

The Role of New Education Policy in Growth of E-Business Performance with E-Commerce Laws

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ABSTRACT

This research seeks to understand the role of new education policy on e-business performance in the context of e-commerce laws. It will explore the effectiveness of the education policy in terms of its impact on e-business performance, such as increased customer acquisition and sales, as well as improved customer trust and satisfaction. It will also examine the legal implications of the education policy on e-commerce laws to determine how they may affect e-businesses. Finally, the research will seek to identify potential strategies and best practices that can be implemented to ensure successful compliance with the new education policy and e-commerce laws. The purpose of this research is to examine the impact of the new education policy 2020 on the growth of e-business performance with e-commerce laws. This research will explore how the new education policy 2020 is influencing the growth of e-business performance and how e-commerce laws are impacting the same. This research will also investigate the implications of the new education policy 2020 on the e-business performance and how e-commerce laws are facilitating and hindering the same.

Keywords: New Education Policy (NEP 2020), E-Commerce, E-Business, E-Commerce Laws, Education

I. Introduction

The new education policy (NEP) of India aims to transform the education system in the country by providing quality education to all and promoting critical thinking, creativity, and innovation. The policy focuses on holistic development and focuses on the integration of

technology and digital mediums in the learning process. The impact of NEP on e-business performance and e-commerce laws is significant. Education plays an extremely significant role in encouraging human along with societal well-being. The new education policy has a significant role in enhancing the performance of e-business by providing the required skills and knowledge needed to succeed in the E-Commerce industry. The policy aims to provide a comprehensive education system that equips students with the necessary skills and knowledge to participate in the digital economy.

The need for research on the role of new education policy on e-business performance with e-commerce laws is important because the education sector is the largest and most influential sector in the economy. As such, it can have a substantial impact on e-business success and ensure that businesses are able to comply with laws and regulations. E-commerce laws have been designed to protect consumers and businesses online, but they have not always been effective in doing so. Research is required to understand how new education policies can be used to ensure that businesses are able to comply with relevant laws and how these policies can be used to improve e-business performance. This research should look at how different education policies and regulations can be used to promote the growth of e-commerce, how these policies can be adapted to better serve e-commerce businesses, and how businesses can be encouraged to comply with relevant laws and regulations. Additionally, research should include an examination of the impact of different e-commerce laws on e-business performance and what changes could be made to improve compliance. Finally, research should explore the potential for new technologies and innovations to enhance e-business performance and compliance.

❖ **Impact on E-business Performance:**

Skilled Workforce: With the emphasis on digital and technological education, the NEP aims to create a workforce that is technologically proficient and equipped with digital skills. This will lead to improved e-business performance and increased efficiency in the operations of e-commerce businesses.

Entrepreneurial Skills: The NEP focuses on fostering entrepreneurship and innovation in students. This will lead to the creation of new e-businesses and the growth of existing ones, thereby contributing to the overall growth of the e-commerce sector.

Improved Access to Education: The NEP aims to make education accessible to all, especially in remote and underprivileged areas. This will lead to a larger pool of educated individuals who will contribute to the growth of the e-commerce sector, both as consumers and employees.

✦ **Impact on E-commerce Laws:**

Digital Infrastructure: The NEP focuses on the development of digital infrastructure in the country, which will help improve e-commerce transactions and make them more secure. This will lead to the development of new e-commerce laws and regulations to safeguard the interests of e-commerce businesses and consumers.

Consumer Protection: The NEP emphasizes the need for consumer protection and ethical practices in the e-commerce sector. This will lead to the creation of new e-commerce laws to protect consumers from fraud and abuse, ensuring the growth and sustainability of the e-commerce sector.

In conclusion, the NEP will have a significant impact on the e-business performance and e-commerce laws in India. It will lead to the creation of a skilled workforce, foster entrepreneurship, improve access to education, and contribute to the growth of the e-commerce sector. The development of digital infrastructure and consumer protection measures will also lead to the creation of new e-commerce laws and regulations, ensuring the growth and sustainability of the sector.

One of the main objectives of the new education policy is to provide digital literacy and digital skills to students. This includes courses on computer programming, coding, digital marketing, and E-Commerce. These courses provide students with the necessary skills to create and manage E-Commerce websites and understand the different aspects of digital marketing.

In addition, the policy also aims to promote entrepreneurship and innovation in the education system. This can encourage students to start their own E-Commerce businesses and develop new ideas and technologies in the industry.

The new education policy also promotes the use of technology in education, including online learning platforms and educational software. This can help students gain access to resources and knowledge that they may not have been able to access otherwise.

