

A Study on the Initiatives of the E-Commerce Sector towards Atmanirbhar Bharat- National Vision with Special Reference to Amazon India

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ABSTRACT

The Indian E-Commerce sector has always been the core contributor towards the development of the economy. It has always been able to bridge the gap between the scarce means and the sufficiency goals in every dimension of growth. It is considered to be a perfect platform to lift the human resource development. The role of this sector is on a wider horizon with the announcement of the National Vision of Atmanirbhar Bharat. The Government and the entire country have kept their eyes on the E-Commerce sector to fulfil this National dream. The present study has focused on the initiatives of E-retailing giant, Amazon India to make this National vision come true. The different programmes designed by Amazon India have been included along with their procedure of implementation. Such efforts of the company in a big way have boosted the skills and aspirations of the local artisans, farmers, MSMEs etc. Both the financial and skill-oriented requirements have been considered by the company. Thus, empowerment and employment both have been made possible through these initiatives of Amazon India.

Keywords: E-Commerce, Atmanirbhar Bharat, Amazon India, Skills.

I INTRODUCTION

The National vision of Atmanirbhar Bharat has projected a huge push to the business, commerce and trade in the country. It consists of certain specific bold reforms in the areas of potential growth and development. It is a giant leap towards making Indian citizens self-reliant and thus strengthening the economy. All the sectors are contributing towards this goal in varied capacities. The role of E-Commerce sector in making India self-reliant is worth mentioning. It would enable the homegrown businesses to scale up and go global through the E-Commerce platform. In the digital ecosystem, at times it becomes difficult for the local businesses to find their customers due to lack of marketing and branding skills. This tends to make them withdraw from their businesses or run at low profits. For new entrepreneurs this has become common. But with this step of combining the E-Commerce sector privileges and the Atmanirbhar vision can come out to be a success and growth booster in all respects. The great retail giant Amazon India has started taking many initiatives in this direction. Amazon has promised to on-board 1 million offline retailers and local shops on Amazon.in by 2025. It has taken up massive development projects on various grounds by leveraging digital infrastructure. It has made its commitment to the Indian Government to partner in pushing up the Atmanirbhar Bharat on a large scale.

II LITERATURE REVIEW

Joshi et. al (2020) in their paper have focused on the changing role of MSMEs in making India 'Atmanirbhar'. The different measures have been suggested to the Government to encourage MSMEs in this respect. The key MSME inputs which can help in this direction include financial equity, technical workforce, and building market competitiveness etc. The efforts in strengthening the MSMEs can result in making them into the backbone of the Indian economy. They can be enough competitive to produce goods required within the country and part of Atmanirbhar provided that the government offers them sufficient resources.

Smita et.al.(2020) have highlighted the role of different sectors in making the Atmanirbhar Bharat vision come true. It has also analyzed the limitations and has brought out the various suggestions to utilize the existing capabilities and scale up for the global level. The key sectors which have the potential to be self-reliant are textile industry, organic farming, automobile industry, pharmaceutical industry, projects under MNREGA etc.

Ajay et. al.(2020) have included in their study the economic, legal and social aspects of the Atmanirbhar Bharat vision. Descriptive analysis along with case-based examples have been used to decode the impact of Atmanirbhar Bharat on above three aspects. The study also suggests the way forward to implement the objectives of Atmanirbhar Bharat in a manner which is socially responsible. The labour and liquidity aspect has also been discussed in the above three dimensions.

III OBJECTIVES OF THE STUDY

- (a) To understand the potentials of E-Commerce sector for Atmanirbhar Bharat vision.
- (b) To study the initiatives of Amazon India for achieving the vision
- (c) To project the future of the Atmanirbhar Bharat vision through the contribution of E-Commerce sector.

IV E-COMMERCE PLATFORMS AND VENDORS

An e-commerce platform is a tool that is used to manage an e-commerce business. E-commerce platform options exist for clients ranging in size from small businesses to large enterprises. These e-commerce platforms include online marketplaces such as Amazon and eBay, that simply require signing up for user accounts, and little to no IT implementation. Another e-commerce platform model is SaaS, where store owners can subscribe to "rent" space in a cloud-hosted service that does not require in-house development or on-premises infrastructure. Other e-commerce platforms may come in the form of open source platforms that require a hosting environment (cloud or on premises), complete manual implementation and maintenance.

A few examples of e-commerce marketplace platforms include:

- Amazon
- eBay
- Walmart Marketplace
- Chewy
- Wayfair
- Newegg
- Alibaba
- Etsy
- Overstock
- Rakuten

V POTENTIALS OF E-COMMERCE SECTOR FOR ATMANIRBHAR BHARAT VISION

E-commerce in all probabilities would play a vital role in the Government's vision of 'Atmanirbhar Bharat' (Self-reliant India) as the indigenous brands will get a large platform to put forth their work backed by a strong digital infrastructure. Today, E-commerce is growing at a high pace in India and there is a clear surety that this would increase in the coming years too. The visions of 'Digital India' and 'Make in India' are also a stronghold to contribute towards this. These e-businesses are growing at a global pace and has entirely changed the way the businesses work. Apart from the digital infrastructure, the

distance factor is also covered. Bringing goods from a deep interior village to an online website for sale was unimaginable. But with the onset of the E-Commerce culture in India, this has been made possible. Thus under this new vision the MSMEs would have a great chance to be known at a global level. This would undoubtedly enhance their finance generation and give a recognition to their efforts. It can be a simple village artisan or an established enterprise who can take numerous advantages under this scheme. The urban consumer today is fond of going traditional along with the modern trends. Adding the products of the small producers would add to the variety of products from which the consumers can choose from. Better the customer experience, much better will be growth of the company.

VI LAWS GOVERNING E-COMMERCE IN INDIA

E-Commerce companies are subject to various extant rules and regulations. Owing to the cross cutting nature of E-Commerce, different laws and regulations across sectors govern the present E-Commerce activities, some of which are :

- Income Tax Act, 1961
- Consumer Protection Act, 1986
- Information Technology Act, 2000
- Foreign Exchange Management Act, 2000
- Payment and Settlement Systems Act 2007
- Companies Act, 2013
- Laws related to Goods and Services Tax.

VII FUTURE OF E-COMMERCE IN INDIA

It is expected that E-Commerce industry will grow to become 40,87,69.2 Crores in Rs by 2023 in India and it will become 6.5% of the total retail market. Cash on Delivery and free return option has definitely given a push to online shopping. Social media is helping E-Commerce industry by creating a larger customer base. Mobile apps, improvement in logistics, focus on smaller towns, brand consolidation, and technological innovations can further boost the E-Commerce industry in India. The Indian E-Commerce industry has been on an upward growth trajectory and is expected to surpass the US to become the second largest E-Commerce market in the world by 2034. India E-Commerce sector will reach 72,24,1.7 crores in Rs by 2024 from 21,89,04 Rs in Crores in 2019, expanding at a 27% Compound Annual Growth Rate (CAGR), with grocery and fashion/apparel likely to be the key drivers of incremental growth. Indian E-Commerce is projected to increase from 4% of the total food and grocery, apparel and consumer electronics retail trade in 2020 to 8% by 2025. The Government of India's policies and regulatory frameworks such as 100% Foreign Direct Investment (FDI) in B2B E-Commerce and 100%

FDI under automatic route under the marketplace model of B2C E-Commerce are expected to further propel growth in the sector. As per the new FDI policy, online entities through foreign investment cannot offer the products which are sold by retailers in which they hold equity stake.

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