A

PROJECT REPORT ON

"A STUDY ON SUSTAINABLE DEVELOPMENT E COMMERCE"

Palamuru University

This Project Report Submitted in partial fulfilment of the requirement for the award of the Degree of BACHELOR OF COMMERCE

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SUBMITTED BY

SUNKASARI DINESH : 20033006405063

T. ANIL KUMAR : 20033006405064

YEDULA RAVI KIRAN GOUD : 20033006405067

Under the supervision

of **Mrs. G.VANITHA,**

Lecturer in Commerce,

BR.BRR GOVT. DEGREE COLLEGE JADCHERLA

DR.BRR GOVT. DEGREE COLLEGE, JADCHERLA

Pin: 509301

CERTIFICATE

This is certifying that:

SUNKASARI DINESH : 20033006405063

T. ANIL KUMAR : 20033006405064

YEDULA RAVI KIRAN GOUD : 20033006405067

are a bonafide **students of this college, Studying BACHELOR OF COMMERCE Final Year, and they worked on the project titled** "*A STUDY ON SUSTAINABLE DEVELOPMENT E COMMERCE*" **Under the guidance of Mrs.** G.VANITHA, **Lecturer in Commerce,** DR.BRR GOVT. DEGREE COLLEGE, JADCHERLA **during the period2022-2023**

This report is submitted in the partial fulfilment of the requirement of the awardof "Bachelor of Commerce" degree from Palamuru University.

(G.VANITHA)

PROJECT SUPERVISOR

HEAD DEPARTMENT OF COMMERE

EXTERNAL EXAMINER

PRINCIPAL
Dr. B.R.R. Goverment Degree College
JADCHERLA

CERTIFICATE

DEPARTMENT OF COMMERCE

This is to certify that this project work entitled

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SUNKASARI DINESH	**20033006405063**
T ANIL KUMAR	**20033006405064**
YEDULA RAVI KIRAN GOUD	**20033006405067**

Of Dr.BRR Govt. Degree College, Jadcherla, Mahabubnagar in partial fulfillment of the requirement for the award of the Degree of Bachelor of Commerce, Palamuru University. This project has not been submitted to any other University or Institution for the award of any UG B.Com/Certificate.

DR.K. MANJULA

HOD
Commerce
Dr.BRR GDC, Jadcherla

HEAD OF DEPARTMENT

CERTIFICATE

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EXTERNAL EXAMINAR

INTERNALEXAMINAR

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SUNKASARI DINESH : 20033006405063

T. ANIL KUMAR : 20033006405064

YEDULA RAVI KIRAN GOUD : 20033006405067

DECLARATION

We hereby declare that the project report on "***A STUDY ON SUSTAINABLE DEVELOPMENT E COMMERCE***" **has** been submitted under the guidance of Mrs. G. VANITHA, Lecturer Department of Commerce, **DR.BRR GOVT. DEGREE COLLEGE, JADCHERLA.**

We further declare that it is an original work done as a part of my academic course and has not been submitted elsewhere. The observations and conclusions written in this report are based on the data collected by us while preparing this report.

SUNKASARI DINESH

T. ANIL KUMAR

YEDULA RAVI KIRAN GOUD

CHAPTER 1: INTRODUCTION TO SUSTAINABLEDEVELOPMENT

Part 1. Sustainable development as an analytical and normative concept

1 What is Sustainable Development?

Sustainable development is a central concept for our age. It is both a way of understanding the world and a method for solving global problems. This book offers you an introduction to this fascinating and vital field of thought and action.

Our starting points is our crowed planet. There are now7.2 billion people on the planet, roughly 9 times the 800 million people estimated to have lived in 1750, at the start of the industrial revolution. The world population continues to rise rapidly, by around 75-80 million people per year. Soon enough there will be 8 billion by the 2020s and perhaps 9 billion by the early 2040s.

These billions of people are looking for their foothold in the world economy. The poor are struggling to find the food, safe water, health care, and shelter they need for mere survival. Those just above poverty are looking for improved prosperity and a brighter future for their children. Those in the high-income world are hoping that the super-rich also jostle for their place on the world's ranking of richest people.

In short, 7.2 billion people are looking for economic improvement. They are doing so in a world economy that is increasingly connected through trade,

finance, technologies, production flows, migration, and social network. The scale of the world economy, now estimated to produce $90 trillion of output per year (a sum called the Gross World product, or GWP), is unprecedented. By crude statistics, the GWP measures at least 100 times larger than back in 1750. In truth, such a comparison is not all that meaningful, since most of the world economy today consist of goods and services that did not even exist 250 years ago.

What we know is that the world economy is vast, growing rapidly (by 3-4 percent per year in scale), and highly unequal in the distribution of income within countries. Ours is a world of fabulous wealth and extreme poverty, of billions of people enjoying longevity and good health unimaginable in previous generations. Yet it is also a world in which at least 1 billion people live in such abject poverty that they struggle for mere survive every day. The poorest of the poor face the daily life-and-death challenges of insufficient nutrition, lack of health care, unsafe shelter, and the lack of safe drinking water and sanitation.

The world economy is not only remarkable unequal, but also remarkable threatening to the planet itself.

Like all living species, humanity depends on nature for the provision of food and water, material for survival, and safety from dire environmental threats, such as disease epidemics or natural catastrophes.

In our world today, good governance cannot refer only to governments. The world's multinational companies are often the most powerful actors. Our wellbeing depends on these powerful companies obeying, especially to overcome extreme poverty. Yet as with governments, reality is often the reverse multinational companies are often the agents of public corruption, bribing officials to bend regulations or tax policies in favour ; tax evasion; money laundering ; and reckless environmental damage.

> Thus, the normative side of sustainable development envisions four basic pillars of a good society; economic prosperity; social inclusion and cohesion; environmental sustainability; and good governance of major social actors; including governments and business. It's a lot to ask for, and there is no shortage of challenges to achieving sustainable development in practice. Yet the stakes are high. Achieving sustainable development on our crowded, unequal, and degraded planet is the most important challenge facing our generation.

