

75-3 Do you think, the potential of e-commerce is powering the inclusive job ecosystem in the country? Explain.

India is currently the second largest e-commerce market and set to surpass USA by 2034. The e-commerce market is bound to explode from \$46 Billion to \$200 billion by 2026.

Inclusive Job Creation

As internet adoption is proliferating, part could so does the smartphone connectivity.

The unemployment rate currently is 8.3%. The e-commerce has potential to reduce this gap by employing highly qualified and semi skilled workforce.

For example, the tribes India platform provides opportunities for tribals to market and sell their products all

over the country. The Taobao village model of China has seen an increase in household income by 80% of the people who participated in e-commerce.

MSME - currently 43% are in e-commerce space. These MSMEs can be encouraged to enter e-commerce space, for instance a portal selling only G2T products can help reach that product all over the world.

Both temporary and permanent jobs can be created in the e-commerce business.

Challenges

Logistics cost which is around 14% of GDP must be reduced. There could be lack of quality assurance and standards. Thereally access to finance for MSMEs has been a lagged.

With a booming market of 350 million shoppers and a merchandise value to hit \$120 Billion by 2026 the e-commerce can close inequality significantly.