

Challenges and Opportunities for Indian Companies in E-Tailing their Products during Pandemic

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ABSTRACT

India is largely dependent on agricultural economy. More than fifty percent of Indian population is dependent on the agricultural sector for its livelihood and survival. On the other hand the service sector, manufacturing sector, defence sector, aviation sector, travel and hospitality sector employs few of the Indian labour force and its return nearly 60% of the Indian GDP. This can accelerate the India's economic growth and solve the current unemployment crisis. "Make in India" is a worldwide marketing concept propounded by our 15th and the current Prime Minister of India on 25 September 2014, with an aim to transform the country into a global manufacturing hub. Mission is to make in India and sell the products all over the world. Its ultimate aim is to transform India into a global design and manufacturing hub. It facilitates investments, skill development, encourages innovation, protect intellectual property rights to achieve this objective. Ministry of Commerce and Industry's Department of Industrial Policy and Promotion plays a vital role for the implementation of this initiative and it holds highly significant position in India's pursuit of economic growth. In a short space of time, web retailing or e-following has solidly secured itself as a reasonable choice to store based shopping. This paper endeavours to give an unmistakable picture about the e-following in India and its different issues, openings. It additionally endeavours to draw a compelling e-following methodology in India dependent on the itemized review of e-following organizations. The purpose of the paper is to identifying issues related to manufacturing, sector and the government support to enhance the development of the sectors.

KEYWORDS: *Make in India, Challenges, Sectors, Retailing issues*

INTRODUCTION

The fifteenth and current Prime Minister of INDIA "Narendra Modi" proposed the MAKE IN INDIA" campaign on September 25th 2014 in New Delhi. He welcomes foreign firms to invest their finance in INDIA and also ask the CEOs of national firms to put resources into our nation by saying that, "There is no compelling reason to leave the country. We want our companies to glow as MNCs". The MAKE IN INDIA program established the foundation of India's new national manufacturing policy and rolled out to provide the first class red carpet for both national and international industrialists with a mission to make India a manufacturing hub which will in turn accelerate the employment rate and overall growth and development of India. The program lays emphasis

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on 25 divisions. The objective of this scheme is to make sure the manufacturing segment which contributes around 16% of nation's GDP could be increased to 25% in next 5 years. Make in India campaign eradicate unnecessary laws and controls. Three major sectors which contribute to GDP of any country are agriculture, manufacturing and services. As per the present contribution of all these sectors to Indian economy manufacturing contributes only 16% which is lowest. There are ample of opportunities to be grabbed as far as Indian manufacturing sector is concerned. Numerous business man and entrepreneurs vision for make in India initiative is for the betterment of our Indian economy.

Presently a day's web-based business is fast arising pattern, by the high level and expanded utilization of online media. Exploration shows that each five out of eight organizations are working web based, conveying web based business. Be that as it may, being practical online doesn't mean the organizations can get away from lawful issues. There are different legitimate issues related with e-retailing business also and if these issues are not dealt with on schedule, they can prompt major issue for the business.

OBJECTIVES

- To discuss the features of Make in India Campaign.
- To know the opportunities and challenges for Make in India Campaign.
- To understand issues and challenges of e-Tailing in India during pandemic

SECTORS OF FOCUS

For this Make in India program, the government of India has distinguished 25 priority sectors that need to be enhanced and promoted regularly. On the campaign launch, the Prime Minister Mr. Narendra Modi said that the development and improvement of these segments would guarantee that the world might readily come to Asia, particularly to India where the accessibility of both democratic conditions and manufacturing predominance made it the best destinations, particularly when joined with the effective governance proposed by his administration. The following are the sectors where probability of FDI (foreign direct investment) is the highest and investment might be easily promoted by the government of India. Automobile, Automobile components, Aviation, Biotechnology, Chemicals, Defense manufacturing, Electrical machinery, Food processing, IT and BPM, Leather Media and entertainment, Mining Oil and gases, Pharmaceuticals, Ports, Railways, Renewable energy Roads and highways, Space, Textiles and garments, Thermal power, Tourism, hospitality and Wellness.

BARRIERS TO THE GROWTH OF THE E-TAILING MARKET

EXTERNAL BARRIERS TO E-TAILING

There are many external barriers to the diffusion and implementation of e-commerce. These barriers include:

1. The high cost of internet access;
2. Lack of effective payment facilities and banking services;
3. Advanced retail network;
4. A cultural lack of trust;
5. Lack of government policy and legal frameworks;
6. Lack of education in e-commerce;

7. Customers' need for the physical shopping experience.

INTERNAL BARRIERS TO E-TAILING

Barriers to the implementation of e-commerce implementation not only exist in the external environment, but also in the internal organizational environment. These barriers are:

1. Business processes;
2. Strategic direction;
3. Senior management commitment to e-commerce;
4. Senior management knowledge of e-commerce;
5. Investment;
6. IT/IS expertise;
7. Organizational mission;
8. Profit objectives;
9. Information systems;
10. Integration;
11. Organizational culture;
12. Product categories and prices.

