

Impact of E-commerce on MSME's (Micro Small and Medium Enterprises) in Mumbai

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Abstract: *This paper aims to examine the impact of e-commerce on Micro, Small, and Medium Enterprises (MSMEs) in India, focusing on the opportunities and challenges it presents as the Indian Economy is majorly dependent on them. By conducting a systematic literature review, we analyzed a wide range of academic articles, reports, and case studies related to e-commerce and MSMEs in India. The findings indicate that e-commerce has opened up new avenues for MSMEs, offering increased market access, improved visibility, and reduced operational costs. The research also highlights certain challenges faced by MSMEs in embracing e-commerce. These challenges include limited digital skills, inadequate technological infrastructure, concerns regarding payment security, logistical hurdles, and competition from established e-commerce players.*

Keywords: E-commerce, MSMEs, Indian Economy, Opportunities, Challenges, Market Access, Digital Skills, Infrastructure.