

D.P. Bhosale College, Koregaon

Tal. Koregaon, Dist. Satara (MS), INDIA
(Affiliated to Shivaji University, Kolhapur)
NAAC Re-accredited 'A' Grade (CGPA 3.12)
ISO 9001:2015 Certified

Impact Factor – 6.261

ISSN – 2348-7143

INTERNATIONAL RESEARCH FELLOWS ASSOCIATION'S

RESEARCH JOURNEY

International E-Research Journal

PEER REFREED & INDEXED JOURNAL

March -2019 Special Issue – 171 (G)

Environmental Issues & Challenges



Guest Editor:

Dr. Vijaysingh Sawant,
Principal,
D. P. Bhosale College, Koregaon
Dist. Satara [M.S.] INDIA

Executive Editor of the issue:

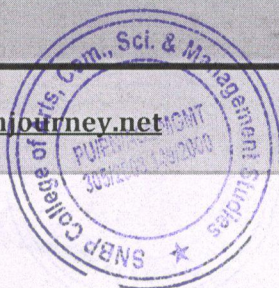
Dr. S. S. Yadav
Mr. V. R. Mindhe
Smt. V. S. Mohite

Chief Editor:

Dr. Dhanraj Dhangar (Yeola)

For Details Visit To : www.researchjourney.net

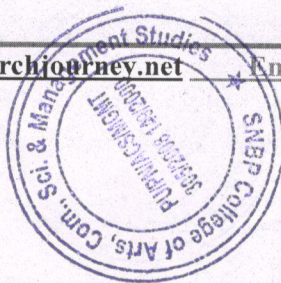
SWATIDHAN PUBLICATIONS





INDEX

No.	Title of the Paper	Author's Name	Page No.
1	Literacy Rate a Demographic Characteristic of Western Maharashtra: A Geographical Analysis	Dr. Chandrakant Kale	05
2	Role of Waste Management in Environmental Pollution	Dr. R. L. Rupwate	13
3	Air Pollution and Its Effects on Human Health : A Review	Dr. Sharad Tilekar	20
4	Impact of Groundwater on Agriculture Production in Satara District	Dr. Sanjay Yadav, Dr. P.V.Patil & Dr.S.D.Shinde	27
5	Effects of Urbanization on Global Warming	Prof. Meghana Mane	33
6	Landslide Vulnerability Zonation of Ghod River Basin by Using GIS and Remote Sensing	Vikas Mindhe & Dr. D. G. Gatade	37
7	Change in Literacy Pattern of Kolhapur District : A Geographical Analysis.	Prof. S. D. Shinde & Dr. N. N. Naiknaware	45
8	The Spatial Distribution of Medical Facilities and Population in Satara District	Mr. S. P. Patil & Dr. C. U. Mane	49
9	Study on Crop Concentration Regions in Kadegan Tahsil.	Mr. A. A. Phate & Dr.P.V.Patil	55
10	A Study of Rural -Urban Migration in India	Dr. Sunil Cholke & R. B.Khedkar	60
11	A Study on Agriculture and Environment Issues	Prof. Sangeeta Niyalwad	66
12	Impact of Urbanization on Environmental Concerns in India	Dr. S.B. Shinde	72
13	Digital Cartography and Watershed Management	Smt. Manuja Sonar	78
14	Factors Influencing Cropping Pattern	Dr. A.S.Patil & Miss Sapana Ugale	86
15	Changing Faces of Land Cover Using Geospatial Techniques: A Case Study of North Solapur	Mr. P. L. Unhale	90
16	Crop Diversification in Lower Sina Basin : A Geographical study	Mr. Amar Wakade & Dr. Arjun Nanaware	97
17	Rainfall Trend in Sangli and Satara Districts of Maharashtra : A Comparative Study	Prakash Waghmare & Tushar Waghmare	102
18	Swacha Bharat Mission and Human Health in Maharashtra	Dr. Mrs. Snehal Rajhans	107
19	Spatial Pattern of Development in Medical Facility: A Special Reference to Satara District	Prof. T.R. Magar	110
20	Importance of Biodiversity in Human Life	Mr. Nandkumar Garde	115
21	NPK Fertilizers Consumption in Kolhapur District	Anubhuti Ghodake	121
22	Exsting Socio-Economic Status of Dehugaon Village : A Geographical Study	Mr. Popat Shende, Dr. Ashish Jadhav & Dr. Rushikesh Patil	127
23	An Application of Rank Size Rule for World Population (2016)	Pravin Shembade, Dipak Godase , Tushar Waghmare, Sambhaji Shinde & Prashant Patil	136
24	Cropping Pattern in Atpadi Tahshil in Sangali District	Miss. M.S Yadav & Miss R.C Deshmukh	143
25	किरकसार मधील लोकांच्या सहभागातून झालेल्या जलसंधारणाच्या कार्याचा भौगोलिक अभ्यास	श्री. एस. आर. सोबान, डॉ. ए.जे बरकडे	145
26	कोल्हापूर जिल्ह्यातील भूमी उपयोजन कार्यक्षमतेचा भौगोलिक अभ्यास	प्रा.बी.बी.घुरके, प्रा.एच.एल. देशमुख	149