II. **Embracing Complexity**

Sustainable development is a science of complex systems. A system is a group of interacting components, together with the rules for their interaction, constituting an interconnected whole. The brain is a system of interacting organelles; and the economy is a system of millions of individuals and businesses, bound together through markets, contracts, laws, and regulations.

We talk about these systems as complex because their interactions give rise to behaviours and patterns that are not discernible from the underlying components themselves. The conscious brain cannot be reduced to a list of its neurons and neurotransmitters. A living cell is more than the sum of the nucleus, ribosomes, and workers. Complexity scientists speak of the emergent properties of a complex system, meaning those characteristics that emerge from the interactions of the components to produce something that is "more than the sum of the parts."

Complex system has many unexpected characteristics. They often respond in a non-liner way to shocks or changes, meaning that even a modest change in the environment can cause a large, perhaps catastrophic, change in the performance of the specials in that environment. The failure of a single business can lead to a financial panic and a global downturn, such as occurred when the Lehman Brothers investment bank failed in September 2008.

Sustainable development involves not just one but four complex system. It deals with a global economy that now spans every part of the world; it focuses on socio interactions of trust, inequality, and social support in communities (including new global online communities made possible by the revolutions of information and

communications technologies, or ICTs); it analyses the changes to complex earth processes such as climate and biodiversity: and it studies the problems of governance, regulations and performance of governments and businesses. In each of these complex systems-economic, social, environment, and political- the special phenomena of complex system, such as emergent behaviour and strong, non-liner dynamics (including booms and busts) are all too apparent.

Complex system requires a certain complexity of thinking as well. It is a mistake to believe that the world's sustainable development problems can be boiled down to one idea or one solution. A complex phenomenon, such as poverty in the midst of plenty, has many causes that defy a single diagnosis or prescription; just as with environmental ills or communities torn asunder by mistrust and violence. Medical doctors are trained to understand and respond to the complex system known as the human body. Medical doctors know that a fever or a pain can have countless causes. Part of the job of a skilled medical doctor is to make a differential diagnosis of the specific causeof a fever in a particular patient. A skilled sustainable development practitioner needs to be a complex-systems expert in the same way. Acknowledging the complexity of the issues and looking to make a specific diagnosis of each specific case.

III. **The role of Technological change**

The Maglev in Shanghai is a remarkable piece of technology that carries people at speeds of more than 200 miles per hour to and from shanghai and its international airport. It is product of joint work between engineering companies from Europe and China, and has been operating for the past decades is an example of how new technology can help to achieve sustainable development. The maglev is powered by electricity rather than by coal or petroleum, as in earlier generations of rail. If the electricity that power the Maglev is eventually produced with a clean primary energy source (rather than the that today dominates China), the electric-powered inter-city travel can be part of the solution to huge induced climate change.

Throughout our study of sustainable development, we will note three aspects of technology. First technological advances are the main driver of long-term global economic growth. The rapid growth of the world economy since 1750 is the result of 250 years of technological advances, starting with the steam engine and steam-powered transportation, the internal combination engine, electrification, industrial chemistry, scientific agronomy, aviation, nuclear power, and today's information and communications technologies. Without these advances, the world economy and world population would have stopped growing decades or centuries ago.

Second, technological advances often have negative side effects, even when their direct effects are enormously positive. The burning of coal is both the emblem of the industrial revolution and the bane of our environmental crises. One can say that coal enabled modern civilization through the invention of the steam engine. Yet coal is now used on such a scale that it endangers civilization itself. In 2010, humanity emitted around 14 billion tons of CO2 through coal burning, close to half of the world's total emissions of carbon dioxide (CO2) due to fossil fuels. Unless coal is phased out rapidly, or used with new technologies (such as carbon capture and sequestration, discussed later), the damage to the plan and the global economy will be overwhelming.

Third, technologies advance is, at least to some extent, under human guidance. sometimestechnologies advance is portrayed as a great lottery, determined by the luck of the draw of individual inventors and scientists. Alternatively, technological advance is sometimes described as merely following the market. Companies invest in research and development (R&D) in order to pursue profit. We end up with research on challenges sought in the marketplace, not necessarily

those of vital importance for the poor or for the environment. Yet there is another side to technological change, idea that it can be directed towards human goals.

We are perhaps used to the idea that government steer technology for "reasons of state" – that is military purposes. Government have long hired engineers and inventors to design and build new weapons and defences, many involving pioneering breakthroughs in technology. World War I major advances in aviation, and World War II brought advances in computers, radar, semiconductor, rocketry, antibiotics, communications, and countless other advances led by state-supported research including America's Manhattan Project, which brought together world-leading physicists to design construct the first atomic bombs.

Of course, we should greatly prefer to achieve technological advances through peaceful means. I indeed, there is a distinguished track record of government support for civilian technological advances (though often governments had military purposes also in mind). In recent decades, the internet, information technology, aviation, space technology (such as global positioning systems), denominator technology, and countries other areas of technologies advance owe their development in significant measure to government support. In the age of sustainable development, we will need directed technological change, in order to develop new technologies for sustainable energy, transport, construction, food production, health delivery, education, and more. Government will rely on many policy tools to drive innovations in a targeted direction, including the public financing of R&D, direct research in public laboratories, regulations, prises for new inventions, and modifications of patent laws (e.g. to encourage R&D on specific diseases).

IV. **Sustainable Development as a Normative Approach**

Sustainable development is a way to understand the world, as the complex interaction of economic, social, environmental, and political systems. Yet is also a normative or ethical view of the world, a way to define the objectives of a well-functioning society, one that delivers wellbeing for its citizens today and in future generations. The basic point of sustainable development in that normative

sense is that it urges us to have a holistic vision of what a good society should be. The easy answerfor many people is that a good society is a rich society, where higher incomes are the ultimate purpose of economic and political life. Yet something is clearly too limited with such a view. Suppose that a society was rich on average because one person was super-rich while the rest were in fact very poor. Most people would not regard that average income, but about the income distribution as well: are some people exceedingly poor? Are the gaps between the rich and poor very wide? Can a poor person today hope achieve economic success in the future, or are the practical barriers to advancement too high?

