



E-COMMERCE FOR SUSTAINABLE DEVELOPMENT IN INDIA -A STUDY

Dr.K.SARITHA

Lecturer in Commerce, Dept. of Commerce, Sri Padmavathi Women's Degree & PG College, Tirupati

Abstract: E-commerce in India, while rapidly growing can significantly contribute to achieving Sustainable Development Goals (SDGs) by promoting economic growth, empowering women, and fostering innovation, while also needing to address environmental and social impacts. The

E-commerce has brought a revolution in providing an effective marketing experience to the consumers. The growth of e-commerce in India has transformed the way of shopping, offering convenience to a broad consumer base. The increasing focus of consumers on preferring online as well as eco-friendly products and services has created a huge impact on the e-commerce platforms. However, challenges such as meeting increasing demand and ensuring sustainability need urgent attention. This research aims to explore sustainable solutions for the increasing demand in Indian e-commerce and the relevance of e-commerce for sustainable commerce on sustainability of a multinational marketplaces.

Key words: E-commerce, Sustainable, Development, Economic, Emerging and Trends

I. INTRODUCTION

In the present context, E-commerce is growing really fast in India. It's changing how people buy things, making it easier for them, and giving new chances to businesses. India's ecommerce has grown rapidly due to changing consumer behaviour and increased internet usage. The challenge lies in efficiently and sustainably handling the higher volume of products. Sustainable practices are crucial to minimize environmental impact and ensure long-term profitability. But this growth also brings some problems, especially in keeping up with the growing demand and doing things in a way that doesn't harm the environment. Sustainability at the Individual Level sustainability is not just a corporate responsibility; it starts at the individual level. Many people have already

taken steps towards sustainability by reducing their use of plastic and embracing a vegan or vegetarian lifestyle. These actions demonstrate a commitment to social responsibility and a desire to protect the environment.

Over the last few years, sustainability has turned from a mere buzzword into a genuine concern of Indian enterprises. Environmental issues are at the forefront of the public mind, and consumers are becoming more conscious of their buying decisions. Establishing an environmentally friendly e-commerce business is both an ethical obligation and a smart business strategy. This guide outlines the main ways to create and manage a sustainable online business in India that can help you mitigate your environmental footprint while potentially increasing your profitability.



The increased awareness about the environment has led to the celebration of various initiatives and "days," such as the International Day of Forests, World Earth Day, World Biodiversity Day, World Environment Day, and World Energy Conservation Day. These events have created a heightened sense of responsibility among individuals, motivating them to work towards a sustainable future. Sustainability at the Corporate Level corporations also have a crucial role to play in promoting sustainability. They can achieve this by reducing pollution levels, minimizing the use of exhaustible natural resources, sourcing raw materials from fair-trade groups, and ensuring proper waste disposal to minimize their carbon footprint.

II. REVIEW OF LITERATURE:

This review looks at what we know about Indian e-commerce right now, the problems it's facing, and how we can make it better and more sustainable.

Grondy's ,2021 The focus should be on increasing green consumerism. Although to meet the increasing demand and supply, it's not very easy to shift entirely on eco-friendly or organic products and services. A study found that online shopping can be worse for the environment than buying things from regular

shops. Things like using less packaging and eco-friendly transport can save money and make customers happy. But, we also need to think about the challenges, like small businesses might find it hard to pay for these changes, and some customers might not want to pay more for eco-friendly products.

Aburaya,2020. The study shows that e-commerce is more than just the purchase and sale of products and services over the internet, but rather a much broader concept of transformations in the way of doing business and communicating with stakeholders. It is recognized that e-commerce has contributed to employment, economic vitality, and enhanced transaction efficiency. In addition, e-commerce has also brought about positive effects in specific industries, such as promoting market transparency and price discovery in the circulation of agricultural products. Furthermore, e-commerce has played a significant role in the digital market and has become the main mechanism for implementing the new type of economy. However, it is important to note that the level of e-commerce varies across countries, particularly in developing nations.

