

E-BAZAAR, A DECISIVE STEP TO PROMOTE MARKETING

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With the rapid advancement in science and technology world has become a global village and people get access for information at a faster pace. They also get themselves abreast with the latest happenings and developments that are taking place across the world. The advent of digitization facilitates opportunities, increases customer satisfaction and employees productivity. Taking this aspect into account, the State Government which is committed for the upliftment of its people has embarked upon launching e-Bazaar, a novel idea aimed at empowering Goan entrepreneurs and Self Help Groups, through digital initiative under Swayampurna Goa programme.

E-Bazaar, in fact is a decisive step to promote marketing, self employment and ease growing unemployment problem. The success to e-Bazaar was visible during the recently held Ganesh Chaturthi in Goa, wherein the initiative evoked overwhelming response with more than 800 orders were executed by the Women Self Help Groups and small entrepreneurs. Online Services provide the convenience of accessing various services from the comfort of one's home or any location with internet access. It eliminates the need for physical travel and allow users to access services 24/7.

Launching e-Bazaar was the need of the hour as it will pave way for a new era of empowerment for rural artisans and entrepreneurs in Goa. This endeavor assumes significance considering that agriculture sector is one of the most important industries in the Indian Economy in terms of employment. The agriculture sector provides livelihood to over 151 million people. Approximately 60 percent of the Indian population works in the industry. About 58% of the Indian population depends on agriculture for their livelihood. In Goa too, over 35 percent of States population is partly or fully dependent on agriculture.

Prior to launching of E-Bazaar there was no proper marketing facilities to the farmers to sell their produce, particularly to those who grow their yield on hilly areas and for home made products. As a result despite new initiatives / measures of the Government through various programmes to promote agriculture production there was no much encouraging response from the Farming community. This endeavor of launching e-Bazaar will prove to be a boon to the farmers and entrepreneurs as it will not only inspire them to take up agriculture activities on a large scale but also to sustain their livelihood and fetch remunerative returns to their produce. It is high time that farmers,

educated unemployed youth including women come to the fore to derive the benefit of new initiatives of the Government to get themselves enlightened with new technology and knowledge and percolate down its benefit at the doorsteps of the rural populace.

Considering the overwhelming response for Chaturthi E-Bazaar initiative the State Government which is committed for the upliftment of the common man has now launched the Swayampurna e-bazaar on the occasion of Dussehra festival so as to provide an online platform for the sale of Goan food, handicrafts and other items across India. The Government has also plans to develop a common service centre mobile application under this initiative. This endeavor will significantly help to improve the living conditions and sustain livelihood of common man apart from boosting marketing in a big way and promote self employment especially among educated unemployed youth in the State.

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