



COVID-19, DIGITALISATION AND ITS IMPACT ON IN THE INDIAN E- COMMERCE GROWTH (IN THE PRESENT CONTEXT)

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-----ABSTRACT-----

Digitalisation can be said as use of digital tools or devices in most of the sectors of India, like e-payment (electronic payment), e- education, by the use of digital modes to educate students, conferences and seminars, digitalisation in public and private sectors in India can lead to positive growth of e-commerce in the Indian sectors, like service sector and Industrial sectors. India is the second largest populated country in the world and largest market economy for most of the developed countries in the world like MNC's (Multi National Companies) like automobiles, telephone and communication, educational services, start-up's, call centres and global level entrepreneurs like to invest in India, But due to covid-19 has made most of the e-commerce sectors in states of India are in standstill position due to lock down situation. Only in some organised sectors there is processing of work through online (e-commerce) or in digital mode of transaction, but the unorganised sector workers and daily wage workers or migrants who travelled from far states are unable to earn for their lively wages. Indian government preference to health emergency and relief package of 20 Lakh crore Atmanirbhar Bharat Abhiyan is burden for Indian economic growth as the government is distributing from March 2020. This pandemic has made India's GDP (Gross Domestic Product) growth rate prediction below 4%, according to the report of ADB (Asian Development Bank). IMF (International Monetary Fund) has predicted that Indian economy is expected to grow at -10.3 %, according to the source provided by "The Hindu". The purpose of this study is to analyse Covid-19 impact on Indian "e-commerce economy" through, business and remedies to overcome the pandemic to the growth of e-commerce sector, by implementing various schemes like start up India, and self-reliant India by fiscal and monetary policies.

KEY WORDS: Digitalisation, Covid-19, E-Commerce and Growth. -----

I. INTRODUCTION

Covid-19 is one of the pandemic diseases, which has its economic impact all over the country and the world; especially the trade, migrant workers and small wage labourers are the worst hit. It was detected first time in "Hubei province of china on 31.12.2019", from December to end to one month only few cases infected with pneumonia of unknown cause was found, these made china to declare National emergency, by intimating to WHO (World Health Organisation), WHO named Corona virus as COVID-19, and declared as public health emergency on 30th January 2020. From February 2020 Covid-19 spread drastically to most of the countries. Almost 33953475 positive cases and 4,50,589 conformed death cases of Covid-19, according to "Aarogya setu" report in India by the end of September 2021, resulting in unemployment, imbalance in demand and supply for "oil, petroleum products, hotel services, restaurants, agricultural products" was due to pandemic situation. This created decrease in unemployment opportunities, inflexible supply of labour as most of the migrant workers returned to their natives for safety precautions, it is great concern for the Indian Economy to balance both demand and supply in the mixed market. India has a greater challenge during covid-19 and post covid-19 situation. First one is to cope up in covid-19 situation as it is a health emergency, with development of e-technology and e-health care for the country. Second one is to improvement in digital inclusion in all public sectors, private sector, in all Commerce sectors, to achieve India's long term goal "Atmanirbhar Bharat". Third one is to provide relief measures to the unemployment workers, employment sector. Overall all these factors to



rise in national income or GDP (Gross Domestic Product) by overcoming all business fluctuations in the Indian Economy.

II. REVIEW OF LITERATURE

UC CDC Definition:

Pandemic refers to an epidemic that has spread over several country or continents affecting large number of people.

NICHE BUSINESS - A Study conducted Deloitte, “Future of E- commerce Uncovering innovation” notes the raising culture of start-ups focusing on niche areas that tend to serve everyday purposes of the customers

III. NEED OF THE STUDY

- 1 India has to implement properly government schemes like Digital India, Make in India and because India still use most of the foreign developed technology in some sensitive fields in defence,
- 2 Online payment applications in public and private sectors can pay way for growth of digital technology.
- 3 To understand Government’s policies like fiscal policy and monetary policy of the RBI (Reserve Bank of India).

