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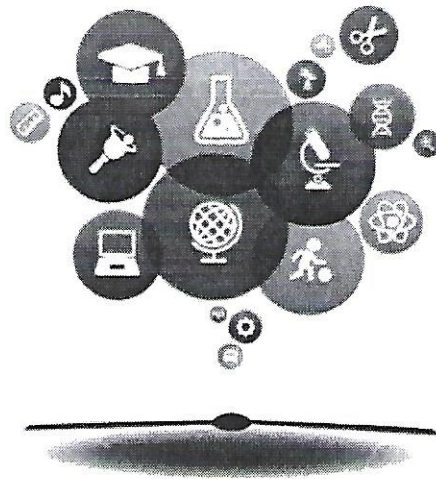
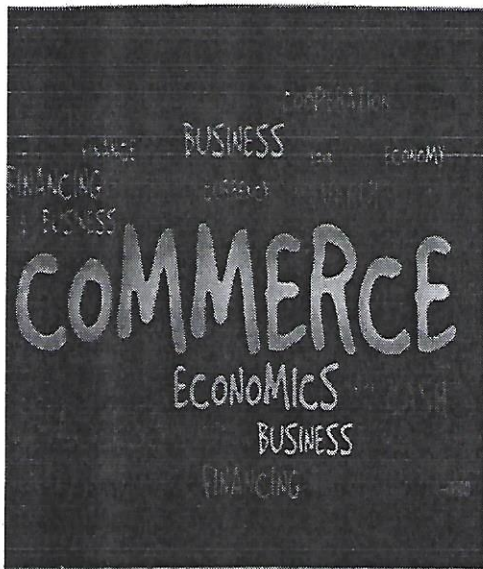
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E-Commerce: Opportunities And Challenges After Covid-19

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Introduction :

The e-commerce main activities were commenced in 1995. E-commerce entered in the beginning of 2001 to consolidate the market position. E-commerce refers to the paper less exchange of business information using EDI, email, electronic fund transfer, world wide web, bulletin boards and other network based technologies.

Meaning of E-commerce:

E-Commerce means Electronic Commerce. E-commerce means buying or selling products online by using internet. Buying and selling of products and services by consumers through an electronic medium without using any paper documents is known as e-commerce. E-Commerce includes all online transactions. It provides so many benefits to the customers such as goods at lower cost, multiple choice and saves time. E-commerce is increasing day by day in India which make India second largest user in world. It uses the World Wide Web and e-mail. E-commerce includes online retailing, electronic market and online auctions. It is supported by e-business i.e. electronic business. More than 40 % population of India uses internet.

Definition of E-Commerce:

According to European Union Website (1997), "E-commerce is a general concept covering any form of business transactions or information exchange executed using information and communication technology, between companies, companies and their customers or between companies and public administration."

In short "E-commerce is the application of various communication technologies to provide automated exchange of business information with customers, suppliers and financial institutions."

COVID-19:-

CO stands for corona and VI for virus and D for disease. Covid-19 is a disease caused by a new strain of corona virus. Symptoms of corona are fever, cough, shortness of breath, loss of smell etc. It was first identified amid an outbreak of respiratory illness cases in Wuhan city, in china. On 11th march, 2020 ,the WHO declared COVID-19 a global pandemic. This is a global disease. Corona viruses are common human and animal viruses.

Objectives:-

- 1) To study the e-commerce opportunities after Covid-19
- 2) To study the challenges of e-commerce after Covid-19

Research Methodology:-

The paper is mainly based on secondary data which was collected from News papers, Books & from www.google .com.

Importance of E-Commerce:-

- 1) E-Commerce technology is available everywhere i.e. at home, at industry, at shop, at all aids to trade such as banking, insurance, transportations and via mobile commerce.
- 2) Reduces transaction cost
- 3) Eliminates intermediaries
- 4) Global reach, Two way communication, Rapid growth of wireless internet connections
- 5) Reduced paper work, Improves customer services, Provides better market position--

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- 6) Better inventories management, Reduces data entry errors, accuracy in invoicing
- 7) Improves cash flow provides perfect market conditions, Wider scope.
- 8) Provides 24 hours & 7 days services, saves time, Improves business process
- 9) Prompt decision, reasonable prices, better distribution etc

Impact / Challenges of COVID-19

The present crises is more dangerous than world war. Impact of Covid-19 was be as under

- 1) World GDP is expected to come down by 10%.
- 2) The Indian economy was expected to loss over Rs.32000 crore every day during the lockdown period
- 3) Unemployment rose from 6.7% on 15th March 2020 to 26% on 19th April, 2020. 27 million people between age group 20 to 30 yrs lost their jobs. Unemployment rate from 7.6% to 27% as on May 1st and it is expected to reach 35% by June
- 4) It is estimated 14 crore people have lost jobs

Areas most affected:-

- 1) Raw material and spare parts
- 2) Financial services
- 3) Hospitality - estimated to loss the tourism industry is Rs. 15000 crore for March and April
- 4) Supply chain and logistics
- 5) E-Commerce
- 6) Real estate
- 7) Government Revenues - Short fall in revenues and delay in tax collection but increased spending
- 8) Oil Industry - fuel demand in April fell nearly 46%, Diesel demand will drop by 6%, Annual fuel consumption will decline by 5.6%
- 9) Banking, Insurance, Cement, Car almost all are affected. NPA's increased.
- 10) Stock market fell

Opportunities:- After COVID-19 India is an alternative to China for the global companies. Foreign companies in China are switching to other directions. The Government of India was taken decisions and launched various policies to recover the affect of diseases COVID-19 such as Make in India campaign, Aatmanirbhar Bharat, Use made in India products, use online platform to sell the products. E-Commerce is the best market in daily needs. E-Commerce will be the best business future. E-commerce will be the large opportunity to expand in future. Parma industries also be good days to increase their business.

Conclusion:- Individuals are also take care of the COVID-19. Everyone has to take care of the dangerous disease. Wash your hand regularly, Maintain social distancing Stay Safe Stay healthy. Buy term insurance, health insurance, travel domestic, find second source of income for becoming self independent.

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