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Authored by

Dr. Ashok, Assistant Professor & Research Guide

From

Late. Ramesh Warpuokar ACS College, Sonpeth, Dist. Parbhani- 431518 (MH).

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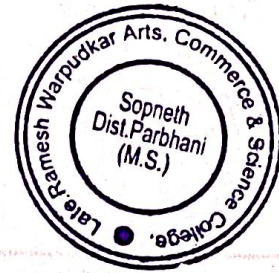


R. Warpuokar
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**Late Ramesh Warpuokar (ACS)
College, Sonpeth Dist. Parbhani**



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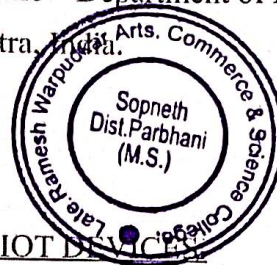
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SAJU B – Lecturer in Computer Engineering, Government Polytechnic College, Attingal, Thiruvananthapuram, Kerala.

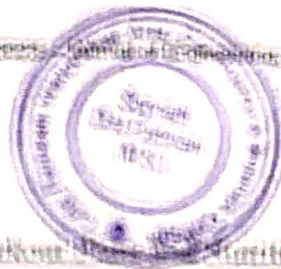
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Practices of E-Commerce Companies in Maharashtra State in the Administration of Logistics

Dr. Ashok D. Chavan

Assistant Professor & Research Guide,
Late. Ramesh Warpudkar ACS College,
Sonpeth, Dist. Parbhani- 431518 (MH)
Mo.No.: +91 9403630499, 9028950433
Email Id:- ashokchavan31@gmail.com

Mr. Shripad P. Kadam

Research Scholar,
Swami Ramanand Teerth Marathwada
University, Nanded.(MH)
Mo.No.: +91 9766179472
Email Id:- omraj.kadam@gmail.com

Introduction:

The history of e-commerce companies is a journey through the digital revolution that has fundamentally transformed the way we conduct business and trade goods and services. It's a narrative that begins with humble online transactions and has since evolved into a multi-trillion-dollar global industry that touches nearly every aspect of our daily lives. The roots of e-commerce can be traced back to the early days of the Internet in the 1990s. During this era, pioneering companies like Amazon and eBay laid the foundation for what would become a digital commerce powerhouse. These companies started as online bookstores and auction platforms, respectively, but quickly expanded their reach and product offerings to become the e-commerce giants we know today. The dot-com bubble of the late 1990s and early 2000s may have burst, but it left a lasting legacy by accelerating the development of e-commerce infrastructure and technologies. Secure online payment systems, reliable shipping networks, and user-friendly websites were all refined during this period, making it easier for businesses of all sizes to venture into the digital marketplace.

Over the decades, the history of e-commerce has been marked by waves of innovation, from the rise of mobile commerce (m-commerce) to the emergence of online marketplaces, subscription-based models, and the integration of artificial intelligence and augmented reality into the shopping experience. These developments have reshaped consumer behaviour and challenged traditional brick-and-mortar retail in profound ways. This exploration of the history of e-commerce companies will navigate through these transformative milestones, shedding light on the key players, trends, and technological advancements that have shaped the e-commerce landscape into what it is today. It is a story of adaptability, disruption, and the relentless pursuit of convenience and efficiency in the digital age.

Maharashtra has allowed e-commerce activities including distribution of all goods and commodities like food, medicine, electronics and electrical appliances in the state. According to the order dated April 13, agencies involved in the procurement of agricultural commodities, farm works and mantis managed by APMC are also allowed to operate.

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Interstate movement of trucks carrying essential goods has also been allowed. Highway truck repair shops and essential goods have also been allowed. After Odisha, Maharashtra has become the second state to open up for all types of e-commerce business.

While the order is encouraging for Amazon, Flipchart, Snap deal and other e-commerce companies and logistics companies to operate, it is not clear how big e-commerce companies will open their platforms to just one or two states when their supply chain is crippled. A major problem for e-commerce platforms is that most states have issued different guidelines for their operations. It is not clear whether hundreds of e-commerce companies will be able to ensure delivery in a handful of states. For their smooth functioning, all states and central governments need to have uniform guidelines, especially when the central government issued guidelines earlier in the day, allowing e-commerce distribution across the country from April 20. Currently, the entire e-commerce ecosystem is severely disrupted. The delivery is hampered by varying state government mandates, shortage of manpower and last-mile logistics and storage issues.

The number of Kovid-19-positive patients in Maharashtra has reached 2,801 today with 117 new cases. Around 66 new cases have been reported in Mumbai and 44 in Pune while the death toll in the state has reached 178. While the government-promoted Aerogram Setup app has alerted some activists and the public to privacy issues in the absence of any legal framework, the app has become the fastest to amass more than 50 million downloads, reaching a record-breaking figure in just two weeks.