A Study on Agriculture and Environment Issues

Prof Sangeeta M. Niyalwad
Institute SNBP College of Arts
Commerce and Science and
Management Studies Pimpri Pune

Abstract:

Indian environment has been declined remarkably in the past 50 years due to rapid. Decline in natural resources and simple increase in pollution level. Reduction of forestry, populace growth, vehicular issues, use of hazardous chemicals and various other unwanted human activities are mainly responsible for this violated situation of environmental wellbeing in India. It is, in fact, version substantial economic loss to the country and permits serious care of policymakers, managers, scientists and people altogether to save the environment and humanity and to deliver generational equity.

Agriculture is the backbone of the Indian economy which theatres the most pivotal role in the socioeconomic expansion of the country. Indian agriculture is a various and wide sector connecting a large number of actors.. Ultimately, the environmental impact depends on the production practices of the system used by farmers. A number of environmental matters that are connected to agriculture are climate modification, deforestation, genetic engineering, irrigation problems, pollutants, soil degradation, and waste. The present paper deals with the threat of environmental impact and suggests some possible remedial actions for eco-conservation in India. Now it is basically advisable to become guard, producer and caretaker of natural resources and not the slayer, polluter and consumer of earth

Keywords: Indian Agriculture,. Environmental change, agriculture population, climate change

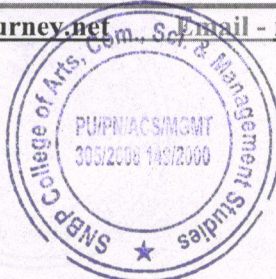
Introduction

Agriculture, as the backbone of Indian economy, plays the most energetic role in the socioeconomic scope of the country. Indian agriculture is a varied and wide sector involving a large number of actors. It has been one of the remarkable success stories of the post-independence era finished the association of Green Revolution technologies. The Green Revolution underwrote to the Indian reduced by providing food self-sufficiency and better rural welfare. The role of national agricultural investigation system (the NARS) was authoritative in the context of Green Revolution.

Introduction

India has completed fifty years of its independence full of desirable success counted through Unflagging obligations and relentless labours of the people and the government in communal, economic, scientific and technological areas. A nation which abortive to manufacture even a needle in 1947 is furiously involved in churning out space-crafts and rockets and abusing nuclear plans for peaceful purpose. During the past five decades India's achievement in science and technology seem to be very inspiring which would reveal knowledge built up in space investigation, nuclear engineering, production of steel, fertilizer, petroleum, chemical, machine tools, construction of big dams etc. Miraculous attainment has been made in the agricultural

Mrs. Sangeeta M. Niyalwad



PRINCIPAL

SNBP College of Arts, Comm. Sci. & Management Studies
Sant Dnyaneshwar Nagar, Morwadi, Pimpri, Pune-18



