revenues to the organizations and helps the expansion in national income. This leads to develop the national economy.

Minimises the cost and provides better services.

Saving time and the goods can be delivered very fast with little efforts.

Provides different variety of products.

### **Literature review:**

The E-commerce in rural India is exploring by getting the services from postal department and other agencies. As the postal services can reach every corner of the country, many e-commerce websites and companies has collaborated with it.

In India more than 400 ecommerce websites has been collaborated with postal services as per the survey which includes the major companies like amazon, flip kart, Myntra. More than 155000 postal services have been connected to deliver the goods in the rural areas. The people in villages are using smartphones and computers to order their products. During pandemic this usage was much increased due to the lockdown and as the people cannot go out. Online shopping is not only confined to urban areas but it has been a trend in rural areas too.

In rural India on line trading is rising as the trend of online shopping has become the trend during pandemic. The use of mobile phones for online shopping was much increased rather to desktops and laptops.

Telecom Statistics Report of TRAI in the year 2018, India's active mobile phone users touched the figure of 1026.37 million.

From the previous reports, it is known that there is a 15% growth in the number of mobile phone users in the previous year. This percentage figure belongs to the majority of people

under the age of 25 Years. In spite of using mobiles there were some challenges in online trading in rural areas during pandemic which can be said as follows:

### **Challenges:**

#### **Poor internet connections:**

Because of poor internet connections in villages, online trading did not operate smoothly due to this the villagers were discouraged to go for the on-line trading

#### **Payment system:**

As the people in villages were not aware of payment security, they did not opt for online trading. The customers in rural areas were unable to make the online payments due to the lack of security in the payment process.

#### **Improper transport facilities:**

As the transport facilities were poor in rural areas, the time taken by companies to deliver the product was too long which discouraged the villagers for online trading.

#### **Lack of knowledge:**

In rural areas people are not aware of online trading process due to language problem as mostly online trading is in English which is not known by most of the villagers

#### **Extra charges:**

As the products will be delivered by the agencies or postal services, they levy extra charges like shipping, delivery charges etc for which the villagers may not be ready to pay

**Safety of the product:**

Due to the lack of transport facilities the products in the rural areas may not reach safely.

**Requirements for improvement of online trading in rural areas:**

Government has to set up more infrastructure facilities for providing internet services

It can provide more incentives for internet providers to encourage them to serve the rural areas

Government can encourage the companies to do online trading in rural areas by providing some investments, infrastructure, incentives etc to the companies

Transport facilities has to be increased more to provide the order on time to the village consumers.

**Conclusion:**

E-commerce in rural areas facing many challenges can be explored more by providing more infrastructural facilities in villages. Government can setup some measures to encourage the online trading companies and develop the rural ecommerce. More new start-ups also can be setup which can take up ecommerce trading in rural areas which helps in growth of Indian economy.

Providing the knowledge about the online services rendered by the different companies to the villagers also help to develop the ecommerce in rural areas. All the requirements must be fulfilled by the government for the growth in rural ecommerce

## REFERENCES:

- 1) <https://hindrise.org/village-ecommerce>
- 2) <https://www.ohoshop.in/blog/ecommerce-shopping-is-now-emerging-in-rural-parts-of-india/>
- 3) <https://www.orangemantra.com/blog/the-impact-of-e-commerce-in-rural-india/>