Arora,2019 Recent research shows that India's last-mile emissions per delivery of 285 grams carbon dioxide (gCO₂) are much higher than the



global weighted average of 204 gCO₂. In fact, the research found that five Indian cities – Delhi, Mumbai, Kolkata, Bangalore, and Chennai – release more carbon dioxide from last-mile delivery than the entire People are now more aware of how their choices affect the environment.

III. OBJECTIVES OF THE STUDY

The present objectives of the study are

1. To study the three pillars of sustainability.
2. To identify challenges faced by e-commerce in sustainable demand completion.

3. To study the relevance of e-commerce for sustainable commerce on sustainability of a multinational marketplaces.

IV. THREE PILLARS OF SUSTAINABILITY

Sustainability encourages organizations to make long-term decisions that consider environmental, social, and human aspects, rather than focusing solely on short-term financial gains. These three aspects, often referred to as "pillars," were identified and acknowledged by many national principles and certification systems. Let's delve into the three pillars of sustainability.



1. Environmental Pillar (Planet)

The companies today are increasingly focused on minimizing their carbon footprints, reducing packaging waste, and conserving exhaustible natural resources. By doing so, they not only contribute to environmental preservation but also reduce additional costs and achieve positive financial results. Wal-Mart's zero-waste initiative, which involves procuring packaging material from recycled or reused supplies, serves as an excellent example of sustainable packaging practices.

2. Social Development (People):

In sustainable businesses have a primary responsibility to support their employees,

stakeholders, and the communities in which they operate. This pillar encompasses treating employees fairly, being socially responsible at the local and global levels, and educating people about the importance of environmental impact and the protection of natural resources. Strict regulations in developed countries ensure that businesses prioritize the well-being of individuals and maintain a high quality of life.

3. Economic Development (Profit):

While profit is a fundamental goal for any business, it should not come at the expense of the planet. Economic development must be achieved in a sustainable manner, without compromising the other two pillars. Compliance and good governance form the core of the



economic pillar, ensuring that businesses operate responsibly.

V. CHALLENGES IN THE WAY OF E-COMMERCE

The Contempt its potential benefits, there are certain challenges and risks associated with ecommerce. These challenges include issues of security, consumer demand analysis, and the risk of cybercrime. Other problems include delay in delivery, maintaining warehouses, inaccessibility at rural areas because of network issues. Some people in villages still don't have good internet or know how to use it. This makes it hard for ecommerce to grow in these areas.

a. Current scenario and Future of e-commerce in India

People are thinking more about the environment when they shop, and businesses are trying to sell things that are good for the planet. Online shopping is also joining in by offering eco-friendly options. This is not just good for nature but can also make businesses more money. Many sellers online now have products that are better for the environment, and websites are giving rewards to customers who choose these options. Young people, like millennials, really care about supporting brands that care about the planet. When they shop online, they look for things that won't harm the environment. Online shops are now making special sections with catalogues full of these green products. They not only sell eco-friendly things but also promise to deliver them in a way that's good for the planet, using materials that can be recycled. Some new Indian online markets are also joining in by selling products that are good for the environment, from toys to personal care items to electronics.

b. Green initiatives by few e-commerce platforms in India

Amazon is the world's largest corporate purchaser of renewable energy and are on a path to powering our operations with 100% renewable energy by 2030. Google is helping more than 500 cities and local governments globally reduce an aggregate of 1 gigabyte of carbon emissions annually by 2030. Flipkart, for example, plans to transition its entire last-mile

fleet to electric vehicles by 2030 as it aims to achieve net-zero emissions by 2040. It has also been trying to use less and sustainable packaging. In 2021, the company announced that it had eliminated single-use plastic packaging from its supply chain. Their increased use can cut carbon emissions by reducing the need for long-haul transportation while also reducing costs. As a partner to such Indian businesses, DHL Supply Chain India supports their ecommerce expansion in a sustainable manner. DHL Supply Chain India will convert its whole intra-city fleet to green fuel or electric vehicles by 2030.