production through Green Revolution during last three periods, which converted India of the fifties, as an importer of food grain to that of an exporter. The technological advancement in agriculture is brought about through the increased production of new high yielding varieties of crops by means of the application of chemical fertilizers and pesticides. Bringing more land-living under food crops for the ever increasing population has no doubt saved mankind from hunger and epidemic. On the other hand various developmental activities such as construction of huge dams, establishment of power plants and industrial units have changed the man-nature relationship. They have changed not only the economic and socio-cultural life of the people but also their standards, systems, thoughts, beliefs and really their entire life style. Destruction of more forests for postponement of land for agricultural purpose, for making buildings, roads and other constructions has led to the extermination of a number of plant and animal species and is also responsible of ecological inequity. Apart from these, the indiscriminate disturbance of the forest ecosystem leads to the disturbance in consistent recycling system. The storm of modernisation and industrialization has not only uprooted man but in fact has demolished his habitat and environment. The upsurge in the release of toxic gases from the industrial units and carbon dioxide liberated from animals and human beings and from scorching of fossil fuels is as sharp as decrease in release of oxygen by the trees and plants as a result of which the biosphere equilibrium maintained since time timeworn has been affected. Today, the environmental pollution is a growing threat to our country and has become a common Phenomenon being detected both in towns and villages all finished India. The heavy rush of population from villages to urban areas has resulted in over-crowding of cities. Rapid industrialization and urbanization have led to an increase in pollution particularly in metropolitan cities.

Aim And Objectives

The aim of the study is to evaluate the impact on environment that has Occurred already with the following objectives:

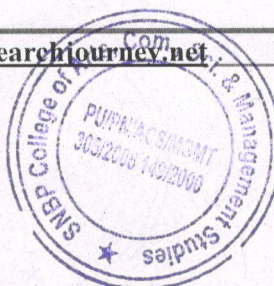
1. To study the problems faced by Indian agricultural sector.
2. To assess the existing air quality.
3. To assess the extent of pollution of water bodies due to developmental
4. To analyse possible solutions to agricultural problems and Environment.

Review Of Literature

The present study is based on the secondary data collected from different journals, research Articles, periodicals, websites and published data from specific topic. This section reviews the various aspects (Urbanization, Air, Noise, Water, Soil, Waste water, Solid waste, Flora, Fauna and Socio-economic status) that are related to the research .

Environment issues

There are numerous environmental issues Air pollution, water pollution, garbage and pollution of the natural environment are all challenges for India. Nature is also producing some radical belongings on India. The state was worse between 1947 through 1995. According to data gathering and environment valuation studies of World Bank experts, between 1995 through 2010, India has made some of the firmest progress in addressing its environmental issues and refining its environmental excellence in the world. Still, India has a extended way to go to spread environmental quality alike to those enjoyed in developed thrifts. Pollution residues a major task





and chance for India. Environmental issues are one of the primary reasons of disease, well-being issues and long period livelihood influence for India

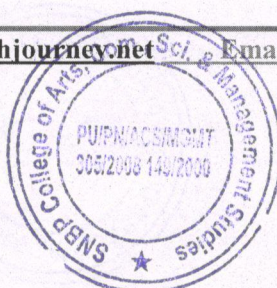
Bringing additional land under food crops for the ever growing population has no

Uncertainty saved mankind from hunger and pestilence. On the other hand numerous developmental activities such as building of huge dams, establishment of power plants and industrial components have changed the man-nature relationship. They have altered not only the economic and socio-cultural life of the individuals but also their values, systems, ideas, beliefs and indeed their complete life style. Destruction of more forests for extension of land for agricultural purpose; for making buildings, roads and other constructions has led to the extinction of a number of plant and animal species and is also responsible of ecological imbalance. Apart from these, the unselective trouble of the forest ecosystem indications to the disturbance in consistent recycling scheme. The storm of transformation and development has not only evacuated man but in fact has destroyed his environment and atmosphere. The increase in the release of toxic gases from the industrial units and carbon dioxide liberated from animals and human beings and from burning of fossil fuels is as sharp as decrease in release of oxygen by the trees and plants as a result of which the biosphere steadiness maintained sincetime ancient has been affected.