Most of us would like to understand more about the social conditions in the country. Is economic wellbeing widely shared among different ethnic, religious, and racial groups, or is success limited to just a few of the many groups? Is prosperity shared between men and women and biodiversity, if we destroy the oceans and the great rain forests, we will lose immeasurably. If we continue a path that fundamentally changes the earth’s climate, we are going to face grave dangers. Therefore, from a normative perspective, environmental sustainability certainly seems right and compelling if we care, as we should, about the wellbeing of our children and our children's children and future generations.

Most, if not all of us also care about how our government functions. Massive corruption, lawlessness, untrustworthy politicians, unfair government services, significant discrimination, insider dealing and forth create a lot of unhappiness. All over the world people feel happier and better when they can their government. Unfortunately, in many places in the world, people do not trust their government be honest, fair and keep them basically secure.

From a normative perspective then, we could say that a good society is not only an economically prosperous society (with high per-capita income), but also one that is also socially inclusive, environmentally sustainable and well governed. That is my working definition of the knowledge of the interconnections of the economy, society, environment, and governance to think through how to produce prosperous, inclusive, sustainable and well-governed societies. We shall see that there are indeed some powerful ways to achieve sustainable development as a shared set of goals for the planet.

PART 2: AN INTRODUCTION TO ECONOMIC GROWTH

I. Measuring the size of the economy

We typically summarize a country's overall economic development by Gross Domestic Product (GDP) per person. The GDP measures the market value of total production within the country in a given time period, usually a year. GDP per capita (GDP per person) is simply GDP divided by the population. Since GDP is the overall economic "pie," the GDP per capita is the size of the average slice per person. Of course, the actual income distribution in any country will be uneven. Some households will have a very large slice of the pie while others will receive mere crumbs. Nonetheless, the average slice, the GDP per capita, is closely though imperfectly correlated with other measures of national wellbeing, such as life expectancy, levels of educations, quality of infrastructure, and levels of personal consumption spending.

There are a few quick points to mention about the measurements of GDP. First, the GDP measure the production inside the boundaries of a country. This is different from the income earned by residents of the country. Suppose that the country is an oil exporter, and that the government owns two-thirds of the oil while foreign companies own one-third. The GDP would count all the oil products within the country, the full three-thirds, but only two-thirds of the oil as part of the national income. We give the name Gross National Product (GNP) to the income- based measure. In this example, GNP would be less than GDP.

Second, the GDP measures output at market prices. To put GDP in a common currency, local prices as typically converted to US dollars, so that GDPs in all countries are expressed in US dollars. Yet which prices should be used? If we measure GDP using the prices prevailing in each country, we would enough giving different weights to the very same physical production. Two countries

might each produce a portion of steel, but if the price of steel (expressed in US dollars) differs on local markets, the contribution of steel to GDP would differ in the two economic. In order to make a good comparison of GDP across countries, therefore, statisticians have decided to use a common set of "international prices," which are a kind of average of observed market prices, or of the prices in a single reference country as the United States. In general, we will use the GDP measured at international prices, which is also called the GDP at purchasing power parity (PPP), since common prices are used to assure an equal purchasing power of one dollar of GDP as measured in every country.

Third, we must also note GDP measures only the goods and services transacted in the market economy, not those that take place outside of the market place, such as production that occurs within the home. When a mother looks after her own children, the home day care is not counted as GDP. If the mother looks after the neighbour's child for a fee, however, that day care is counted as part of GDP. Also, GDP does not measures the "bad" or harms that often accompany production, such as the costs of industrial pollution or destruction by war. Therefore, GDP per persons is only a rough indicator of true economic wellbeing per person. Plenty of terrible things-pollution, natural disasters, war-may afflict people in high-income countries, without GDP reflecting those costs to society.

II Defining economic growth

Ask an economic policy-maker almost anywhere in the world about the country's main economic goal, and the answer will typically be "economic growth". Every day, the newspapers recount the recent growth rates of major economics, as well as commentaries about the prospects for future growth yet what exactly is being measured by economic growth?

Economic growth, in simplest terms, measures the change in the GDP over a given period, for example the current year relative to the past year, or the current quarter of the year (January-march) company with the preceding quarter (October-December). Economic growth signifies an increase in GDP.

Once again, we must immediately highlight some details. If the GDP rises by 100% (that is, doubles size) but the population also doubles, then the size of the average slice of the economic pie remain unchanged. Our interest in growth is therefore typically in the rise of GDP per capita rather than GDP itself. Moreover, we are interested in the rise of output of actual goods and services, not just the goods and services. Here is an example. If the country produces one ton of steel, at $500 per ton the contribution to GDP is $500. If the price of steel goes up to $1000 per ton, while production at one tom, the contribution of steel to GDP rises to $1000 even though there is no changes in the production of the economy. therefore, we generally are interested not in GDP at current prices (whether domestic or international), but GDP at constant prices. For example, we might decide the next several years, every ton of steel will be evaluated at a constant price of $500, even if the market price fluctuates in the future. We all this GDP at constant prices. For reasons described in fact typically interested in GDP at constant prices.

Why are we so interested in GDP per capita at constant international prices? As mentioned, each measure tends to be related to several other indicators of prosperity. When GDP per capita income economic wellbeing tends to rise. Yet for many reasons, some already mentioned, and other be mentioned later on, the rise in GDP per capita is far from a perfect measure of wellbeing. Conceivable that GDP per capita rises but that many people in the country end up being work could be true, for example, if only a small part of the society is recipient of the higher production could also be true if the rise in market-base output is offset by "bads" occurring outside of still, let us focus on the long-term trajectory of GDP per capita, measured at constant international prices. The good news is that the world economy in total has tended to grow over the course of many decades. This means that if we add up the GDP (at constant international prices) of every country, and call the result the Gross World Production (GWP), and the divide by world population to find Gross World Product per person, we find that GWP per capita has been rising fairly consistently by around 2 to 3 percent per year. In turn, this global growth, reflecting the growth of national economies as well (using GDP per capita as the measurement), has been associated with many other gains in material wellbeing, such as improved health, better education, and more food security (though also more obesity, alas).

