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E-Commerce – Tool of Women Empowerment

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ABSTRACT

The article explores e-commerce as a tool of women empowerment. In the emerging global economy, e-commerce and e-business have increasingly become a necessary component of business strategy and a strong catalyst for economic development. The implementation of business transactions can be done through the information superhighway using computer networks. E-commerce is currently growing at 30% and the shopping site like Flipkart, Amazon, and snap deal are growing at 60%. The number of e-customers (i.e. online buyers) has increased from one million users to 2.5 million in India in the last four years. Some of the popular imported items imported by Indian women include footwear, handbags, branded and unbranded apparel, accessories, and technology products like Mobile & laptops. Payments through Pay u money and mobile (phones) are significantly contributing to the growth of e-commerce. For a country such as India, one of the most important benefits of e-commerce is its potential to help a developing rural community to leap-frog into the knowledge paradigm. E- Commerce is providing useful resource for growth of microfinance and MSME's. The positive effects of e-commerce can be magnified beyond purely commercial growth to have a profound impact on women empowerment.

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INTRODUCTION

E-commerce is usually associated with buying and selling over the Internet, or conducting any transaction involving the transfer of ownership or rights to use goods or services through a computer-mediated network.

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