IV. STATEMENT OF PROBLEM

Most of the developed economies use online transaction or e-transactions in all economic and business activities, But India is slowly gaining the importance of e-commerce, but unorganised sectors like construction workers and public sector institutions are unable to find work, this may affect the Indian economy in longer run. As most of the working population in India is working in unorganised sector, e-commerce can be a cause for raise in employment opportunities and national income in Indian economy.

V. OBJECTIVES

1. To enable substantial growth of e-commerce, trade production, labour, national income and service sector in national and international trade.
2. To understand covid-19, digitalisation and its impact on Indian commerce growth, foreign trade and balance of payment.

VI. RESEARCH METHODOLOGY

This research output is the outcome of an overview conducted on covid-19 and its impact on Indian economy in the present context, opportunities to promote employment opportunities and making India self reliant economy, in the Indian context experimental approach, during covid-19 pandemic situation, it uses secondary data for analysis, discussion with expert part of research work.

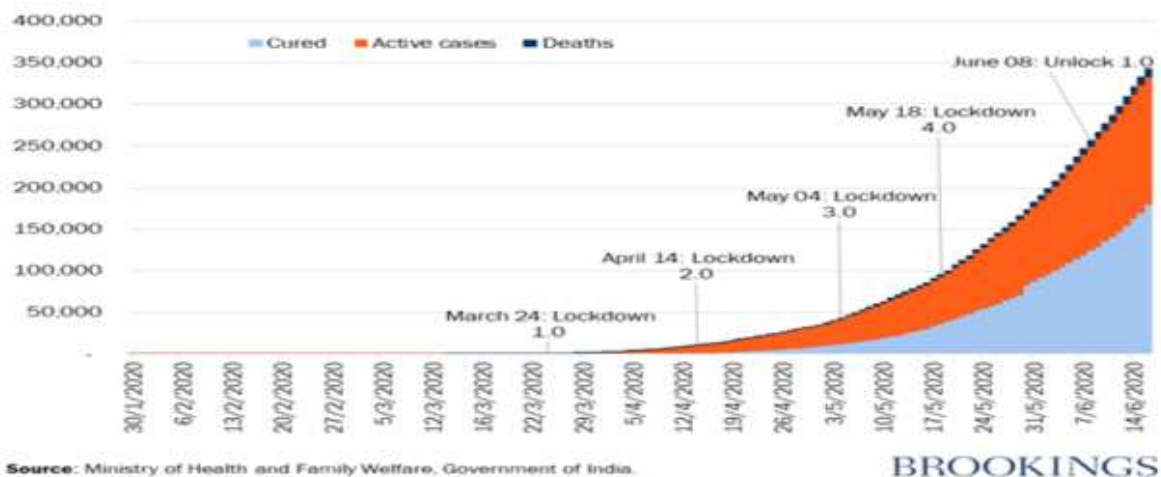
DATA AND STATISTICS

➤ EMPLOYMENT IN INDIA FROM 2017- 2021



The above graph explains increase in the unemployment percentage in April 2020 to June 2020, India has large section of working population working in unorganised sector, the graph shows sudden increase in the unemployment rate due to the pandemic situation

➤ TOTAL NUMBER OF COVID-19 CASES IN INDIA “in cumulative”



The statistics in the graph indicates the increase in total number of covid-19 cases, which made Indian economy to implement national lockdown in most of the parts of Indian states and union territories during the lockdown phase 1 and 2, the economic activities in India was almost standstill, this resulted in imbalance in demand and supply in the Indian economy decrease in demand for many products like sales, business and economics activities, but after lockdown 3 and 4, there was some concision given to some development and economic activities, unlock phase after June resulted in resuming economic activities but drastic increase in covid-19 cases in India.

VII. RESULT AND DISCUSSION

Covid-19 which initially made China in 2019 according to WHO report, which later led to suffer health and economic losses, now it has its impact on India and most parts of the world, from March 2020, India and world



GDP has been hit hard, resulted in increase slow down, financial loss, health emergency, unemployment, decrease in demand in India and globally for many sectors. Government and international agencies has to take care to resuming economic and business activities, otherwise it may impact severely in a long run.