A handy rule of thumb for economic growth, or indeed any kind growth, is called The Rule of 70. The idea is the following. Consider the growth rate of the world economy; say a 2 percent per year increase of the GWP per person. If we take 70 divided by the annual growth rate, in case 70 divided by 2, or 35, we find the number of years it takes for the economy to double in size. So an economy growing at 2 percent per year will double in 35 years (=70/2); if the global growth heats up to 4 percent per year, the doubling time therefore drops by half, to 17.5 years (=70/4).

Now the key point is that the world economy has been growing consistently since the start of the industrial revolution in the middle of the 18th century. Angus Maddison, a late economic historian, did a great service for the economics profession by estimating the GDP per person over the log time period since 1820. He measured GDP in each period and country using the same standard: international prices of 1990. By that measure, the GWP rose from $695 billion in 1820 to around $41 trillion by 2010. During that same period, the world population rose from 1.068 billion to 6.9 billion. Therefore, the GWP per capita (in constant 1990 international dollars) increased from $651 to $5942.

How fast is that growth on an annual basis? Note that there are 190 years between 1820 and 2010.

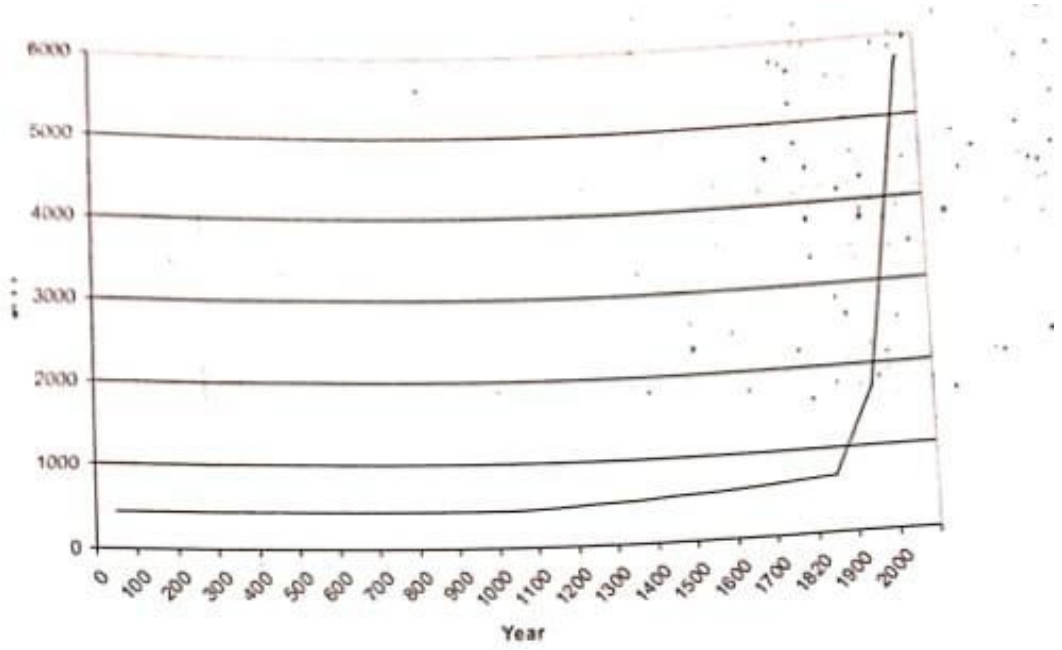
Therefore, we can find the average growth rate between 1820 and 2010 by solving the following equation:

($GWP per person in 2010)/ ($GWP per person in 1820) = $5942/$651 = (1+g)190

Solving for the growth rate g, we find that g = 1.1% per annum is the average annual growth rate since 1820. If we make exactly the same calculation for the years 1970 to 2010, we find that the more receive growth rate is even higher, at 1.5% per annum.

Figure 1.2 shows an admittedly rough estimate of GWP per person, measured at constant international dollars, over a very long time period, specifically from 1 AD to 2010. Of course, the actual GWP per person in earlier centuries is based

on rough estimates rather than precise data. Still, we see sometimes extraordinary about this graph. During most of the history of the past two millennia, there was little or no economic growth. GWP per person only started to rise around 1750, and then only gradually. The whole story of economic growth in human history is a recent one, stretching over little more than two centuries. Economic histories call the period since 1750 the “age of modern economic growth”. This period is the central period of our study.



We can say the following now, to be elaborated later. For most of human history, output per person was at a very low level, just around the level, just around the level needed to survive. Most of humanity lived on farms, and grew food for their own subsistence. In most years, the food was enough to keep them alive. In bed years, with droughts or floods or heat waves or pests, the harvest might fail, and with it people would die, even in large numbers. Poor harvests might also make the population more susceptible to infectious diseases, since malnourishment weakness the body’s immune system. Starting around 175 something fundamentally new began to occur: positive economic growth. We will see that economic growth started only in a few places, including Grate Britain and the United States. Eventually it spread around the world, though quite unevenly.

The rise in GWP was first associated with the rise of industry, such as steelmaking and textile production. Indeed, we usually call the first to take off economic growth from around 1750 to 1850 Industrial Revolution. More recently, after 1950 or so in the high-income countries, the rise in GWP been associated with the rise of services, such as the banking system. The overall results is that the world's output per person, or GWP per capita, lifted off the subsistence level and over the period of roughly 250 years, grew by a factor of around 100 times.

Something else that is also astounding, and seems to follow a similar course. This looks quite like above figure but instead of measuring GWP per person, it measures the world population over a very long stretch of time, in this case all the way back to the presumed beginning of civilization around 12,000 years before the present day (sometimes called 12,000 BP).

