

AN CONCEPTUAL ANALYSIS OF DIGITALIZATION IN KIRANA STORES BEFORE AND AFTER PANDEMIC

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ABSTRACT

Kirana stores, known for India's traditional and neighbourhood shops, have been sold everything from basic provisions to consumer branded goods. Almost 15 million people have always been a cash-led business in the country. Though the last five months, people have underway to take outflows through digital methods, specifically in semi-urban and urban areas. Kirana stores support maintaining a regular stock of essentials as towns scuffle to get back to their regular rhythm. The Kirana stores network has also occupied a vital part in empowering monetary transactions for the multitudes through the pandemic.

It is considered a win-win situation. For the sake of safety, the customers are keen on cashless transactions. This reason made local Kirana grocers to accept the digital payment platform. Lockdown has also taken the value and volume of digital connection transaction to novel highs.

Keywords: - *Kirana stores, covid-19, pandemic, e-commerce giants, tough lockdown, technology, Google Pay, Phone Pe and UPI Paytm, digital plane, digital platform.*

INTRODUCTION

The initial days of Covid-19, pandemic made to face the vulnerability on e-commerce giants and delivery apps. During tough lockdown times, they couldn't deliver regular essentials to the consumers. Although supermarkets and shopping malls were entirely shut down during the nationwide lockdown, it is the local Kirana stores that acquired the baton to stream essential goods to households.

Though, local Kirana stores amassed the day by sustaining a near-steady supply of daily kinds of stuff and ensured that people are not deficient in crucial commodities in the middle of an outbreak of a terrible virus.

Many Kirana stores identified the scope of expansion by considering promoting themselves with improved technology. It was found that several cities in India started out that there is a rehabilitated belief in hyper-local communities and the Kirana store owners want to partner with online delivery and supply podiums to grow in these inspiring times.

Furthermore, this pandemic prompted the local Kirana stores to accept technology rapidly. Nowadays, more and more Kirana stockpile owners are leveraging the apps to grow their commercial and make their business methods smoother. It is surveyed that 58% of metros traders and 46% of the non-metros are influenced that it is necessary to shift into digitization platform due to Covid-19 pandemic.

Kirana's stores have been facilitated financial transactions during lockdown for many societies in rural and urban India. Instead of withdrawing cash from ATMs, many people in rural areas rushed to the Kirana stores, who were unable to travel long distances to meet their banking needs. Innovative business models emerged, cheering small retailers to familiarize themselves with vital features such as Knock and Pay Cashless Pay and the QR scan code. More Kirana stores departed online and started to offered home- delivery amenities.

It is close to 12 million neighbourhood Kirana stores dominating India's native grocery retailing scenery. A 90% market share take occurred stronger during this current lockdown, with the customer depending on Kirana stores to get daily essentials.

India's - Kirana stores have been magnificently whirling to digital plane to support all features of their business during the COVID-19 19 coronavirus pandemic. Millions of them are looking to see how Kirana stores can continue to drive this forward in the coming days.

THE GAPS: -

Customers prefer online shopping and becoming trendy. Even prior to the outbreak of this COVID-19 -19, pandemic the Customers started to confirm their order through WhatsApp or phone messages in huge numbers.

Kirana taking orders in bulk throughout the day results in extremely puzzling for Kirana shop owners to retain the purchasers' order log. Human errors happened like orders getting mixed, missing delivery of some items become.

Hence, indeed, it is essential to tie this gap. Still, the critical theme to have attention to is that the keys would endure tradition planned - because all Kirana owners are not tech knowledge, and most of them who work at Kirana stores are school dropouts and don't have much technical know-how usually.

In recent earlier, to facilitate Kirana store owners' business processes, many apps have mushroomed. Though most of them were designed to make money and did not solve the problems challenged by Kirana owners and apps were also complex for Kirana store workers without expertise of accounts knowledge or technology.

It is also to be noted that no rocket science besides the app can endure the cutthroat rivalry from big multinationals the Kirana store owners are supposed to up the ante. To this end, they can modify to user- friendly apps to guarantee that to intake of orders, smooth transactions and delivery of products, Leveraging Technical knowledge will help Kirana store owners to make their essence intact. It is also noted that the app developers have their subscription charges economical friendly so that even the small shop owners can be benefited.

CONCLUSION

Consumers who would purchase earlier from supermarkets or online shop are now choosing to buy from Kirana stores located nearby to avoid lengthy queues. There is an appearance of trust and could be traceable.

It is also noted that there is a highlight in sprouting relationships of the Kirana with many stakeholders. The pandemic situation has fetched the Kirana system to change from physical sales to a digital platform. They prove themselves by facing both agile and resilient, Kirana able to stand the impact of the challenging pandemic. Kirana stores created a shortened online ride by using chat apps like WhatsApp for the medium of winning orders, providing physical cashless delivery by getting outflows over the digital plane.

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