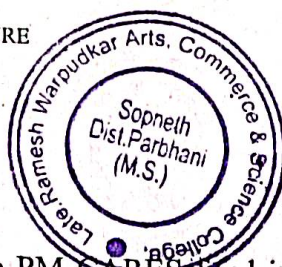
On April 2, the Ministry of Electronics and IT launched a mobile app that helps people self-assess and track COVID-19 infections more accurately and effectively. Since its launch, the Prime Minister and the government are leaving no stone unturned to encourage more downloads and increase usage of the app. Taking advantage of social media platforms and media to push the app, the government is encouraging central government employees including the Armed Forces, Prasad Bharati and other government departments to install the app, along with the plea made by the Prime Minister in his speech yesterday.

According to the Google Play Store, Aarogya Setu has crossed 50 million downloads on the platform alone. Sources familiar with the matter said the app saw 10 million downloads in its first week of launch and recorded 1.4 million downloads per day during the period. Currently, it has about 2.2 million daily active users (DAU). A TechCrunch report recently claimed that the app topped the list in terms of daily downloads, beating global apps Zoom, TikTok and What Sapp by a significant margin.

Such a fast download speed for an app is not a challenge when even school students are made to download the app. We are not sure how this will help as the youth are more active on social media, entertainment and gaming apps. NITI Aayog CEO Amitabh Kant also tweeted that Aarogya Setu has reached 50 million downloads in just 13 days. Crediting the government, Kant cited examples of apps like Pokémon Go that took 19 days to reach 50 million installs.


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College, Sonpeth Dist. Parbhani



Aarogya Setu has also promoted the PM CARES fund in the app and increased its usage. Moreover, it will soon launch the e-pass facility in the app. In recent times, many privacy crusaders, activists, and organizations have expressed serious concerns about the type of surveillance Aarogya Setu is conducting. The government, however, has dismissed the allegations that the app will be used for surveillance as baseless. The Internet Freedom Foundation (IFF) emphasized in a report that the app does not specify which departments, ministries, or authorities will access user data and to what extent.

❖ **Consider the Following Major Benefits of E-Commerce and Start Selling Online:**

- Low costs
- Speed & Flexibility
- Faster Buying Process
- Product Catalogue
- Wider Customer Base
- Customer Data Insights
- Scalability
- Reviews & Ratings
- Increased Profit Margin
- Targeted Marketing

E-commerce has always been the way of the future, but now more than ever. The outside world has become a place of ambiguity, caution and social distancing, highlighting the many benefits of e-commerce for both companies and consumers. Since its inception, global e-commerce has been growing year by year. People prefer to shop online than in physical stores because it is more convenient and easy. Amazon and Flipkart are examples of how e-commerce is changing and disrupting the industry. Consider the following major benefits of e-commerce and start selling online.

1. Low cost:

One of the major advantages of e-commerce is that starting an online store is much less expensive than opening a physical store. You don't need to give away your outlet, nor do you need to pay rent or hire multiple workers. Marketing and advertising campaigns are also cheaper. Additionally, the online portal is computerized and automated, which saves significant money. One of the primary advantages of e-commerce is the absence of middlemen, which significantly reduces costs. The platform is able to create an efficient supply chain as it establishes a direct relationship between buyers and sellers.

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2. Speed and Flexibility:

An individual or business can easily open an e-commerce store within days. In contrast, a physical store requires space, a commercial lease, and sufficient construction and decoration time before opening. In an e-commerce platform, displays and product ranges can be changed instantly, in a physical store, this requires careful preparation, adequate time and manpower. In terms of versatility and speed, e-commerce sites outperform retail outlets, which are considered key features of e-commerce. Without renting office space, the seller is able to manage all activities from the comfort of his home.

3. Faster Buying Process:

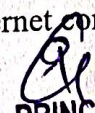
Earlier, even if a customer wanted to buy a single item, he had to schedule his shopping trip in advance. This will involve rearranging his schedule and shopping at the store. Another important advantage of e-commerce is that it speeds up the buying process. No more traveling to an outlet that is approximately two to three hours away from your home. Just sit in the comfort of your own home or workplace, search for products and complete the order. Additionally, online stores are open 24 hours a day, seven days a week, allowing you to shop at your convenience. By providing multiple options, e-commerce enables customers to conveniently purchase a particular product without wasting time. Additionally, you save travel time by having the product shipped to your chosen destination.