E- commerce effects for the sustainable development goals

Abstract. Achieving sustainable development goals is the task of all countries, both developed and developing. At the same time, almost all countries are moving to a digital economy. With the core of e-commerce. The study aims to identify the connections between these two areas and analysis the effect that may arise as a result. The analysis showed that e-commerce is linked to 10 of the 17 UN Sustainable Development Goals. For the most part, these effects are positive However, to achieve the most positive impact, the interest of both internet companies and consumers is required.

1.Introduction

In September 2015, during the United Nations Summit on Sustainable Development in New York, 193 UN members states officially adopted a new sustainable development agenda "Transforming our world: the 2030 Agenda for

Sustainable Development". This plan includes 17 goals and 169 tasks [1]. The goal of this program is to improve the quality of life and prospects for humanity.

One of the goals of sustainable development is to ensure the transition to sustainable consumption and production patters. Sustainable consumption and production involve promoting the efficiency of resource and energy use, constructing sustainable infrastructure, providing access to essential social services, ensuring green and decent jobs and a better quality of life for all. It involves engaging consumers through education and training initiatives on sustainable consumption and lifestyles. The UN plan assumes that the implementation of the action strategy for the transition to sustainable consumption and production patterns should be carried out with the participation of all countries, and developed countries should be the first, taking into account the development and potential of these countries.

At the same time, the government of all countries aims to develop the digital economy, which has a significant impact on all spheres of life. The digital economy is becoming the basis for the implementation of sustainable consumption. One of the critical elements of the digital economy today is e-commerce. Over the past few years, e-commerce has become an integral part of the global retail system. As Internet access overgrows worldwide, the number of online shoppers continues to grow every year. In 2020, more than two billion people purchased goods and services online, and during same year, internet retail sales worldwide exceeded $4.2 trillion

E-commerce is the marketing, purchase, and sale of goods and services on the internet. E-commerce growth is observed in all countries without exception, but it is growing especially rapidly in developing countries. In recent years, China has been the leader in e-commerce turnover in the world. E-commerce includes the distribution and sale of goods and services over the internet. The backbone of e-commerce is distributing goods, but today an increasing number of services are also provided online. The Covid-19 pandemic has given a new impulse to the growth of e-commerce, especially in areas such as education, medicine, etc.

As more and more shoppers move to the internet, there are more and more opinions about the negative consequences of this transition. Still, at the same time, the positive aspects of this transition often go unnoticed[4,5]. While research results show that, for example, e-groceries are potentially more

sustainable than traditional shopping, with 10-30% lower emission [6]. Most research talk about adverse effects of e-commerce in connection with product packaging. Packaging functions must progress with the new requirements of e-commerce (for example, an increase in the number of packaging materials for each product, an increased need for product protection, life management, environmental sustainability, etc.) there is quite a lot of research related to the environmental impact of the last mile, the final stage of delivery to the buyer. Research shows that clicking and collecting for those customers who live within 5 kilometres of a store is a much more sustainable way to shop. However, if that distance increases, the car's emissions they are likely to use to travel to the store will exceed the emissions produced by the carrier, making online shopping more sustainable. Last mile logistics are becoming increasingly important with the growth of e-commerce, thus leading to inevitable changes in the functioning of modern cities and the potential consequences cannot be ignored.

E-commerce can be influenced not only by internet companies but by consumers themselves. The carbon footprint that remains after the purchase depends on which choice of delivery, packaging, and fitting of goods they choose.

The purpose of this articles is to determine the possible contribution of e-commerce to the achievement of sustainable development goals and to determine the positive or negative impact of e-commerce.

2 Methods

We used expert, statistical and comparative analysis; data analysis using methods of grouping, generalization, method of classification, induction, deduction, analogy, comparison, formalization. The data for the study were open sources of information on the internet and research presented in the scientific literature.

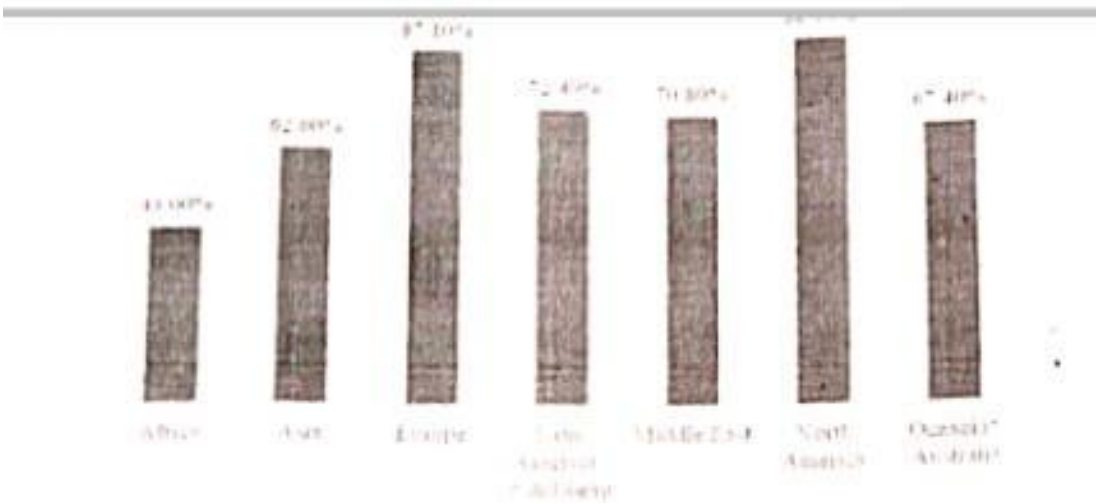
3 Results and Discussion

There are various approaches to analysing and classifying the 17 UN Sustainable Development Goals (SDG) in modern literature, for example, the classification of the Goals by the "dimensions" of sustainable development, classification of SDG based on their significance for business, etc. after analysing the connection between e-commerce and the achievement of sustainable development goals, we propose the following classification.