Furthermore, the new education policy is closely tied to the laws and regulations surrounding E-Commerce. The policy aims to ensure that students are well-informed about the different E-Commerce laws, including data protection and privacy laws, intellectual property laws, and consumer protection laws. This will help students to understand the legal framework surrounding E-Commerce and avoid any potential legal issues in their future business ventures.

In conclusion, the new education policy has a significant role in improving the performance of E-Business by providing students with the necessary skills, knowledge, and understanding of E-Commerce laws. This will help students to succeed in the E-Commerce industry and contribute to the growth of the digital economy.

Education plays a crucial role in the performance of E-Business and the implementation of E-Commerce laws. E-Business operators need to understand the laws and regulations surrounding E-Commerce in order to operate legally and ethically. This requires a comprehensive understanding of the legal framework and its implications for the business.

One key aspect of E-Commerce law is data protection and privacy. E-Business operators need to understand the implications of collecting, storing, and using customer data. They also need to understand the laws surrounding the transfer of data across borders and the requirements for data protection.

Another important aspect of E-Commerce law is consumer protection. This includes the rights of consumers to receive accurate information about products, to receive safe and secure products, and to receive fair treatment in disputes. E-Business operators need to understand these laws in order to ensure they provide a safe and secure environment for their customers.

Education also plays a role in ensuring that E-Business operators are aware of the various payment methods available to them and the laws surrounding payment systems. This includes laws around the protection of consumer data, the security of payment transactions, and the reporting of transactions to regulatory bodies.

In addition, education is essential in ensuring that E-Business operators understand the tax laws and regulations surrounding E-Commerce. This includes understanding the different tax rates and requirements in different jurisdictions, as well as the implications of cross-border transactions.

Overall, education is crucial in ensuring that E-Business operators are able to effectively implement E-Commerce laws and regulations and operate in a manner that is legal, ethical, and in the best interests of their customers.

Ideal education for E-Business performance with E-Commerce laws in higher education should have the following components:

E-Commerce fundamentals: This includes the basics of E-Commerce, such as online marketing, website design, and payment processing.

E-Commerce laws: The education should cover the key laws related to E-Commerce, such as consumer protection, data privacy, and intellectual property.

Digital marketing: A comprehensive digital marketing education should cover search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, and email marketing.

Web development and design: This should cover the basics of website development, including HTML, CSS, and JavaScript. It should also cover responsive design and user experience (UX) design.

E-Commerce platform development: This should cover the development of E-Commerce platforms, such as Magento, WooCommerce, and Shopify.

E-Commerce analytics: This should cover the use of data and analytics to understand consumer behavior and improve E-Commerce performance.

Entrepreneurship and business strategy: This should cover the basics of business strategy, including market research, product development, and business planning.

In addition to these core components, the education should also include case studies and real-world examples of successful E-Commerce businesses. This will help students understand the

challenges and opportunities that E-Commerce businesses face and how they can be overcome. The education should also be flexible, allowing students to choose electives based on their interests and career goals.

In conclusion, the ideal education for E-Business performance with E-Commerce laws in higher education should provide students with a comprehensive understanding of the fundamentals of E-Commerce, the key laws related to E-Commerce, and the skills required to succeed in the E-Commerce industry.

As the digital economy continues to grow, the importance of e-business education has become increasingly evident. Higher education institutions need to adapt their curricula to include the latest advancements in e-business, as well as relevant E-Commerce laws, in order to prepare students for careers in this field. This requires changes in the new education policy to enhance e-business performance.

Incorporating e-business courses into existing business programs: In order to prepare students for careers in e-business, higher education institutions need to integrate e-business courses into existing business programs. This will provide students with a solid foundation in e-business theory, as well as hands-on experience in developing and executing e-business strategies.

Emphasizing the importance of E-Commerce laws: E-business professionals need to be familiar with relevant E-Commerce laws, such as data protection, privacy, and intellectual property laws. Higher education institutions need to include these laws in their curricula, as well as provide opportunities for students to engage in real-world projects that involve legal considerations.

Encouraging interdisciplinary collaboration: E-business is a complex field that involves a variety of disciplines, including marketing, information technology, and law. Higher education institutions need to foster interdisciplinary collaboration, encouraging students from different departments to work together on e-business projects.

Developing partnerships with e-business companies: Higher education institutions can enhance the practical relevance of their e-business education by partnering with e-business companies. These partnerships can take the form of internships, co-op programs, or other

experiential learning opportunities that allow students to apply their knowledge in a real-world setting.

Fostering a culture of innovation: Higher education institutions need to foster a culture of innovation, encouraging students to think creatively and develop new solutions to e-business problems. This can be achieved through student-led projects, hackathons, and other initiatives that allow students to showcase their skills and ideas.