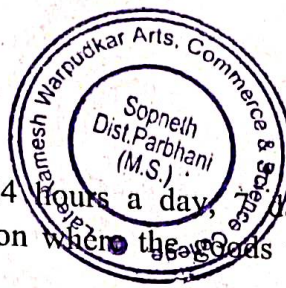
4. Product Catalogue:

Customers are looking for a detailed overview of the items they want to buy, which is an important aspect of e-commerce. An e-commerce platform provides its customers with a product catalog that includes a data sheet that details all the company's products and services. Features, utilities and features are comprehensive. Colors for certain items like cell phones are also defined so you can make your choice based on personal preference. Consumers can learn about ingredients in foods and gather additional knowledge not available in retail stores. With expertise at their fingertips, consumers can more easily purchase the products they want. Additionally, online websites provide reviews and customer feedback that inform consumers about the marketability of a product. The portal provides warranty information and other product-related terms and conditions that may be useful to the customer.

5. Wider Customer Base:

A physical store is based in a specific location and in most cases, residents of the nearby area can only come to shop. Another advantage of e-commerce stores is that they are not geographically limited. Geographical boundaries become irrelevant when doing business online through an e-commerce store. You can sell your items to online buyers worldwide. You are not limited to buyers within walking distance of your physical location. In addition, the Internet exposes retail stores to previously untapped niche markets. By using various online touch points, you can reach customers in a variety of ways, including social media and forums. A customer can access the portal from anywhere globally with an internet connection and a computer capable of operating it.


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The e-commerce shop is open 24 hours a day, 7 days a week for all customers worldwide. Provides real-time updates on when the goods will be delivered and for how many days.

6. Customer Data Insights:

Another benefit of selling online that you may not have considered is that it is easy to collect, analyse and act on customer data. If you want to put a laser-like focus on customer experience, you need to have customer data. By monitoring customer experiences, online sales enable you to gather first-hand data. You'll benefit from a continuous feedback loop of actionable insights that will allow you to constantly reinvent the customer experience. Customer preferences are important and an e-commerce store can monitor and evaluate how often a buyer purchases products or views other items in its portal. That's not possible in a brick-and-mortar store. Marketers can directly and indirectly track their customers' actions and tailor their products to their specific specifications.

7. Scalability

When the number of customers in a physical store increases, it becomes extremely difficult to manage them due to insufficient staff. Expanding or expanding a physical store requires additional floor space and resources, each at a cost. In comparison, growing an online store is extremely easy, which is one of the less obvious benefits of e-commerce for businesses.

All that is required is additional inventory, some digital tweaks and perhaps additional storage space, which is significantly less expensive than storefront space. Additionally, being online eliminates the need to open new stores in different locations as you are already connected to the global market.

8. Reviews and Ratings:

Customers are encouraged to leave feedback on the online store to know about customer satisfaction and any issues they face while using the products and services. The availability of these reviews on e-commerce stores allows potential buyers to learn more about the product and determine whether it is suitable for their specific needs. It helps marketers improve their services and products to increase sales and customer satisfaction.

We couldn't find product ratings or reviews in physical stores, so we had to rely on our friends who had used the item to get useful information. In contrast, a consumer can read reviews in the comfort of his own home without asking his friends or family while shopping online and make a decision based on his preferences.

9. Increased Profit Margin:

As opposed to traditional stores, the cost of setting up and operating an e-commerce store is very low. You'll also save money on marketing, labour and overhead. Most e-commerce stores offer the added benefit of a dashboard for reporting and invoicing, which helps a business manage its finances. When running an online store, inventory management costs are also reduced.


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Online stores are available 24 hours a day, seven days a week and can sell items faster and more efficiently. Increased revenue and lower costs have helped businesses increase their profit margins, which is one of the key benefits of e-commerce platforms.

10. Targeted Marketing:

When you sell online, you don't have to pay to reach everyone, which is very expensive. Your marketing budget will be based on reaching specific customers who are most likely to be interested in what you are selling and buying your products. You can choose who will see your ads on online advertising platforms based on keywords, demographic details, geographic location and even interests and hobbies. Compared to a traditional brick-and-mortar store, it provides businesses with a better ROI (Return on Investment).

Advantages of E-Commerce Logistics:

The pandemic was certainly a catalyst to accelerate record e-commerce progress, but the sector was growing rapidly before the coronavirus outbreak. E-commerce is a present as well as a possibility and it is now important for businesses to increase their digital fun. Logistics plays an important role in e-commerce; while most transactions are done electronically, physical products must be delivered to customers through traditional transportation. To meet the growing market and customer demands through e-commerce channels, companies need to invest in their warehouses and distribution centers, as well as drive growth and implement advanced logistics and supply chain practices. Here are some of the benefits of e-commerce logistics:

Valuable Insights:

E-commerce technology goes further to deliver enterprise-level insights for e-commerce enterprises at a reasonable cost. Recent reports and delivery metrics enable you to identify what's working and what's not in your supply chain.