Today, the environmental pollution is a rising threat to our nation and has become a public

Phenomenon being experiential both in towns and villages all over The heavy rush of population from villages to urban areas has resulted in over-crowding of cities. Rapid progress and urbanization have headed to an upsurge in pollution mainly in metropolitan cities. About 72 per cent of the air effluence is due to vehicular emissions which is responsible for 12 times great risk for respiratory problems. In Delhi about 12 per cent of the school children are suffering from asthma. More than 2000 crore litres of sewage water and about 5000 metric tonnes of garbage are formed per day in the urban areas which are polluting the external and groundwater resources. Ganga, the most sacred river and a symbol of India's age old philosophy and civilization, has convert to the most polluted cultural river in the world. Industrial wastes containing various pollutants (particularly toxic metals and pesticide residues) are exhausted to nearby lands and reduce the soil fertility. Plant bodies gradually collect these toxic matters in different parts and thus distress human fitness. The metropolitan cities are measured as noisiest in the world due to lack of correct sound control system in our industrial plant and automobiles and also due to attacking of high sounding horns. Our industrial development, mechanisation and vehicles have upraised the level of noise in metro cities. According to a survey conducted by All India Institute of Medical Sciences, New Delhi, the average noise level in India's metropolitan cities is more than the prescribed international bound. Noise level above 100 decibel will be unbearable and harmful to various organs of man such as brain, heart and eardrum. The enormous sonic explosions of supersonic jet planes not only clatter window glasses and railing walls but also affect heart beating, hearing organs, liver functioning, brain, eye etc.

Population Growth and Pollution The pressure of population on the environment has become more acute during past few decades. About 34 million people in 1947, the time of independence have swelled up to 86 million in 1991 and is likely to cross 100 million mark by the turn of this century and more than 200 crore by 2035 (Patel, 1994). An unbelievable bitter truth is that Indian population explosion adds an Australia to the country every year. Concentration





of people in the urban areas which are already polluted is becoming heavier. The hard pressed economic necessities have overlooked environmental aspect altogether.

Some Important Environmental Problems and their Remedies

Measurements of Environmental Pressures Rapid growth in population and misconduct have affected a severe decline in our natural resources. The availability of fresh water has weakened by two thirds. Soil degradation has augmented to almost many lakh hectare meaning doom for agricultural efficiency.

The livestock grazing in the jungles has increased than before 3-times the desirable level and the cultivated land per capita has become partial as a outcome of population explosion. Over misuse of groundwater is an acute problematic in the agriculturally important districts. Class I and Class II cities of India are producing enormous amount of sewage wastewater per day, but treat only a tenth. The total sewage group from urban middles has full-grown 6-times in the last 50 years. The water obligation of major water-consuming industries has increased 40-times, but they are not treating the huge wastewater generation from their own. Production of municipal solid leftover has grown 7-times while their collection, transport and disposal often remain unscientific and hazardous.

Denudation of Forest In spite of the target of having 100 million hectare of forest area i.e. 33 per cent of the total geographical area of the country as specified by the Forest Policy Resolutions, 1952, our continue to shrink which results in yet another problem of the short supply of fuel wood and fodder

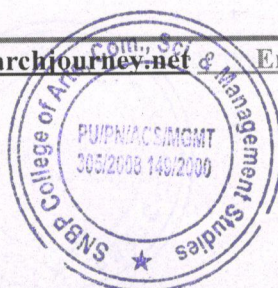
The requirement of fuel wood, according to the report of National Commission on Agriculture is about 22 million cubic meters at turn of 2000 A.D., while the expected output of fuel wood would be one third of the obligation. During the last eras of liberty the greatest denudation of forests has been skilled. As the human and steers population grew, forest areas have been empty for agricultural and other domestic drives. Again, railways, roadways etc., have protracted their system. Dams, projects, bridges and numerous other governments have been created thus declining the forest areas. At the rate of deforestation of 2.5 hectare of forest minute, India will become a Sahara desert within 50-100 years.

Land Degradation Uncontrolled deforestation, intensive irrigation and mining activities are the major cause land degradation. Deforestation on a massive scale has resulted in an unmanageable fast flowwater from upstream areas. The eroded soil has led to siltation of rivers which naturally have over-

But today it has augmented to the point where it far surpasses the natural development of new soil. In the face of continuously expanding the demand for agricultural products and increase in pressure on land, soil erosion is hastening. Indeed the farming land is losing its creative top soil faster than soil obviously can improvement in thousands of years.

Green House Effect

The greenhouse effect is one of the most hotly discussed environmental issues of the current World. With the upsurge in greenhouse gases (carbon-dioxide, water vapour, Methane, chlorofluorocarbons etc.) in the atmosphere, the regular temperature of earth has been rising slowly but steadily. The adverse physiological effect of double atmospheric CO₂ on climate has been described by Sellers.