VIII FINDINGS

1 Covid-19 has made some of the organised sectors to work in home, but India has most of the working population working in unorganised sector, it is a tuff asks for state governments to provide enormous digital facilities for unorganised sector in short span of time, these factors leading to economic crisis in Indian economy. Covid-19 has emerged as a bigger challenge for the globe to resume primary, secondary and service sectors in India and the world.

2 Most of the national, international movement of labour has led to increase in unemployment ratio of India, around 11percent in June 2020, data published by (CMIE). The unemployment rate in India has reached its peak in “March to May 2020” after Government lockdown of 40 days, after 1930 depression.

IX RECOMMENDATIONS

1 Covid-19 has its impact in India, causing economic and business crisis, due to imbalances in demand and supply of various products. India has absolute advantage in production of Agricultural, pharmaceutical industries, small scale industries, MSMSs and some other sectors. India can turn the tide by producing and exporting these absolute advantage sectors for the global need and achieving “Make in India” aim to be successful.

2 Uniform GST (Goods and Services Tax) is a positive factor to growth of E-commerce, but India has to invest largely in infrastructure, declines for online trading to reach facilities to the last person in the country, villages, and rural remote areas, like in online education, sales promotion, and commercial companies, to increase in efficiency.

X CONCLUSION

International trade has led to growth of various sectors in India and the world, especially after 1991 LPG (Liberalisation Privatisation and Globalisation, various industries likes’ automobiles and increase in inflow of FDI (Foreign Direct Investment) and services, this growth led to increase in competition of world market, but due to effect of covid-19. Covid-19 has resulted globe crisis, from past three months it has negative impact on Indian economic growth, increase in unemployment, decrease in standard of living and problem of imbalanced growth. The economic impact of the 2020 Covid-19 pandemic in India has been largely disruptive. India's growth in the fourth quarter of the fiscal 2020 went down to 3.1% according to the Ministry Of statistics.

Prime Minister Narendra Modi has launched Make in India initiative on September 25, 2014, with the primary goal of making India a global manufacturing hub by encouraging both multinational as well as domestic companies to manufacture their product in the country. International trade includes new economic foreign policies implemented by the government, EXIM policy, and it creates employment to large section of population in domestic country. Indian foreign trade which has come to stand still due to unavailability of workers at airports, seaports as many trade sectors are facing constraints to export and import goods and services due to covid-19 pandemic. India has a huge task to invest in job providing sectors like MSME (Micro Small Medium Enterprise), which contributes around 29% of GDP of the country, which contributes employment to crores of individuals in India

XI. LIMITATION

1. India’s national income (GDP) has been estimated low, compared to last decade, so e-commerce has to be developed, otherwise it can lead to increase in balance of payment.

2 Digitalisation all over India in all the sectors may be huge burden for India, because in unorganised sectors we can find less digital infrastructure, so India needs to invest in large scale.

3. India has to be prepared for pandemic challenges in future perspective, because most of the sectors like e-commerce, unorganised sectors and public sectors faced the same problem during first and second wave of covid-19.

XII. SCOPE OF THE STUDY

India’s major export items are related to agricultural and informal sector activities, whose export demand also has come down, but this depressing situation is not expected to continue for long period of time, though it is not certain how long this pandemic will force the countries to keep all such activities under lock. Items of daily need have to be either produced or imported by all countries once the stock is over. In this respect India can go for



diversification of some products depending on its expertise, especially in medical, academic online or technological applications and pharmaceutical items, whose demand has got a sudden peak up in international market after the emergence of covid-19. India can try to depend more on domestic production with digital implementation, increase exports may lead to create employment to large unorganised migrants or domestic labourers of the country, flexible fiscal and monetary policies may try to narrow the trade imbalance, increase in e-commerce growth, development of all the sectors of the economy providing job security during covid-19 or post covid-19.

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