VI. E-COMMERCE FOR SUSTAINABLE COMMERCE ON SUSTAINABILITY OF

A MULTINATIONAL MARKETPLACES

E-commerce plays a crucial role in promoting sustainable commerce within multinational marketplaces by enabling businesses to expand their reach, offer diverse sustainable products, and implement eco-friendly practices like sustainable packaging and shipping, ultimately contributing to a more responsible and environmentally conscious global marketplace.

1. Expanding Market Reach and Global Accessibility:

- E-commerce allows businesses to transcend geographical boundaries, connecting with customers worldwide and promoting sustainable products to a broader audience.
- This expanded reach can lead to increased demand for sustainable products and services, driving innovation and adoption of eco-friendly practices.

2. Offering Diverse Sustainable Products:

- E-commerce platforms can showcase a wide variety of sustainable products, from eco-friendly clothing and furniture to organic food and renewable energy solutions.
- This diversity empowers consumers to make informed choices and supports businesses that prioritize sustainability.

3. Implementing Eco-Friendly Practices:

- Sustainable Packaging:
E-commerce companies can adopt sustainable



packaging solutions, such as using recycled, biodegradable, or compostable materials, to minimize waste and environmental impact.

- Sustainable Shipping:

Implementing efficient and eco-friendly shipping methods, like optimizing routes and using alternative fuel vehicles, can reduce carbon emissions.

- Reduced Return Rates:

E-commerce platforms can implement policies that encourage responsible consumption and reduce the need for returns, minimizing waste and resource consumption.

4. Enhancing Transparency and Consumer Awareness:

- E-commerce platforms can provide consumers with detailed information about the sustainability credentials of products and businesses, fostering transparency and trust.

- This information can help consumers make informed purchasing decisions and support businesses that prioritize sustainability.

5. Driving Innovation and Collaboration:

- The e-commerce landscape fosters innovation in sustainable business models and technologies, encouraging businesses to develop new solutions for reducing environmental impact.

- E-commerce platforms can also facilitate collaboration between businesses, suppliers, and consumers, creating a more sustainable and circular economy.

VI. CONCLUSION

The Sustainable improvement is turning into a critical part of e-commerce and entrepreneurship, shaping the future of each sectors. E-commerce businesses that adopt sustainable practices can improve their competitiveness, entice environmentally conscious customers, and contribute to global sustainability dreams. Entrepreneurs, as key drivers of innovation, play an important role in growing answers that stability profit with

tremendous environmental and social outcomes. Sustainable e-commerce plays a vital role in promoting a greener future. By adopting eco-friendly practices, minimizing waste, and embracing sustainable packaging, e-commerce companies can make a significant impact on the environment. Corporate social responsibility is not just a trend; it is a responsibility that consumers now actively seek in the brands they support. As the world moves towards a more sustainable future, e-commerce businesses have a unique opportunity to lead the way in promoting sustainability and contributing to a greener world.

References

1. Chakraborty, A., Kumar, S., Shashidhara, L., & Taneja, A. (2021). Building Sustainable Societies through Purpose-Driven Universities: A Case Study from Ashoka University India.
2. Revinova, Svetlana. (2021). E-commerce effects for the sustainable development goals. SHS Web of Conferences. 114.01013. 10.1051/shsconf/202111401013.
3. Sun, M., Grondys, K., Hajiyev, N., & Куков. (2021). Improving the ECommerce Business Model in a Sustainable Environment. Sustainability.
4. Nougara hiya, S., Shetty, G., and Mandloi, D. (2021). A Review of E – Commerce in India: The Past, Present, and the Future.
5. Sun, M., Grondys, K., Hajiyev, N., and Куков. (2021). Improving the ECommerce Business Model in a Sustainable Environment. Sustainability.
6. Arora. (2019). Devising e-commerce and green e-commerce sustainability. <https://www.ijedr.org>. <https://www.ijedr.org/papers/IJEDR1902042.pdf>.