Environmental versions in animals have been future in order to cope up with the rapid climatic change in environment Deforestation indirectly increases the amount of carbon-dioxide thereby increasing the atmospheric temperature. India is the world's six biggest producer Ofcom₂. The

average climate of the Indian plain would become hotter and drier which would affect the agricultural yield due to increased weed infestations and insect attack (Das, 1991). Industrial and vehicular emissions have contributed their own share of harmful effects to the environment. Acidification is a common problem in the industrialised countries. In India, vehicles contribute more than 30 per cent of the photochemical smog in the atmosphere. The major cities of the nation have an regular of more than 15,00,000 vehicles each. More than 2.5 million dissimilar types of vehicles are successively in our capital Delhi. The use of chlorofluorocarbon in refrigeration units and organochlorine pesticides in agriculture are producing severe damages to the environment. These chemicals release chlorine which arrives into stratosphere region of the atmosphere and diminishes the volume of ozone permitting more ultraviolet rays of the sun to penetrate into the atmosphere which is very harmful to the human health. The total production and pollution of sulphur dioxide in of six greenhouse gases by 5.2 per cent from 1990 levels among the year 2008 and 2012. Though, India didn't give any compulsory promise in the conference to decrease the emission of greenhouse gases due to its deprived economy and a high population weight.

Hazards of Chemical Abuse:

Hazards of Chemical Abuse:

Pesticides are the greatest significant factor in improving agricultural development mainly in Developing countries to tolerate the superior source of food, necessary to feed their mounting population. Amount of hazardous chemicals used in India are very great. The steady each hectare insecticide intake has greater than before strangely through the last decades Less than 0.1per cent pesticides reach the target pest and residue negatively affect humans, livestock and natural biota. This tendency to look at only higher invention neglecting the hazardous significances of ecological trouble has led to severe environmental poverty arising from their use. Undiscerning and substantial use of insecticides has polluted the food scraps, dairy products, fruits, vegetables, fodders, horticulture land, drinking water and the living environment as a whole Aquatic living species die as the pesticides washed down from the arenas to rivers, tanks and other water reservoirs. Beautifying pesticides are sprayed wholesale on fruits and vegetables in major cities of India to recover the look e.g., methyl parathion on cauliflower gives an extra white look, lady fingers dipped in copper sulphate to look greener. Popular of synthetic pesticides are not easily degradable and tend to arrive food chains. They feast their toxic effect through ecological cycling and biological magnification and cause grave fitness problems in human.

Conclusion

There is a significant development in providing legal safeguard to environment but there are several loopholes. Though below Indian legislative conservationism there are many presentations such as Water Act, Air Act, the Forest safeguarding and the current inclusive Environment (Protection) Act, they are insufficient to deal with existing contingency. India is in necessity of a new active regulation for this 21st century and project to have the U.S perfect of

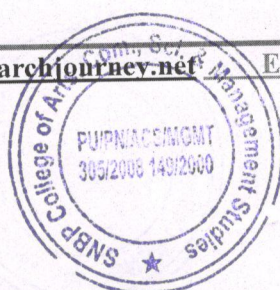




legislative preparation and open public inspection. The principle of maintainable growth must be recognized and emphasis on Environmental Impact Valuation is needed. India being developing country it concentrates on the socio-economic expansion but it must be in co-ordination with environmental up gradation. Though, the Environmental (Protection) Act is very determined and upheld different fixings of the environment in India, environment protection have been dominated more by socio-economic constraints and the priority of growth. Therefore, sometimes with several negotiations, the objective lost which has resulted in the failure of legislative assignment. The rapid rising people and economic growth is foremost to a amount of environmental subjects in India because of the unrestrained growth of urbanization and industrialization, growth and enormous strengthening of agriculture, and the destruction of forests. Major environmental matters are Forest and Agricultural land poverty, Reserve depletion (aquatic, inanimate, forest, soil, rocks etc) Environmental deficiency, Public Health, Loss of Biodiversity, Loss of flexibility in ecosystems, Livelihood Safety for the Deprived.