Cost-Efficient:

An added advantage of e-commerce is that it can be managed in your wallet. An online store skips the physical demand and you walk out saving a lot. E-commerce logistics helps you take advantage of negotiated pricing and bulk order percentages. This can significantly reduce shipping costs for your e-commerce business. A physical store requires regular provisioning, more crews and hefty rents. Nevertheless, with online supply, once the algorithm is employed, everything is automated and you don't need to maintain the organization's schedule or check frequently. A website does anything for you. With the benefits of targeted transactions, SEO and ad spend, your shop will get the business it needs.

Concentrate On Core Business:

E-commerce logistics will help you focus on improving and expanding your online business. You can ensure seamless e-commerce logistics for both internal and external resources. So, you can regulate high-priority industry goals like delivering online orders faster, more conveniently, and more accurately while creating a creative customer experience.

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No Reach Limitations:

Online-only dealers can save on logistics costs and provide customers with assurance. A seller with a physical shop starts selling their goods to local customers and may only be able to get a certain number of customers. They may provide to customer residences but may have distance limitations. Numerous e-commerce marketplaces have their own logistics and distribution networks. Dealers who want to expand their territory to find different buyers can benefit from this.

Customer Experience:

Satisfying the client is an important objective of all activities that drive commitment. With exceptional logistics, you can easily satisfy your buyers. You can also create an amazing experience by offering real-time order tracking, broadcasting Farsi shipping notifications, and curating a great unboxing experience with custom packaging.

Shipping Capabilities:

Many e-commerce industries are currently directed toward integrating the necessary logistics systems to deliver fast shipping to their clients. You can reap the benefits of multi-warehousing. It can help deliver lightning-fast shipping to your clients. With inventory distributed across the country or provinces, they can export orders from warehouses close to customers to deliver orders quickly.

Flexibility and Scalability:

A promising advantage of e-commerce logistics is that they provide fulfilment support based on your prevailing needs. E-commerce businesses can scale very quickly while logistics systems are critical to keeping their customers optimistic. This helps you effectively control volatility in order without incurring additional costs or compromising export regulations on the other hand.

Product and Price Comparison:

Making this comparison has the advantage of saving time, as all the components are available on the shopping site. In e-commerce, dealers can compare goods using tools or by themselves. This provides them with accessible product choices and a promising idea of standard prices if the product does not satisfy their desire. Comparisons online are quick and include many items. In a physical store, dealers may not have access to as many features as they have sufficient expertise in their inventory. This is an added benefit for the client as well. When people know the various factors that influence a purchase, they are more confident about spending.

Save Capital In The Long Run:

You may think that employing e-commerce logistics in an enterprise model is expensive, but if you can make the costs affordable no matter where you are present, you will probably save them a lot of money in the long run.

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Wrapping Up:

Differences in shopping fads are certainly a significant aspect that has fueled the growing need for air freight. It is an important aspect of e-commerce as it enables the movement of goods from the manufacturer to the client. E-commerce would never have been possible without logistics. It is logistics that drives online orders for customers. It is the logistics that keep the goods as needed. It is logistics that replenishes e-commerce repositories. Online logistics makes the entire freight and logistics industry into a single outlet. This one-stop specializing strategy makes it very easy to control multiple organizations and bureaus from a single unified position. This digitized version makes the logistics system incredibly easy to access.

Conclusion:

In conclusion, the practices of e-commerce companies in Maharashtra State within the realm of logistics administration represent a dynamic and ever-evolving landscape. This exploration into the logistics strategies and approaches employed by these companies has revealed a multifaceted picture of innovation, challenges, and opportunities. E-commerce logistics in Maharashtra is marked by its adaptability and resilience in the face of diverse challenges, from navigating the intricate urban landscapes of Mumbai and Pune to addressing the demands of a geographically vast and culturally diverse state. Through technological advancements, such as automation and data analytics, these companies have optimized their supply chains, enhanced last-mile delivery, and improved customer experiences.

However, it is essential to acknowledge the persistent challenges, including traffic congestion, infrastructure limitations, and the need for sustainable practices in a densely populated region. These challenges have driven e-commerce companies in Maharashtra to seek innovative solutions and partnerships with local authorities and logistics providers. The administration of logistics in Maharashtra's e-commerce sector is a testament to the state's economic significance and its potential for growth in the digital age. As Maharashtra continues to attract investment and talent in the e-commerce space, it is poised to remain a crucial hub for logistics innovation and serve as a model for other regions seeking to optimize their supply chains in the ever-expanding world of e-commerce.

In the years ahead, the collaboration between e-commerce companies, government agencies, and logistics partners will play a pivotal role in shaping the future of logistics practices in Maharashtra, offering valuable lessons and insights for the broader e-commerce industry. As this journey unfolds, the practices of e-commerce companies in Maharashtra's logistics administration will continue to be a source of inspiration and learning for stakeholders worldwide.

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Late Ramesh Warpudkar (ACS)
College, Sonpeth Dist. Parbhani



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Late Ramesh Warpudkar (ACS)
College, Sonpeth Dist. Parbhani