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GROWTH OF ONLINE RETAILING IN INDIA

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ABSTRACT

Government of India announced The Digital India programme. At this time all the sectors of India have been affecting by usage of advanced technological developments in their sectors. One of the sectors is Marketing. There is conventional wholesale and retail business. In the changing scenario of technology, new marketing concepts or new business models started. Rapid development of technology introduced new type of shopping known as Online shopping. There are number of online sites like Amazon, Flipkart, Snapdeal, Mynthra etc., are rendering their services to their customers. This paper is prepared on the basis of secondary data This paper describes the merits, drawbacks of online shopping and the growth of online retailing in India.

SATISFACTION LEVELS OF ONLINE SHOPPERS TOWARDS PROMOTIONAL DEALS

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ABSTRACT

Technology has brought in revolutionary changes in the way people live. The advent of computers and internet technology has brought unprecedented changes in every sphere of human life. There is a paradigm shift in the way people used to access the things especially during the last decade. Shopping was a cumbersome, time bound activity which people used to do with meticulous planning. Mushrooming of various online shopping websites has made shopping much a 24x7 activity with no travel, greater choice and according to the convenience and comfort of the buyers. There are many factors motivating the customers to proceed for online shopping such as competitive pricing, comparative analysis, variety, promotional deals etc. moreover at a less price. Kurnool district is one of the most backward and drought prone areas of India. A study has been undertaken to examine the satisfaction levels of online shoppers towards promotional deals in Kurnool district.

IMPACT OF IWMP ON AGRICULTURE: A CASE STUDY OF JAMUI DISTRICT OF BIHAR

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RESEARCH SCHOLAR
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RANCHI

ABSTRACT

Agriculture is the main source of income of the people in India; Approximate 75% of population resides in rural areas. The main occupation of mass group of population is agriculture. Bihar's economy is based on agricultural products and its growth is continuing with high growth rate. Thus Bihar proves its efficiency in agriculture and becomes leading suppliers of agricultural products in recent years. Jamui district is one of the most important district of Bihar has great potential to become a leading agro-producer in India. IWMP has provided the needful resources for agricultural development in this district. Impact of IWMP is being measure on the basis of previous and current agricultural land use pattern and agricultural production status of 10 blocks in the district. This study is an important contribution towards the development of rural and backward agriculture areas.

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With sincere regards

Thanking you profoundly

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