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ROLE OF E-COMMERCE IN THE NEW ERA OF RURAL INDIA

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ABSTRACT

India is the most diverse country in all over the world and around 70% of the population of India lives in rural areas. In rural areas the main earning source of people is the agro-based products and the regular crops they are producing. The agro based sector has shown huge growth since independence, it contributes half of the total economy of the country and most of the people generate their livelihood from this sector. However, India is yet to see the sun of development in agribusiness and agriculture sector because most of the people living in rural areas have marginal land on that they don't know modern methods of farming and does not have adequate facilities to utilize its land in full potential. To develop through agro based economy exploring agricultural potential is a key for economic growth, agribusiness expansion, which is the dominant source of recent growth, should be seen as a main engine of further development.