References

1. Ford, B.J. (1992). Biological control of Microbial Plant Pathogens. R. Campbell Cambridge Univ. Press London.
2. Gupta, P.K. (1988). Pesticides in the Indian Environment. Interprint Publishers, New Delhi.
3. Kelly, M.H. (1990). Global Warming. In: Leggett. J. (eds.), Global Warming, The Green Peace Report,
4. Oxford University Press, London, pp. 83-112.
5. Korsak, R.J. & Sato, M.M. (1977). Effects of chronic organophosphate pesticide exposure on central
6. nervous system, Clinical Toxicology, 11: 83.
7. Mehrotra, K.N. (1983). Benefits and Hazards of Pesticides to Society. Pesticide Information,
8. Overpeck, J.T., Peterson, L. C. & Trubore, S. (1996). Rapid climate change in tropical Atlantic region during the last deglaciation. Nature, 380: 51-53
9. Patel, M.K. (1994). In: Environmental Pollution: Impact of Technology on quality of life (ed. Malabika
10. Ray), Today and Tomorrow's Printers & Publishers, New Delhi.
11. Ray, M. (1990). Accumulation of heavy metals in planta grown in industrial areas. Indian Biologists,
12. Saller, P.J., Bounoua, L., Collatz, G.J., Randall, D.A., Zazlich, D.A., Los, S.O., Berry, J.A., Fung, I.,
13. Tucker, C.J., Field, C.B. et al. (1996). Comparison of radiative and physiological effects of double
14. http://shodhganga.inflibnet.ac.in/bitstream/10603/6868/12/13_chapter%208.pdf



An Overview of E Commerce

Prof Sangeeta. M. Niyalwad

Institute –S.N.B.P College of Arts Commerce, Science and Management Studies Pimpri,

Pune, Maharashtra, India. niyalwad1111@gmail.com

Abstract - E commerce is a business of buying and selling online, in current scenario its having a boom in modern business. Electronic commerce pulls on equipment such as Mobile Commerce online transforming electronic funds through internet. E commerce is a concept of buy and sell through online network , transferring authority to use goods and services . These Ecommerce business transactions occurs either business to business, consumer to business, E commerce and E commerce are the terms used interchangeably, sometimes in business E mail is used as a reference to the transaction process of online catalogues and web services. The first stage of E commerce has been set up in 1960s when the business on going started using Electronic Data Change to share the documents of the business with the various companies E business on the other hand (ICT) Information Communication Technology is used to enhance ones Business .It adapts the process that a business organisation runs for profit government or non-profit entry conduct over internet.

Keywords E-commerce, Internet, vendor, Self-service, Technology, Internet banking.

I. INTRODUCTION

Electronic commerce is presently becoming a flourishing research field. Thanks to the improvements of evidence communication technology organization as well as the high dispersion of internet and mobile communication linking .E-commerce started early stages that have been drawn in 1960s, when businesses started using Electronic Data Interchange (EDI) to share business brochures with other companies and Consumers can now consume endless amounts of items online very easily, both from characteristic brick and mortar stores with e-commerce capabilities and one another. The skills deliberate to progress marketable transactions by the Internet have altered rapidly. Yet, we need not attained an perfect creation of effortless and protected dealings using the Internet, as unanswered secrecy matters of the customer have obstructed the further growth of the skills E-commerce remained greeted by several as an chance for emerging nations to improvement a durable position in the mutual interchange organization. E-commerce has the capability to perform as an active part in serving emerging finances benefit more from profession .Rising practice of online devices, smart phone with greater customer sureness that ecommerce continue to grow and develop. Through social networking growing rapidly in Morden days, discussion among businesses and clients has becoming, structure it easier for interactions to chance connected.

Objective:

The objectives of present study are:

1. To recognize the present status and trends of E-Commerce; and
2. To disclose the key variables influencing the increased usage of E-Commerce.
3. To recognize the profits of E-commerce.
4. To satisfy the customers of E-commerce.

II. RESEARCH METHODOLOGY

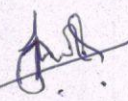
The data is collected from Secondary sources of internet, reference books, journals, which mainly include websites...

Objectives

High reachability - The main objective is traction on your web store. If you are selling products online your requirement is of your customers. If you are getting good response then your business will definitely grow. Therefore one of the objectives is high reachability and response.

