

Consumer Based Applications- key contributor to Indian Economy

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Abstract

Indian Consumer based applications are one of the most leading and growing technological advancement for the people of India during covid-19 which has tried to make the life simpler and easier, also enhancing the time spent at home; by any individual during this lockdown time. They employ a great number of people providing businesses to many small and large scale industries providing great business opportunity and also contribute in the GDP of the nation.

Key words: Digital platform, e-government, GDP, information and communication technology.



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Introduction

India is a vast Market full of opportunities responsibilities and abilities covid-19 has challenged the very foundation of humanity to its fullest with all businesses jeopardized. People blocked at home But looking for more options for doing businesses as trying to buy or sell products ranging from food clothes books or even creation of job ,education, vivid courses. Online platforms has come to the rescue for all. With the burgeoning population of 1.3 billion adding as big as Australia; a country every year and its population the Indian market positions itself at a very lucrative juncture for the whole world. Major world economy can play an important role in this regard. Millennial entrepreneurs are using this Grand opportunity to its maximum by bringing new applications, websites and other Computer Based programs ; providing substantial growth to the economy while addressing major common problems of the general masses who basically live in outskirts far away from major facilities of Metropolitan cities as Delhi, Mumbai, Bengaluru, Hyderabad etc.

The new generations of entrepreneurs are fathoming new for the market potential in online specific business which is not only safe and secure but also reaches out to the general public providing huge market and profits. Different application based services have proved their mettle during this tough time. Whether it be medical based, food based, shopping based or any other service providing applications they all have played a very important role in the life of common Indian people.

Medical facility was always in a very troublesome state in India where the patient to doctor ratio is unfortunate and minuscule as compared to different countries of the world. Government's recent approach since last 10 years has improved the conditions to some extent but still there is much room left for development. Mobile applications as IMG and Med life are helping commoners to get cheap medicines at their doorstep that also in a very short span of time. Other apps like Practo has helped taking the doctor's appointment a child's work.

World Medical System was shaken and shaped during 2019 pandemic of Corona. When the general medical System was overburdened with patients dying at a rapid rate or requiring hospitalizations but it not to be found a single bed, various Government Apps help the common people to locate empty beds in hospitals or other medication in nearby vicinity. Government too realised that the best way to interact with the citizens at this juncture was through social media like Instagram, Facebook and they utilised it to the full extent and to convey their messages to the people, how to deal with this situation and remain safe at home.

In earlier times when black marketing hoarding or high price or even fake medicines and equipment's was a common phenomenon with the medical markets of India, killing many peoples ,but now in tandem with government rules and protocols, these medical Apps are working in accordance with the guidelines, as laid down by the medical agencies. taking prescriptions of doctors and then providing the actual medicine required ;helping a lot to save the human resource of India.

Talking about the food industry apps like Swiggy, Zomato has become a day to day name and the lifeline of the people living mostly in cities. These apps are linked with multiple restaurants and food providers and they supply delicious food items in a very competitive rate and on time to those people who are either occupied with work or want a change of taste.

Amazon, Flipkart, Big Basket and Grofers are going add with multiple products ranging from high end electronics as computers TV AC fridge to every household essential as bread biscuit and milk. Fresh to home and Licious ensure the unbreakable chain of non veg supply to the people, while Ferns and petals provide flower and bouquets. Discounts, Best Buy offers have always

attracted consumers. When the middleman commission is reduced the benefits are automatically transferred to the consumer not only gain financially but also emotionally, as he becomes a stakeholder in these platforms by being a regular customer, for every small or big commodity of daily uses.

Salaried persons always lived in a pay check to pay check mode. These apps always provide a pay later options which is of much use and relief to these peoples specially the youngsters who crave for money for their needs. People can go ahead with an EMI option and pay in instalments or they can opt for or pay later for the amount of around 5000 rupees.

These all small helps from these apps have made the life very easy for tech savvy generation which are very well capable of using them on mobile phones with cheap net packs given by different telecommunication Giants as Jio, Airtel, Vodafone, BSNL etc.

Transportation and daily commuting in and out of the city has been made simpler by the dedicated apps as Ola, Uber, Meru cab, Rapido and others via use of bikes autos and cars. Air, Railways, bus, tickets services are given by apps as Make My Trip, Yatra, IRCTC which offer genuine help to the people planning for long trips and stay. This has greatly help in reviving the travel and tourism industry and also creating much-needed job in this sector. Ease of doing business has helped people save a lot of time instead of standing in long queues to get a single ticket which is very common in Indian railway booking counters or at Bus stands.

Various sectors of insurance, Banking and Finance, mutual fund investment are creating their own apps to bring more people into their system, advising them with correct portfolios investment options for home loan car loan and other EMI instalment schemes. Along with this, helping with instant money transfer modes to shops or individuals through Paytm or BHIM app, who could ever think that buying a home or a car to can be fun.

These are all interested to the customer by the use of apps as Car dekho, Autocar, Magic bricks 99acres, Housing etc, which gifts the people dream home and cars which they have always wanted to purchase. These apps make our life very easy and it also ensures that our time is well spent with family and friends, giving more happiness and causing less stress

Indian economy finds a true friend in terms of revenue generation or job creation from this sector; which has employed many people and is also proving a good business venture to look out for, during lockdown time worldwide. In the coming decade we can expect this sector to come out with more flying colours, for the benefit of humanity by employing more people and serving them as well by using modern technologies and manpower.

Conclusion

21st century is mostly dependent on technology where internet plays a vital role. App based industries are consumer centric and use mostly machine learning and artificial intelligence, to answer to the basic problem of any business that is demand and supply from the consumer and to the consumer at right time. Consumer based apps have evolved it during last five years and are addressing almost all the needs of general public which shows a bright future for these apps in India and the world.

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