# Bridging the 'e' in e-Commerce The 3e for Mobile Internet growth-Exploring, Enabling, Environment

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Abstract: Mobile internet is key enabler for potential growth. To achieve inclusiveness and empowerment, my paper examines how eKranti can enhance scope of ecommerce in Asia Pacific region. Exploring enabling environment in the mobile internet space has been seen as catalyst to bridge digital divide in India. By virtue of my research guidelines, I have suggested measure as metrics that how we can take mobile Internet to masses, sustain market dynamics and trends, and strategically engineer roadmap for the next decade. Global mobile internet ecosystem poised for breakout growth. The technologies like BWA and LTE will further scale broadband penetration to bridge digital India and iBharat programs.

Keywords: ekranti, digital India, ecommerce, Market dynamics, growth metrics.

#### Introduction

#### **Unlock ICT Potential in India- From Perceptions to Action**

In order to Bridge the 'e' in e-Commerce, let us explore an enabling environment that could address following key agendas for the growth of Mobile Internet in India.

The below mentioned metrics will create growth potentials for mobility in internet space.

- Developing the Eco System for e-Commerce/m-commerce
- Explore alternative solution to ease FDI in eCommerce sector
- Enabling citizen government interface accessible and operational
- Devise Growth Metric as key driver for Supply Chain and Logistics Industry
- Create Investor friendly environment for e-Commerce
- Mobile Internet-taking access to masses (Digital Bharat and iIndia )
- Reengineering and Maintaining Enterprise Mobility Architecture

The capability of ICT based technology in driving transformation across public and private domain is enormous. In spite of much hype, investment, affords and broad potential, technology's benefits have not been fully capitalize and shared across masses. In order to ensure financial and social inclusion and digital empowerment with foster economic and electronic growth is among the key challenges facing decision makers today. It's time to embrace and embed new opportunities to increase ICT adoption and sharing the benefits of digital economy, better work culture, effective work force and improved quality of life cycle. Over 250 million Mobile Internet users currently in India, but the rural penetration is at 40%.



#### Statement of the problem

In order to address issues concerning accelerating and adoption of mobile internet, along with applicability and somehow business usage for developers and distributers, we need to look emerging issues in use and governance of Internet. The major concern is low penetration of broadband subscribers. In addition, the NFOP seeking to connect clusters of bharat (Villages) to fast internet was originally due to be completed by 2013, failed to implement the same.

The present NDA Government has given new momentum to eKranti program and is looking forward for following growth metrics.

- Social empowerment using Social Media
- Financial inclusion for all (JAN DHAN YOJNA)
- Digital India (ekranti Government Model)
- Last mile connectivity (Broadband for all)
- Flexible spectrum and licensing guidelines
- National Fibre Optics Network (NOFN)
- National Digital Literacy Mission (NDLP)
- Naional Egoverance Program (NeGP)
- Bharat Broadband Network (BBNL)

In order to achieve potential of 3e for Mobile Internet growth – Exploring, Enabling, Environment, policy makers, regulators, bureaucrats, civil servants and people from academia has to utilize available national and global infrastructure.



#### **Roadmap for the Next Decade**

The present NDA Government has given new momentum to eKranti program and is looking forward for following growth metrics.

## **Drivers for Mobile Internet:**

- Lower subscription Rentals (Equal Charges for 2G & 3G)
- Increased PC and digital Literacy (NDLP)
- Broadband Wireless Access( LTE)
- Feature-rich Cost-Effective Phones (Entry of Foreign Players)
- Greater awareness of the Internet ( eKranti, egovernance initiatives)
- Domestic manufacturing For Electronic gadgets.
- Greater use social media (Facebook & Whatsapp)
- Availability of WIFI hot spot
- Maturing BWA and LTE Mobile Strategy

#### **Market Dynamics and Trends**

#### India's tryst with mobility

With 950 million mobile subscribers according to the Aug 2014 data released by TRAI, India is one of the countries with the highest mobile phone penetration in the world and growing annually at a compounded rate of 60% since 2005



Source: TRAI

#### Mobile as a mode for payments

Payment Banks, Financial services companies, ISP, telecom service providers as well as retailer establishments are therefore looking at the mobile phone as a source of profitable venture to generate revenues and greater operational efficiency by facilitating convenience of effecting paper less cash payments to their consumers.

Period	Volumes of Mobile Transactions	Value of Mobile Transactions (Rs. 000s)
Q1'12	8767597	6194783.153
Q2'12	9962222	8278239.107
Q3'12	11571530	11032861.51
Q4'12	14379083	16347403.04
Q1'13	17396924	24238543.1
Q2'13	19825794	33279292.99
Q3'13	20964033	42628115.83
Q4'13	24810894	61788605.11

#### Source: Reserve Bank of India

RBI data reveals that India registered more than 200 million mobile transactions by end of this year 2014. Indicating a behavioral change in terms of usage and has encouraging effects making payments through the mobile devices. Though the total value of these transactions amounted to Rs. 269,000 million, the ticket size of such payments is very low.

#### **Ecommerce Potential in India**

Experience has shown that smart phones would be the biggest online shopping driver in the coming years. The size of India's e-commerce market in 2013 was around \$11 billion, according to a joint report of KPMG and Internet and Mobile Association of India (IAMAI). Flipkart co-founder and chief executive officer Sachin Bansal said the e-commerce business in India is expected to reach around \$30-50 billion by 2020 on the back of a fast growing internet-connected population and improvement in related infrastructure like payment and delivery systems.



## Conclusion

The future of mobile Internet usage is promising with the introduction of the 4G spectrum and flexible licensing patterns and increasing usage of mobile applications (Apps) or mobile devices. The 4G spectrum will offer end users better options for Internet access and opportunities for web casting, real time streaming, video calling, and video on demand, multi-tasking among numerous other applications. Mobile applications have given new push to mobile Internet growth. Software developers are customized Mobile applications both for urban and rural consumers. The availability of contents in regional languages has also scaling usage of mobile internet. Introduction of hand held devices like tablets, PDA and Phablet are new growth engines fueling potential for mobility space. In sum, mobile Internet growth in India promises to increase greatly with the increasing influence of growth drivers like mobile apps, introduction of 4G services, availability of cost effective smart phones and growing mobile subscriber base. It has already emerged as catalyst for growth and in coming years, we may able to watch mobile phone as third screen serving masses.

#### Acknowledgment

I would like to express my sincere gratitude to govt. of India, Dept. of Telecom, Ministry of IT and Ecommerce for their constant motivation and feedback. The visionary leadership across ecommerce and telecom division for sharing inputs on value added platform like summit, seminars and conferences. My special thanks to New Delhi based Digital Empowerment foundation (NGO) for accelerating and enhancing digital practices on mobility media. Last but not the least, great motivational support from internet and mobile associations of India (IAMAI) and KPMG white papers.

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