E-commerce can impact the achievement of the SGDs	**The SDGs can affect the development of e-commerce**	**SGDs and e-commerce are not linked**
Goal 1. End poverty in all its forms everywhere Goal 2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture Goal 3. Ensure inclusive and promote well-being for all at all ages Goal 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all Goal 5. Achieve gender equality and empower all women and girls Goal 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all Goal 10. Reduce inequality within and among countries Goal 12. Ensure sustainable	Goal 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation	Goal 6. Ensure availability and sustainable management of water and sanitation for all. Goal 7. Ensure access to affordable, reliable, sustainable and modern energy for all. Goal 11. Make cities and human settlements inclusive, safe, resilient and sustainable. Goal 14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development Goal 15. Project, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification and halt and reverse land degradation and halt biodiversity loss Goal 16. Promote peaceful and inclusive societies

consumption and production patterns Goal 13. Take urgent action to combat climate change and its impacts Goal 17. Strengthen the means of implementation and revitalize the global partnership for sustainable development.		for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

We have identified one goal, the achievement of which is necessary for the further development of e-commerce and the growth of the e-market, goal 9. Innovation and technological development have an impact on all areas of life. The internet and mobile communications have become a necessity for almost the entire population of the planet. These two types of communications are at the core of e-commerce technologies. In 2019,96.5% of the world's population was covered by one or another network of at least 2G inextricably linked with the increase in the number of internet users, the acquisition of digital skills by the population not yet involved in the Internet, and the introduction of new technologies into the business processes of internet companies. Without sustainable infrastructure and innovation, the future development of e-commerce will be weak. Today we are faced with apparent inequalities in infrastructure development. So, the penetration of the Internet differs by region of the world



Let’s take a look at 10 goals that e-commerce can impact. These impacts can be both positive and negative. Goal 1, on the one hand, can be partially achieved through the provision of new jobs by Internet companies. At the same time, participations in e-commerce requires costs, for example, on the Internet and communication devices. Also, poor citizens are more likely to lack the education and digital skills to participate equally in e-commerce.

Goal 2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture. The e-commerce marketplace provides equal access to both business and consumers. Information on the Internet on food markets and food prices is becoming publicly available and timely.

One of the tasks of Goal 3 is universal health coverage, access to quality essential health services and access to safe, adequate, quality, and affordable essential drugs and vaccines for all. Today we see how the Covid-19 pandemichas changed consumer preferences in the electronic market. More and more internet users are turning to e-commerce to buy medicines. E-health issues; the use of electronic communication technologies for patient care, health worker education, disease detection, and patient monitoring has become even more pressing. Medical and health centres have begun to provide electronic services more and more often.

Many educational internet projects are now presented on the electronic market, starting with such well-known projects in mass online education as Coursera and ending with small projects of a narrow focus, for example, teaching children to draw. The covid-19 pandemic has given a new impulse to the development of e-commerce projects in this area. Educational organisations that previously did not provide online services were forced to either introduce modern teaching methods and enter the electronic market or to close. Even the end of the pandemic will not stop the rapid growth of this segment of the electronic market. Today’s schoolchildren and students have adopted to receiving education through the internet and will undoubtedly use it throughout their lives. Simultaneously, educational organisations have realized the advantages of conducting educational activities online. For example, the absence of additional classrooms and handouts, the lack of restrictions on the size of groups, etc., will also use e-commerce projects more and more. It will contribute to the achievement of Goal 4; ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

The contribution of e-commerce to Goal 8 and, in part, Goal 5 linked to the labour market. E-commerce can influence these goals, as in goal 1, by providing

equal access for all labour markets. The e-commerce market is a fast -growing market and the need for new employees, from programmes to countries is very high. On popular job search sites, vacancies are created every day to find professional selling goods and services on the internet. Theactivities for employeesexceed the supply since the new field has not just fully mastered by young specialists. E-commerce projects have generated many unique professional fields are internet marketing, performance advertising, social media marketing management, loyalty programmes, and purchasing.

Goal 10. Reduce inequality within and among countries. Inequalities between countries is determined by many factors and often has historical roots. Developing countries are trying to overcome the lag developed countries through intensive development based on institutions, technologies, and the population's quality of life. Inequality within and between countries is a constant cause of concern for national leaders. Such inequality leads to social tensions, and vulnerable segments of the population become increasingly vulnerable. E-commerce provides an opportunity to provide access to essential services for all parts of the people, both domestically and infrastructure. So, in Russia, we note a different level of internet penetration in the subjects of the Russian Federation. In other regions of Russia, we see different levels of digital skills. E-commerce is also developing unevenly.

As already mentioned,the e-commerce market has neither geographic nor time limitations. It operates 24 hours 7 days a week and can be accessed by any company or country resident with access to the Internet. Electronic commerce can significantly increase the exports of developing countries and ensure timely provision of all least developed countries with market access according to the decision of the World Trede Organisation. E-commerce can help strengthen the means of implementation and revitalize the global partnership for sustainable development, in line with Goal 17.

Burlington Sustainable Development Committee

Sustainable Development Principles and Objectives

Principles:

- Support responsible development that promotes efficiency and enhances that quality of life.
- Protect the environment in both a proactive and remedial manner, with emphasis on anticipation and prevention.
- Make decisions that recognize the interdependence of humans and nature in a common ecosystem.
- Promote responsible resource use and conservation practices.
- Have regard for environmental, economic and social costs and benefits in the development and use of resources, products and services.
- Promote responsible stewardship to ensure equitable use of natural and environmental resources in order to meet essential needs of both present and future generations.

Objectives:

- **Protection of Natural Resources**: Preserve and extend accessible green spaces, shorelines, natural water courses and the Niagara Escarpment for future generations.
- **Reforestation of the city:** Promote the replanting and management of vegetation on private and public property within city.
- **Full Public Participation in Development Decisions:** Allow the public to be part of a planning decisions. Economic, environmental, and social impacts of proposed developments should be considered.
- **Actively Promote Sustainable Development:** Advocate changes at the senior levels government, as well as in the city, in order to evolve towards sustainability,
- **Make the Best Use of Land:** land-use decisions based upon an ecosystem approach to ensure environmental integrity and diversity. To include, but not be limited to, promoting environmentally sensitive lands and using fertile soil for agriculture through the municipality.
- **Ecosystem Auditing:** City of Burlington should prepare an objective ecosystem audit of the entire municipality at regular intervals.
- **Balanced Transportation System:** Develop a balanced transportation system including transit, pedestrian, and cycling amenities and best use of the road system for movement

- **Evaluation of Development:** Continues monitoring and evaluation of development should take place to ensure that it does not have adverse impact on the city's finances and the environment.

