

district level cooperative banks, over 14,000 branches of the Regional Rural Banks (RRBs) and over 30,000 rural and semi-urban branches of commercial banks besides almost 90,000 cooperatives credit societies at the village level. On an average, there is at least one retail credit outlet for about 5,000 rural people. This physical reaching out to the far-flung areas of the country to provide savings, credit and other banking services to the rural society is an unparalleled achievement of the Indian banking system. In this paper an attempt is made to deal with various aspects relating to emergence of private micro finance industry in the context of prevailing legal and regulatory environment for private sector rural and micro finance operators.

MF in India - An Overview

Innovative Pilot Projects

The phenomenal growth rate of microFinance sector, especially the SHG bank linkage programme has posed number of issues and challenges which need immediate attention. In response to this NABARD has initiated a number of innovations basically as an investment for posterity. At the core of these innovations is a desire to improve the outreach and sustainability of the programme. Some of the pilot projects designed and initiated recently are summarized here.

Introduction of Processor/Memory Cards- Application of IT in SHG Bank Linkage Programme

There are now many branches of Commercial Banks and Regional Rural Banks that service more than 200 SHG accounts which were hitherto considered impossible. Howsoever welcome the trend may be, the burgeoning numbers have also brought to the fore a host of issues relating to tracking, monitoring and adequately servicing SHG accounts. It was felt that the best way to deal with the huge numbers would be to take recourse to new technologies available.

E- COMMERCE IN GLOBAL SCENARIO

A Project Report Submitted in partial fulfilment of the requirements for the award of Degree B.Com in Banking 6th Semester under the University of Andhra

Submitted by

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(AFFILIATED BY ANDHRA UNVERSITY)

DECEMBER - 2021

STUDENT DECLARATION

I hereby declare that the Project Work with the title E- COMMERCE IN GLOBAL SCENARIO submitted by me for the partial fulfilment of the degree of B.Com in Banking under the University of Andhra is my original work and has not been submitted earlier to any other MRS. A.V.N COLLEGE for the fulfilment of the requirement for any course of study.

I also declare that no chapter of this manuscript in whole or in part has been incorporated in this report from any earlier work done by others or by me. However, extracts of any literature which has been used for this report has been duly acknowledged providing details of such literature in the references.

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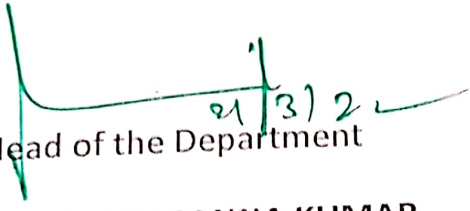


BONAFIED CERTIFICATE

This is to certify that Project Report with the title **E- COMMERCE IN GLOBAL SCENARIO** submitted by **V. HARSHAVARDHAN** is the bonafied student of **Mrs. A.V.N COLLEGE**

The work of project is partial fulfilment of the requirement for the Degree in Commerce affiliated to Andhra University during the Academic year 2020 – 2022

This is original work to the best of knowledge


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EXTERNAL

INTERNAL



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1. INTRODUCTION
2. REVIEW OF LITERATURE
3. RESEARCH METHODOLOGY
4. ANALYSIS OF DATA
5. SUMMARY, CONCLUSIONS AND SUGGESTIONS

Analysis and Interpretation:

Customer perception varies while using Flipkart; it is one of the online shopping sites which give high discounts and offers. Most of them in this survey (48%) are looking for good featured product with high discounts while purchasing products from Flipkart. And also customers more often go through the product review (26%) before making their decision to purchase. Product review is a kind of word of mouth strategy where product users leave their review on their experiences with Flipkart. Customers are giving priority to these two features while brand of product (12%) and rating of product.

18. Rating of services on Flipkart.com (in a scale of Excellent, Good, Average, below average, Poor)

Table 4.12: Rating of Flipkart services

	Excellent	Good	Average	Below Average	Poor
Cash on delivery	46	45	5	2	2
30 days replacement policy	23	55	20	2	0
EMI options	21	48	25	5	1
Free shipping	35	34	17	12	2

**A STUDY ON ROLE OF AGRICULTURE AND RURAL
DEVELOPMENT
VISAKHAPATNAM**

A project report submitted in partial fulfillment for the award of Bachelor of Commerce
(B.Com) 5th Semester end examination December 2021

Submitted by

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DECEMBER 2021