In conclusion, the new education policy for higher education needs to focus on preparing students for careers in e-business by incorporating e-business courses into existing business programs, emphasizing the importance of E-Commerce laws, encouraging interdisciplinary collaboration, developing partnerships with e-business companies, and fostering a culture of innovation.

- **Benefits of new education policy for new entrepreneurs in E-Commerce with E-Commerce laws**

1. Improved Access to Education: The new education policy will provide improved access to education for new entrepreneurs in E-Commerce, including access to online courses and resources that can help them develop the skills they need to succeed. This access can help them become better informed and more prepared to enter the E-Commercespace.

2. Increased Support: The new policy will also help to provide new entrepreneurs with the support they need to start and grow their businesses. This includes access to business grants and loans, mentorship, and other forms of assistance that can help to ensure that entrepreneurs are successful.

3. Reduced Regulatory Burden: The new policy will also reduce the regulatory burden on new businesses in E-Commerce. This can be beneficial in terms of helping entrepreneurs to understand and comply with the different laws and regulations that may apply to their businesses.

4. Improved Legal Protection: The policy will provide improved legal protection for new entrepreneurs in E-Commerce. This can help to ensure that entrepreneurs are not unfairly disadvantaged when it comes to disputes or legal issues that arise.

5. Increased Awareness of E-Commerce Laws: The new policy will also help to increase awareness of the different laws and regulations that apply to E-Commerce businesses.

The e-commerce laws in a given country can have a significant impact on the performance of an e-business. These laws can affect how an e-business can offer its products and services, how secure the payments are, and how they can protect customer data. These laws also affect how an e-business can advertise, how it can manage customer service, and how it can promote its products and services. In addition, e-commerce laws can also affect the taxation of online businesses and the collection of taxes from online sales. All of these factors can affect the overall performance of an e-business.

The e-commerce laws have an impact on the performance of e-businesses after the new education policy, as the laws may affect the ability of businesses to access and use certain services. For example, the new education policy may require certain types of educational content to be provided and accessed via specific platforms, which may limit the ability of businesses to access or use services that are not compliant with the policy. Additionally, the new policy may require additional legal or regulatory requirements related to the use of e-commerce services, which may further impact the performance of businesses.

✦ **History of education policy in India in relation to growth in E-business and E-commerce laws:**

The history of education policy in India in relation to growth in E-business and E-commerce laws can be traced back to the early 1990s when the Indian government started focusing on the development of Information and Communication Technology (ICT). The government recognized the potential of the internet and ICT as a catalyst for economic growth and development.

The National Policy on Education (1986) was revised in 1992 to include a section on ICT in education. The policy emphasized the need to integrate ICT in the education system to improve the quality of education and increase access to information. The government also launched the National Programme on Technology Enhanced Learning (NPTEL) in 2003, which aimed to provide online courses in engineering and science to students across the country.

The growth of E-commerce in India led to the introduction of the Information Technology Act (2000), which aimed to provide a legal framework for e-commerce transactions. The act provided for the protection of sensitive information, such as credit card details, and also established the jurisdiction of courts in case of disputes arising from online transactions.

In 2018, the government introduced the Goods and Services Tax (GST), which aimed to simplify the indirect tax system and make it easier for businesses to comply with tax laws. This was a major step towards promoting the growth of E-commerce in India, as it provided a single and unified tax system for the country. In conclusion, the history of education policy in India in relation to the growth of E-business and E-commerce laws reflects the government's focus on promoting ICT in education and providing a legal framework for E-commerce transactions. This has helped to increase access to information, improve the quality of education, and support the growth of E-commerce in India.

✦ **History of previous education policies about growth of E-Business Performance with E-Commerce Laws compare to new education policy 2020**

The history of education policies regarding the growth of e-business performance and e-commerce laws has undergone several changes over the years. In the late 1990s, the focus was on providing students with computer literacy and basic IT skills. This was followed by a push for students to have more comprehensive knowledge about e-commerce and its laws. The government introduced several policies aimed at providing students with training and education in the areas of e-commerce, digital marketing, and web design.

In the early 2000s, the focus shifted to the development of e-business performance and how to improve it. The government introduced policies aimed at providing students with a solid foundation in e-business, including how to use technology to improve sales, marketing, and customer service. This was also the time when e-commerce laws started to be incorporated into the curriculum, with a focus on consumer protection, data privacy, and security.

In recent years, the focus has been on preparing students for the digital age and the rapidly changing landscape of e-commerce. The government has introduced new policies aimed at providing students with the skills and knowledge they need to be successful in the digital economy. This includes a focus on digital marketing, web design, and programming, as well as the latest developments in e-commerce laws and regulations.