ASSESSING THE READINESS COUNTRIES TO ENGAGE IN E-COMMERCE IS A FIRST STEP TO BETTER POLICY OUTCOMES

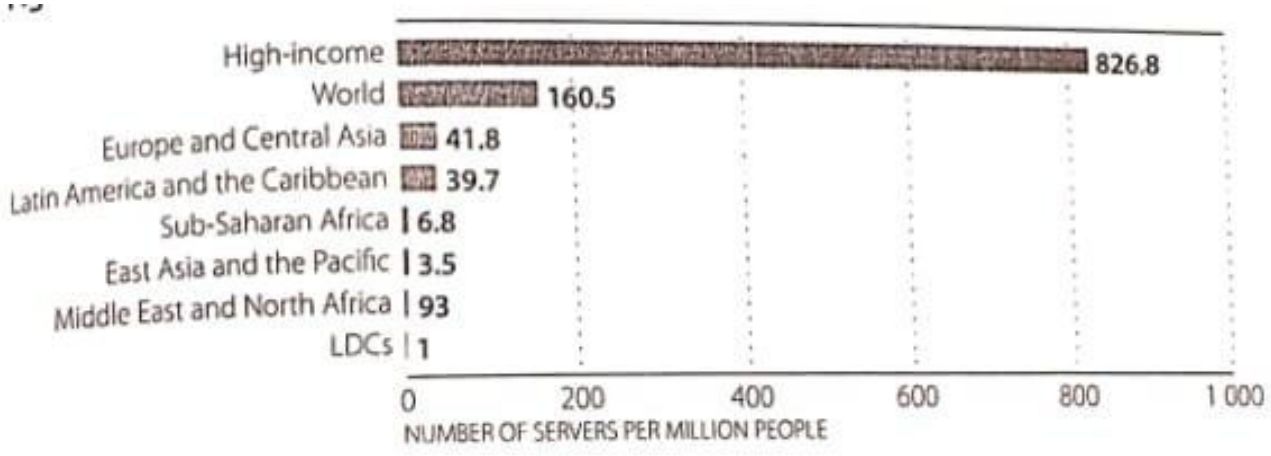
This section looks at various factors affecting a country's ability to engage in and benefit from e-commerce. It draws on the UNCTAD B2C E-Commerce index and the Global Cyberlaw Trackers. The analysis points to divides across religions and countries and underlines the importance of taking action at both the national and international levels to facilitate more inclusive e-commerce. Recognizing that e-commerce remains a difficult area of measurements not least due to the fast-changing nature of the digital economy, the section also mentions some recent initiatives to define, identify and improve relevant and comparable statistics, in collaboration with international agencies and national statistics offices from around the world.

Numerous factors affect e-commerce readiness

The extent to which different countries engage in e-commerce varies, giving rise to a multi-faceted digital divide. Internet access for both buyers and sellers is essential for online shopping. Based on ITU data, it is estimated that just under half (47%) of the people around the world could theoretically make online

purchase from home, work, telecentres or other locations using mobile devices. In the LDCs, only one out of nine people are online, and fewer still use broadband. Beyond cross-country divides, there are also differences within countries, not least between small and large firms, and between women and men (ITU,2015). These gaps are present barriers to the contribution of ICTs and e-commerce to inclusive development.

Given that e-commerce sites requires security software, one widely available proxy for the quality of e-commerce infrastructure is the number of secure servers using encryption technology for internet transactions. There are considerable differences among countries in this respect. In 2013, there were over 800 secure data servers per million inhabitants in high -income economies, compared to only server per million inhabitants in the LDCs.

