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E-COMMERCE POLICY IN INDIA

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• The concept of e-commerce:

E-commerce is a popular term for electronic commerce and internet commerce. The word is always used interchangeably. The term eTel is also sometimes used to refer to the practical processes of shopping line shopping. In which information, goods or services can be exchanged through the Internet E-commerce is included in the exchange of rupees, exchange of information, payment of funds, exchange of goods and services. E-commerce is one of the fastest growing industries in the global economy. It can be said that the proportion has increased by about 5% every year. And by the end of the decade it is projected to be $ 1 trillion.

• HISTORY OF E-COMMERCE:

E-commerce started in the sixties. The use of electronic data interchange (EDI) for sharing practical documents with other cups. Developed as the universal standard for business to share documents through electronic network in 2. With the rise of the number of users sharing electronic documents with each other in the 7th decade, the rise of eBay and Amazon in the 7th saw a shift in the e-commerce industry.

• TYPES OF E-COMMERCE:

1. Business to Business (B2B): - in which companies trade with each other. And does not include end users. Forrester Research predicted that by 2, the B2B e-commerce market would be worth $ 1.8 trillion in the US. Which accounts for 5% of all sales in the country.

2. Business to Consumer (B 2 C): - B to C is a retail component of e-commerce on the Internet. In which companies sell their goods, services and information directly to customers. Manufacturers deliver goods directly to the user by placing an order on their website. A popular example of this is Amazon, flipkart, etc. There are numerous virtual stores and malls on the Internet, all of which are included in B 2 C.

3. Consumer to Consumer (C 2 C): - where customer-to-customer interaction is possible. Which does not include a company. They can sell their personal belongings and property directly at their will. These include cars, bikes and electronic items. OLX, QUIKR etc. are in line with this. These transactions are usually performed by a third party. Which provides a practical platform.

4. Consumer to Business (C 2 B): - In which the business is done by the customer. Such as an IT financier who sells and sells his software in the company. Which can be called C 2 B.

• Advantages of e-commerce:

(1) E-commerce delivers the customer globally. Which overcomes the barriers of topography. In which vendors and customers can interact without interruption. (2) Transaction costs are reduced in e-commerce. (3) Customers get home delivery sooner with less effort. (4) Complaints are resolved. (5) Time, effort and energy are saved. (6) Provides immediate exchange of twenty-four hours.

• Disadvantages of e-commerce:

(1) E-commerce portals have higher startup costs. Installation of hardware software, employees etc. is expensive. (2) The industry is at risk of failure. Dotcom suffered a lot of losses in the decade of the 5th. (3) Consumer information lacks security. (4) There is a problem of shipping and delivery after placing the order. So that the customer is found happy and dissatisfied.

• Review:

Virangana, Flipkart, eBay, Fever, Upwork, OLX, QUIKR etc. are examples of e-commerce. Big Commerce's research has shown that Americans are almost evenly divided between online versus offline shopping. Of which, 5% refers to e-commerce and 5% to physical stores. According to Forbes, 5% use voice assistants to make purchases. Whose number will be increased by 5 to 5%.

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