

Emergence of ICT in Commerce in India With Special Reference to Small Product Scale

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Abstract: *In light of India's expanding economy, the article argues for the use of information and communication technology (ICT) in small companies. ICTs enter India via two different channels: the international employment channel of IT information businesses or the development channel of donor-driven services to close the digital divide within the country. Small enterprises offer organic, market-driven, self-sustaining local and context-specific ICT-based services that bring inexpensive services to previously underserved and information-poor environments. Whether ICT as service offerings in small businesses can support and develop a participatory eco-system that results in the growth of advantages to the player/entrepreneur and customer/user of technology appears relevant to consider. The majority of ICT-based or ICT-enabled enterprises, services, and products are formed by two elements, according to a case study in urban India. The character of the key figures pushing the industry 2. The product's local and changing customer relevance. The two can be combined to create a third opportunity, which has the potential to help firms shift to more aggressive consumer-oriented service offerings in order to maintain their current customer base and boost ICT infusion into regional markets.*

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