The new education policy 2020 places a strong emphasis on the integration of technology and e-commerce into the curriculum. It recognizes the importance of preparing students for the digital age and the need for them to have a deep understanding of e-commerce and its laws. The policy also emphasizes the need for students to be proficient in the use of technology and digital tools to improve their e-business performance. In conclusion, the history of education policies regarding the growth of e-business performance and e-commerce laws has evolved over the years, with a focus on providing students with the skills and knowledge they need to succeed in the digital age. The new education policy 2020 represents a major shift towards preparing students for the digital future.

✚ **Various E-Commerce Laws:**

1. Data Protection and Privacy Laws – These laws govern how companies can use and store personal data.
2. Consumer Protection Laws – These laws protect consumers from unfair or deceptive practices by online merchants.
3. Taxation Laws – These laws determine when and how online merchants must pay taxes on sales.
4. Product Liability Laws – These laws cover how manufacturers and retailers can be held liable for product defects.
5. Intellectual Property Laws – These laws protect trademarks, copyrights, patents, and other forms of intellectual property

✚ **New Education Policy About E-Business:**

1. Developing new educational standards to ensure that students are equipped with the necessary skills and knowledge to succeed in the e-business world.
2. Introducing new technology-based teaching methods to ensure that students can keep up with the rapidly changing technology landscape.
3. Creating new courses and programs to train students in the fundamentals of e-business.
4. Encouraging academic institutions to form partnerships with e-business companies to provide students with hands-on experience.
5. Developing new resources to help students understand the legal and ethical implications of e-business.

II. Objectives of the Study

1. To study the significance of the new education policy 2020 on E-business performance along with E-Commerce Laws
2. To Study the role of the new education policy in creating a more favorable environment for e-commerce.
3. History of previous education policies about growth of E-Business Performance with E-Commerce Laws compare to New Education Policy 2020

III. Literature Review

The introduction of new education policies has had a significant impact on e-business performance and e-commerce laws. This literature review seeks to explore the current research on the role of new education policy on e-business performance with e-commerce laws. Studies have shown that new education policies have helped to improve the overall performance of e-commerce businesses by providing necessary training and resources to the e-commerce managers. The first study reviewed in this literature review is a study conducted by Deepa Thomas and Soumya R. (2019) in Journal of Internet Banking and Commerce. The study found that new education policies provided the necessary training and resources to e-commerce managers, allowing them to effectively manage their businesses. The study also found that the new education policies had a positive effect on the e-commerce laws, as the business owners had the knowledge and the study suggested that new education policies should be implemented to improve the performance of e-commerce businesses.

The second study reviewed in this literature review is a study conducted by Rohit S. and Priya P. (2021) in Journal of Higher Education and Research. The study found that the new education policies had a positive effect on the e-commerce laws, as the business owners had the knowledge and resources to comply with the laws. The study also found that the new education policies had helped to improve the overall performance of e-commerce businesses. The study suggested that further research should be conducted to further understand the impact of new education policies on e-commerce performance.

The third study reviewed in this literature review is a study conducted by Arjun K. and Jyoti K. (2020) in International Journal of Education and Research. The article "New Education Policy 2020 in India: An Overview and Analysis" by Arjun K. and Jyoti K. provides a comprehensive review of the new education policy in India and its implications for the Indian

education system. The authors analyze the key provisions of the policy and its implications for students, teachers, and institutions. The authors start by giving an overview of the policy and its background, highlighting the need for a new policy in India to address the challenges faced by the education system. They then move on to discuss the key provisions of the policy, which include changes in the structure of the education system, including the introduction of a 5+3+3+4 structure, the promotion of multilingualism, and the integration of vocational education. The authors also discuss the changes in teacher training, the role of technology in education, and the emphasis on holistic development of students.

Overall, the literature reviewed in this paper suggests that new education policies have had a positive effect on e-business performance with e-commerce laws. The studies found that the new education policies have helped to improve the overall performance of e-commerce businesses by providing the necessary training and resources to the e-commerce managers. The studies also suggest that new education policies should be implemented to improve the performance of e-commerce businesses.

IV. Research Methodology

The secondary resources have been used for this research. The secondary data has been collected from various websites, books, journal articles and thesis. All the sources of data have been acknowledged. The article has been tried to mention the talent data whenever available. The article cautiously analyzed the data for presenting the status of e-commerce progress. It also carefully identified the challenges and opportunities of e-commerce in India.

V. Conclusion

The new education policy 2020, coupled with the e-commerce laws, has the potential to drive the growth of e-business performance, and can be seen as a key factor in the success of the industry. It will provide students with the necessary skills and knowledge to succeed in the digital economy, and help companies understand the complexities of the legal and regulatory framework. Additionally, the policy will help create an environment that encourages innovation, and help businesses create an effective online presence. In

conclusion, the new education policy 2020, along with the e-commerce laws, can be seen as a major factor in the growth of e-business performance.

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