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**E-commerce Trade in India: New Possibilities**

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**Abstract:**

E-commerce stands for electronic commerce and is a process through which a person can buy, sell, deal, order and pay for products and services on the Internet sources. In such transactions, the seller does not have to face the buyer to communicate. Some examples of e-commerce are online shopping, online ticket booking, online banking, social networking etc. It is a real fact that India is a huge market for e-commerce and it has a lot of potential in the coming days. NITI Aayog also believes that e-commerce has revolutionized the retail sector in the India and will have a greater role in the development of the country in the times to come. There is no denying the fact that the number of internet users in India is growing rapidly and the e-commerce market is also growing. Significantly, through e-commerce, the goods are directly received by the consumer. This not only eliminates the role of middlemen, but also makes the goods cheaper. This also keeps the competition in the business market and the customer is also able to compare the goods available in the market, due to which the customers get high quality goods. This paper analyzes new possibilities of e-commerce business in India.

**Key Words: E-commerce, Trade, Internet, Online.**

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## **Introduction**

Actually, electronic commerce itself is abbreviated as e-commerce trade. It is a way of doing business with online medium. It involves the purchase and sale of goods and services via the Internet through an electronic system. E-commerce or electronics commerce is a method of modern business that addresses the need of business organizations, vendors and customers to improve the cost and quality of goods and services while increasing the speed of delivery. E-commerce refers to the paperless exchange of business information. In other words, electronic commerce implies the production, advertising, sales and distribution of products through telecommunications networks - is both dependent on the business and in changing the way the business operates. Business is at the heart of these changes, both goods (eg, computers) and services (eg, telecommunications services), with liberalization playing their role by making technology cheaper and more widely accessible.

E-commerce refers to any transaction that happens online. The buying and selling of products, services and digital products through the Internet, all fall under the umbrella of e-commerce. These exchanges include a variety of business types, industry verticals, and product offerings. The first online transactions took place decades ago, but the way consumers shop has evolved since then. Today, trillions of dollars are spent annually and the number keeps increasing every year.

In today's time, Internet is one of the most important aspects for e-commerce. This presents many opportunities for the consumer as well as the infrastructure as well as the business. Constraints such as time and distance do not mean much to consumers by its use. The role of e-commerce in business is that electronic commerce is synonymous with electronic commerce and involves the exchange of goods and services through electronic support. The number of electronic businesses has grown significantly since the Internet was launched. E-commerce helps in buying and selling goods and services on the Internet. The e-commerce development has been made the digital business and improves global presence. E-commerce basically facilitates the movement of goods from suppliers to customers.

The combination of rising disposable income and increased Internet access equals strong growth potential for e-commerce across the developing and third world countries. The

explosion of this sales channel has enabled retailers to reach customers across different geographies and markets, transforming the experience for both sellers and buyers. The e-commerce industry has also seen an increase in innovation across platforms and proved ancillary segments such as logistics. The market has become a favourable base for testing various business models such as inventory, social networks, aggregators and e-commerce marketplace models, among many others.

### **E-commerce Trade: New Possibilities**

E-commerce i.e. electronic commerce is like traditional commerce. It also involves the exchange of goods and services. The solitary difference is that it is controlled online through an electronic network or the Internet. It has now spread to online electronic networks. The e-commerce trade, transactions and communication are done through the use of electronic communication. All trading activities including selling, ordering, buying, payment are executed on the Internet.

E-commerce was expected to provide a level playing field. However, Indian e-commerce is facing a duality and the new entrant is facing many difficulties. The e-commerce business is growing widely due to the penetration of internet in India and the support of the fast growing smartphone market. The affordability of an internet connection is acting as a boon for the e-commerce industry, thus motivating small retailers to step into the world of e-commerce.

Since 2014, the Government of India has announced various initiatives called Digital India, Make in India, Start-up India, Skill India and Innovation Fund. Timely and effective implementation of such programs will support the development of e-commerce in the country. These changes will enable a level playing field for all vendors helping to leverage the reach of e-commerce trade. Also, the Indian government should create a regulatory authority to disregard the e-commerce trade rules. The central government should also come up with an e-commerce policy soon so that small sellers can get enough opportunities to participate in online trade.

## **Conclusion:**

India is one of the leading growing markets for e-commerce trade. In India, the number of Internet users was 481 million in December 2017 and is expected to reach 500 million by June 2018. Although there is no official data on the e-commerce sector, but most studies predict high growth for the E-commerce sector. To protect e-commerce, it is necessary to keep the consumer's personal information completely secret and secure so that no one can misuse it. It is not appropriate to give confidential information of the customer to another business organization without his permission. If this is done, organizations lose their credibility which is also harmful to the businessman. There are currently some barriers to trading on the Internet via e-commerce itself, partly for reasons of technical difficulty: it is harder to prevent a consumer from connecting to an online bookseller and downloading a book, a physical book. Thus a primary objective of trade policy is not too much to remove existing obstacles but to prevent their emergence in future.

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