OPPORTUNITIES - MAKE IN INDIA

The 'Make in India' campaign emerge to have come at flawless time. Various foreign companies have already transmitted their enthusiasm and zeal in setting up their manufacturing plants in India. Aiming to make India as its export hub, home appliances manufacturer Bosch and Siemens today declared to open their company's first manufacturing plant in our nation, which is to be set up at a cost of Rs. 350 crore. Sony Corp sources most of the products it offers in India, plants in Thailand, Malaysia, China and Japan. The firm, which has been known as dynamic India from past two decades, now sources products from international factories based on India's free-trade agreements. Japan's largest consumer electronics exporter, is presently assessing to "come and make in India" opportunity. Switzerland-based chocolate producer Barry Callebaut looking for setting up a manufacturing unit in India as part of its worldwide extension plans to capitalize on Rs. 3,000 crores domestic market. The economic effect of manufacturing in India will go beyond direct business. It will offer employment in the administrative sector and allied services like logistics, transportation, retail and so forth. The government's "Make in India" initiative aims to increase the share of manufacturing to 25 percent of GDP by 2022 from the present 12 percent.

Review of literature:

- Online constraints tend to be related to the screen resolution and the hardware that exists at the consumer end of the channel. The hedonic factors in designing the web-site interface can be enhanced with symbolic, nonverbal elements, which can be created by images, colours, fonts

and videos and music.

- Doolin (2004)³ has specifically pointed out that e-tailing is the sale of products and services to individual customers. According to him, the definition of e-tailing encompasses the sales of products or services online.
- Rabinovich (2004)⁴ and Cao and Zhao (2004) have identified the challenges of e-tailing industry. This challenge begins with the response time of the web-server; moves to the amount of time the customer must wait until the order ships, and also includes the time the shipping process takes.

CHALLENGES – MAKE IN INDIA

India's small and medium-sized businesses can play a vital role in making the nation taking in to next stage in manufacturing. India ought to be more engaged towards novelty, curiosity and innovation for all these areas. The Indian compliance needs to outline the plans to give special benefits to these areas. As reported by World Bank, India positions 142 out of 189 nations in terms of ease of doing business. India has complex taxation system and poor foundation facilities. Rapid skill up gradation is needed on the grounds because skill intensive sectors are dynamic segments in our nation; otherwise these sectors would become uncompetitive. India must have to raise innovation work, research and development which is currently less in India and should give more space for advancement.

1. Creating good and healthy business environment will be feasible only when the authoritative apparatus is efficient and effective. India has been very rigid in the form of procedural and regulatory clearances. Business-friendly environment is the only way where India can sign easier approval of projects and set up hassle-free clearance mechanism.
2. India should also be ready to handle factors that adversely influence competitiveness of manufacturing. To make the nation a manufacturing hub the unfavorable factors must be expelled. India should also be ready to levy tax concessions to foreign organizations that come and set up their units in our nation.
3. India's make in India movement will be repeatedly contrasted with China's 'Made in China' campaign. The dragon launched the campaign at the same day as India trying to preserve its manufacturing abilities. India should constantly keep up its strength so as to overtake China's mastery in the manufacturing sector.
4. India must also encourage and motivate high-tech imports and research and development (R&D) to

enhance 'Make in India' give edge-to-edge rivalry to the Chinese partner's campaign. To do all these, India must be well prepared and encouraged to do world class R&D. The legislature and regulations must guarantee that it gives good platform for such innovation and development.

CONCLUSION

India has the ability to stick its manufacturing contribution to GDP to 25% by 2025. Government has to act as the central axis of aligning industries, private companies, public sectors and all stakeholders in realizing this vision and mission. Government has to put policies and procedures in place be it sector reforms, labour reforms or the elimination of business barriers. Retailers of India need to inspect the feasibility of such a progress, and investigate the cooperative energies of utilizing the new channel of e-tail. E-rears, then again, need to return to some fundamental retail works, and foster further abilities in the space of marketing and request determining. The Government of India has taken various steps to further stimulate investment and improve business climate., Make in India" mission is one such long term initiative which will help to recognize the dream of transforming India into a „manufacturing hub. Make in India campaign also focuses on manufacturing products with zero defects and zero effects. India's increasing economy offers equal and fair investment opportunities to national entrepreneurs and international players. It is all our responsibility to leverage Indian economy.

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