High Transformations- If publics are approaching on your web store and purchasing something then it will calculate as conversions and from the number of people who are buying stuff from your web store we can calculate the conversion rate and its growing capacity.

Customer satisfaction – Customer is the key share of every E-commerce profession .Goal of every occupation is of client fulfilment. Customer is the main part of any E-commerce business so it's very important to make your customer happy and satisfied and provide quality products. By providing quality, desirable products and services, on


Ms. Sangeeta M. Niyalwad.




PRINCIPAL
SNBP College of Arts, Comm., Sci. & Management Studies
Sant Dnyaneshwar Nagar, Morwadi, Pimpri, Pune-18

time delivery, 24*7 customer support, and timely sale & best deal offers you can make your customer happy.

Social popularity – For getting popularity to your products and making brand popular you need social group. Social presence and maintaining quality services is essential for any E-commerce business.

III. INDIAN COMPANIES IN E-COMMERCE

E commerce businesses concerns of Yatra online Pvt Ltd, Flipkart Internet Pvt Ltd, Amazon Pvt Ltd, Paytm, mJunction, Snap deal, MakeMyTrip, Myntra, Shopclues, Infibeam & IRCTC, IndiaMart InterMesh Ltd.

Advantages of E-Commerce

- Advantages to Organisations
- Advantages to Customers
- Advantages to People

Advantages to Organizations

- Organizations improve marketplace to worldwide markets with least money venture by e-commerce.
- Suggestion increase additional clients, dealers, and suitable business partners across the nation.
- E-commerce upkeeps establishments to decrease the price to generate procedure, allot, improve and achieve the paper based on digitizing .
- The brand image of the company gets enhanced by e commerce.
- E-commerce assists business to supply improved buyer conveniences.
- E-commerce maintenance to condense the occupational developments and makes them quicker and real.
- It diminishes paper exertion.

Advantages to Customers

- Clients can inspect approximately a product residence orders anytime, wherever in any location.
- E-commerce offers users with many selections and faster transport of goods.
- E-commerce request delivers operators by new varieties to link the discounted and improved choices.
- Consumer can place assessment remarks around a product and can appreciate what others are ordering, or see the analysis explanations of other consumers earlier before buying a product

Purchaser can realize related thorough info in minutes, moderately than to come for times .

- E-Commerce rises the struggle between administrations and as a result, organizations offer significant discounts to customers.

Advantages to Publics

- Customers not required to travel to buy a product.
- E-commerce contributes in dropping the price of goods, so poor people can also have enough money to buy the product.
- E-commerce has permitted rural parts to enter products, which are different not accessible to them.

The drawbacks of e-commerce divided into two categories –

- Technical disadvantages
- Non-Technical disadvantages

Technical Disadvantages

- There can be absence of consistency or organization safety standards outstanding to poor application of e-commerce.
- Software expansion business is emerging and saves altering rapidly.
- Now various nations, system bandwidth strength basis an matter.
- Superior types of web servers or other software might be vital by the merchant, setting the e-commerce situation apart from network servers.
- On occasion, it converts problematic to adapt an e-commerce software or website with current applications or databases.
- Present might be software/hardware compatibility worries, as some e-commerce software may be mismatched with certain functional system or any other component.

Non-Technical Disadvantages

- **Initial cost** – Price of creating an e-commerce submission internal might remain high. There can be interval in initiation an e-Commerce application payable to faults, and deficiency of talent.
- **User resistance** – Operators can not trust the place presence a strange impersonal vendor. Such doubt is challenging to prove old-style operators to shift from physical stores to online stores.

- **Security/ Privacy** – The situation is tough to assure the safety or confidentiality on online businesses.
- Deficiency of Physical presence or sense of goods through online purchase is a drawback.
- E-commerce apps are still emerging and moving quickly.
- Internet entre is immobile not low-priced and is difficult to use for several possible consumers, for example, ruler areas.

IV. IMPORTANCE OF E-COMMERCE

E-Commerce is an application of present commercial, which articulates the essential of saleable officialdoms, wholesalers and consumers to decrease the price and recovers the superiority of goods and facilities although increasing the rapidity of transport. Ecommerce signifies to the paperless conversation of occupational info using the following methods –

- Electronic Data Exchange (EDI)
- Electronic Mail (e-mail)
- Electronic Bulletin Boards
- Electronic Fund Transfer (EFT)
- Additional Network-based equipment's
- Evidence allocation is complete casual via electronic statement stations making slight essential on being to individual data interchange.
- Announcement or business operation can be whole in valid way. Electronics organization continually holds once authorization statement to obligatory individual or do the dealings.
- E-Commerce offers a universal stage to help professional activities / marketable across.
- In e-Commerce or Electronic Market, there is no human interference.

