



Savitribai Phule Pune University

**A STATE LEVEL SEMINAR
(SANCTIONED BY SPPU)
ON**

**GROWTH OF
E-COMMERCE IN INDIA :
DRIVERS, CHALLENGES
AND ITS FUTURE**



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Impact of E-Commerce on Rural India and Rural Women Entrepreneurs

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Abstract

India's economy is moving towards E-commerce which has shown a remarkable growth since 2014. E-Commerce has made the lives of people easier. Electronic Commerce has been a boon in bringing potential buyers and sellers together at an electronic marketplace where they can do trade and business. This has made buying and selling of goods very simple as we can place orders and make payments using our plastic currency i.e. either by debit card or credit cards. There are various online shopping websites like flipkart.com, amazon.com, bookmyshow.com, bookadda.com etc where in we can easily buy products and avail facilities like buying movie tickets as well. E-Commerce has also helped in providing facilities of selling our goods online through websites like Olx.com, Cashify.in etc. Because of the advent of technology and awareness about how to use internet the urban population is getting benefitted of buying products and services, operating bank accounts, making various payments through online transactions. Thus E-Commerce to a great extent has made life smooth without hassles and standing in long queues. E-Commerce is attracting customers and this is increasing day by day in 2Tier and 3Tier cities as well where there is limited access to various brands. Though E-Commerce has grown significantly in India but still it is unable to reach rural pockets. The real E-Commerce boom will come when there will be increased participation of rural customers. This research paper exhumes the impact of E-commerce on Rural India and Rural Women Entrepreneurs. It also suggests ways by which Rural Women Entrepreneurs can connect globally and increase their business.

Key Words: E-Commerce, Rural Women Entrepreneurs, Rural India.

Introduction:

E-Commerce has brought tremendous change in the Indian Economy. E-Commerce sector has also registered substantial growth since 2014. With the advent of E-Commerce the entire globe has become a market to do business and trade goods and services. Because with e-commerce a virtual market is created where potential buyers and seller can buy and sell their commodities and earn profits.

What is E-Commerce?

E-Commerce or Electronic Commerce can be defined as any commercial transaction through internet or any type of business which can be done electronically using internet or we can say trading of goods or services by different corporations through internet electronically.

A large numbers of women entrepreneurs are selling products online though websites such as health care, home furnishing, jewellery, handicrafts, fashion apparel etc. The main reason for choosing online market place is minimum investment, ease of working from home, global reach.