



IMPACT OF E-BUSINESS ON INDIAN ECONOMY

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Indian economy is having its own history in business so for so many developments seen in business. Recent trend in development is e-business. Now a days consumer tastes and habits are changed. So they want things as possible as early. They didn't have time to shopping in shop, mall, store. So they addicted to e-business. Here buyers and sellers meet together on online. Seller getting order from customer for products then he supply the goods and services to door by taking cash or debit card or credit card. This is a easy way for purchasing by sitting at home. E-business is making revolutionary changes in Indian economy. Today our economy turned as modern economy through e-business. Even rural people are showing interest in e-business, rural people share in e-business is 30%. E-business companies captured India through electronic media so there is a modern look for Indian economy.

IMPACT:-

- 1) So for Indian economy had rigid nature in business. Today through e-business it turns as flexible nature
- 2) 85% city based consumer and 30% rural consumer satisfied with e-business
- 3) E-business companies are making consumer oriented business so consumers are getting profit
- 4) India is second place in population along with third place in internet use. This is India's strength
- 5) E business companies are having motive as sales maximization so there is no chance for exploitation
- 6) Snapdeal and Flipkart are the leading e-business companies in Indian economy. Their turnover is 12000 crore rupees at the end of 2014
- 7) Snapdeal company announced October 6th 2014 as big bullion day. On that a company got 1 crore rupees transaction through e-business
- 8) Snap deal company is having 2 crore registered consumers in 4000 city in India.
- 9) Flipkart is having 2.2 crore customers. Every day 40 lakh people are watching its web

- 10) E-business actings as a friend philosoper and guide to they customer in Indian economy.It offers most useful goods and services.
- 11) E-business companies are acting as an economic advisor to they consumer to purchase goods and services
- 12) E- business companies are well equipped and trained in the art of business administration and management responds and reacts quickly to changes that are taking places in the business.
- 13) E-business companies are giving good service to the society.
- 14) E-bussiness companies are suppling quality goods to consumers at a reasonable prices.
- 15) E-bussiness companies are creating the jobs by expanding the business through this they are tackling unemployment problem.

CONCLUSION;-

Above said points are showing impact of e-business on Indian economy.India is a big country having huge resources there is an opprtunity to stand as powerfull economy through e-business.

E-business companies must show there role in Indiaan economy then only there is a meaning for e-business.