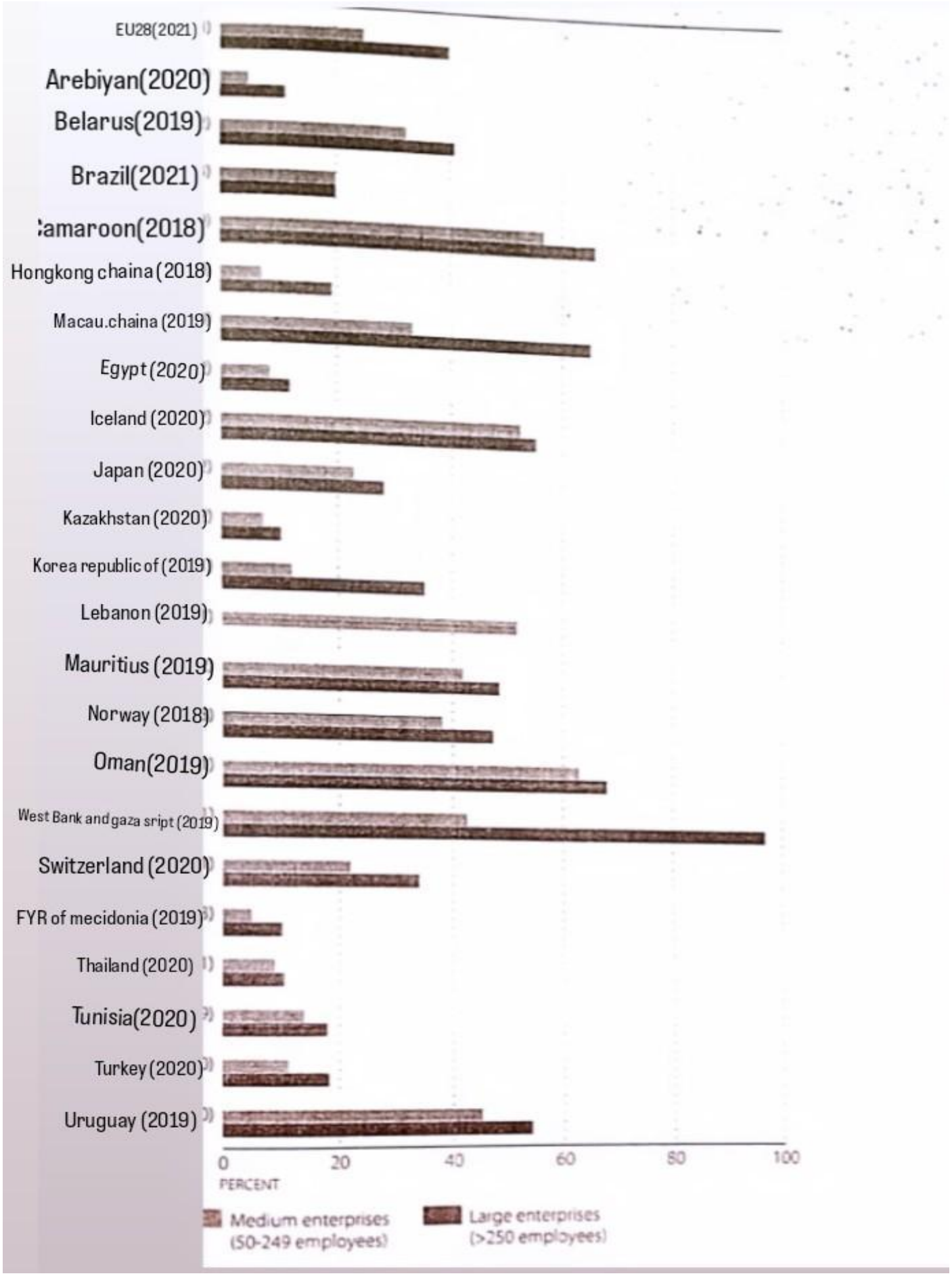


Products purchased over the internet can be paid for online or offline. Credit cards are among the most convener payment methods for e-commerce, capturing a large share of online transactions, and this is forecast to continue through 2019.

Although other payment option are increasingly used, especially in developing countries, credit card are very widely accepted on virtually any B2C web site. Therefore, not having a credit card constrains the ability consumers to shop freely online. The World Bank's Global Findex survey provides estimates of credit card penetrations among the population aged 15 years and older (world Bank, 2014).

Similarly, because a product ordered online must be delivered, data on delivery of physical goods is a key indicator, the UPU postal reliability score captures aspects such as the proportion of people who can have mail delivered at how and the quality of postal service.

An increasing number of countries are designing national polices and strategies to harness the full potentials e-commerce for economic development. The UNCTAD B2C E-Commerce index 2016(UNCTAD 2016a) groups indicates to help policy makers assess to what extent their economies are e-commerce ready and what areas are in great need of improvement. The index comprises four readiness indicators: 1. Internet use penetration. 2. Secure servers million inhabitants, 3. credit card penetration, and 4. postal relibilty. The 2016 index covers 137 economies, when represent 96% of the world population and 99% of global GDP.


EU28(2021)
Arebiyan(2020)
Belarus(2019)
Brazil(2021)
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Hongkong chaina (2018)
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Egypt (2020)
Iceland (2020)
Japan (2020)
Kazakhstan (2020)
Korea republic of (2019)
Lebanon (2019)
Mauritius (2019)
Norway (2018)
Oman(2019)
West Bank and gaza sript (2019)
Switzerland (2020)
FYR of mecidonia (2019)
Thailand (2020)
Tunisia(2020)
Turkey (2020)
Uruguay (2019)
0
20
40
60
80
100
PERCENT
Medium enterprises (50-249 employees)
Large enterprises (>250 employees)

Break legal and regulatory frameworks can result in low levels of trust in online transactions.

To help address some of these issues, and others, a number of initiatives have recently been launched to improve e-commerce- related statistics. One of them is the UNCTAD-UPU-WTO-OECD-World Customs Organisation (WCO) initiative to improve measurements. Under the 2017 germen presidency, the G20th countries have also focused their efforts to better measures and understand e-commerce and its development dimension. More recently, e Trade for All, the multi-stakeholder. Prominent e-commerce readiness indicators (World Bank,2017). The e Trade for all indicators is available online and e-trade country profiles are provided on the e-trade for all online platform (etradeforall,2017). To be able to offer a complete picture, more efforts are also needed to reinforce the capacity of developing countries to collect and compile relevant statistics.

NATIONAL POLICES AND STRATEGIES CAN HELP TO ENABLE E-COMMERCE

This section discusses the role of governments and other stakeholders in e-commerce policy making. It identifies key policy areas to be addressed in national e-commerce strategies, including trade logistics, online payments solutions, online e-commerce and payment marketplace, legal and regulatory frameworks, relevant skills, public e- procurement, and stake holder participation in policy formulation and implementation. It examines how to tackle e-commerce divides, such as the ones identified in the previous sections, and how to make access to and use of e-commerce more inclusive.

Conclusion

This analysis showed that the contribution of e-commerce to achieving sustainable development goals is relatively high. E-commerce can help achieve 10 of the 14SDG in any way or another. E-commerce has a positive impact on the sustainable development of the individual countries and the world. This

impact is especially evident in the labour as the number of internet companies are overgrowing, and with them, the number of jobs increased. Most vacancies require some qualifications, but in 2020 we saw a rise in as such as courier delivery, where additional education is not required. E-commerce and its opportunities for access from anywhere globally to the same market for education health services. Often, these services obtained over the internet are cheaper. It includes machinery and additional education, advanced training, getting medical consultations via the internet from specialists from other countries, etc. at the same time, e-commerce can have effects on the environment. Searching, packing, shipping, and returning items purchased through online stores leave their carbon footprint. E-companies can effect their footprint by using rational packaging and shipping methods, although this can come additional costs. They can influence sustainable consumption by educating their customers about sustainable behaviour and opportunities to reduce environmental pollution. Companies can significantly reduce their negative contribution to sustainable development goals.