



**International Conference on Latest Trends in Engineering,  
Management, Humanities, Science & Technology (ICLTEMHST -2022)  
27<sup>th</sup> November, 2022, Guwahati, Assam, India.**

**CERTIFICATE NO : ICLTEMHST /2022/C1122915**

**AN EFFECT OF E-COMMERCE IN DIFFERENT SECTORS OF  
RURAL INDIA**

**ASHA B. N**

Research Scholar, Department of Commerce,  
Dr. A.P.J. Abdul Kalam University, Indore, M.P., India.

**ABSTRACT**

The e-commerce had very effective role in different sectors of the rural India and it leads to the inspirational shift in the lifestyle of the people also. The different sectors in which the e-commerce is prevailing in high scale are the agricultural products are now getting online presence and making a great difference in the style of rural business. Nowadays we can see of different crops, fertilizers and different other products are now available online and make an easier way for farmers and rural people. We had seen that in rural India there is new source income is the handicrafts. Many people, especially women are making different types of handicrafts from different agro-based materials and creating a source of income for them. Now these handicrafts materials are also getting available online and creating a huge customer base for the rural people. The penetration is not high but yes this will increase in upcoming years. The people of rural India now getting every household product on their place which leads to an inspirational shift in the lifestyle of the people. The data shows that Amazon had covered about 90% of villages for delivery. The return process in the villages is less in comparison to urban areas so the logistic cost for the e-commerce companies is less for rural area in comparison to urban areas.