V. FEATURES OF E-COMMERCE

- **Non-Cash Payment** – E-Commerce allows the use of debit cards, credit cards, smart cards, electronic fund transfer via bank's website, and other methods of electronics payment.
- **24x7 Service availability** – E-commerce regulates the business of initiatives and the technique they deliver to their consumers. It is accessible everywhere at anytime.
- **Advertising / Marketing** – E-commerce increases the clutch of advertising of goods and

facilities of selling. It helps in improved promotion administration of goods/services.

- **Improved Sales** – Using e-commerce, commands for the goods can be shaped anytime, anyplace without any mortal intrusion. It stretches a big improvement to present trades bulks.
- **Support** – E-commerce offers numerous ways to convey pre-sales and post-sales aid to deal healthier services to consumers.
- **Inventory Management** – E-commerce regulates register supervision. Intelligences get engendered instantly when requisite. Product inventory management becomes very operative and cool to preserve.
- **Communication improvement** – E-commerce delivers ways for actual, quicker reliable message with consumers and acquaintances.

VI. CONCLUSION

E-commerce offers easy access, broadly use. Elastic to access. It saves time. Any person can make transactions at any time. access is accessible. But still it is used in urban area more as compare to rural area. It is more popular in youths, adolescents and grown-ups as compare to older people. E-Commerce is not objective almost guiding business transactions via the Internet. Its impact will be far-reaching, and more prominent then we know presently. This is since the uprising in info expertise is trendy instantaneously with other progresses, specially the globalization of commercial. The innovative phase world-wide e-commerce is generating totally new budget and that will extremely alter our exists, will reform the struggle in numerous trades, and change the economy internationally. As businesses are achieving high incomes, additional corporations are emerging their websites to upsurge their revenues. Meanwhile additional industries are existence detained online ensuing in high budget growth and appearance of a additional advanced knowledge.

Our study, being conceptual in nature, raises a number of opportunities for future research, both

in terms of theory development and concept validation. More empirical research will in fact be

necessary to refine and further elaborate findings in the area of ecommerce.

The study is an eye opener for the researchers who have ample interest in E-commerce.

This review paper will offer them the leads towards the better understanding of the key variables

of the recent E-commerce platform that is revolutionizing the business.

REFERENCES

- [1]Awais Muhammad and Samin Tanzila (2012), "Advanced SWOT Analysis of E-Commerce", IJCSI International Journal of Computer science Issues, Vol 9, Issue 2, No 2, pp. 569-574
- [2]Blasio,G.,D. (2008), "Urban-Rural Differences in Internet Usage, e-Commerce, and e-Banking: Evidence from Italy", Growth and Change, 39.2 , pp. 341-367
- [3]Chanana Nisha and Goele Sangeeta, "Future of e-commerce in India", International Journal of Computing & Business Research, ISSN (Online): 2229-6166
- [4]Chou,D.,C. and Chou,A.,Y. (2000), "The E-Commerce Revolution, A Guide to the Internet Revolution in Banking" information systems management, pp.51-57
- [5]D'silva,B., D'Silva,S., and Bhuptani,R.,S.,K.(2010), "Behavioral Aspect of Teenagers Towards Internet Banking: An empirical study", Indian journal of marketing, 40.10, pp.44-53
- [6]Devashis pujari (2004) "Self-service with a smile?: Self-service technology (SST) encounters among Canadian business-to-business", International Journal of Service Industry Management, Vol. 15 Iss: 2, pp.200 - 219
- [7]Dutta and Dutta (2009) "A Study on Customer Perception towards HDFC Limited" International Journal of Management Sciences and Business Research Volume 2, Issue 4- ISSN (2226-8235)
- [8]Hsieh,C. (2005), "Implementing Self-Service Technology To Gain Competitive Advantages" Communications of the IIMA,5.1, pp.77-83