

## Moving towards Sustainable E-Commerce: Post Covid -19

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### Abstract:

Covid-19 is having a noteworthy impact on Indian businesses, leading countless to see a decline in sales and even to go bankrupt. E-commerce appears as a practical remedy for entrepreneurs to regain control of their businesses and steer them in the direction of profit. However, e-commerce has injurious effects on the environment, generating huge CO2 emission and an extraordinary bulk of packaging and plastics. The aim of this study is to identify and examine the e-commerce factors which are moving towards sustainability and to recommend strategies to accelerate the sustainable growth of the E-commerce industry, with a focus on e-logistics, packaging, returns and product second lives. The solution includes the use of electric vehicles for deliveries, adjusting the size of packaging, reusing and recycling waste, creating collection counters for online packaging trash, use of digital technologies to assist customers in making smarter buying decisions, diverting the deliveries to a packing station to avoid several delivery efforts, and developing a unified legal framework for refurbished items.

**Keywords:** COVID-19, e-commerce, e-logistics, packaging, pandemic, product second lives, returns , sustainability, sustainable growth.

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### Introduction

The COVID -19 pandemic served as a "green" wake-up call for all of us. Everything in nature is interconnected, as we've seen, and this is something we must remember in the future. Businesses are becoming more and more conscious of their role and responsibility in confronting climate alteration, resource insufficiency, and additional issues. The e-commerce business is associated with the digitalization of our society shifting to a more sustainable economy. The growth of e-commerce ought to be considered as an chance to architecturally move to more sustainable retail and consumption behavior, as well as a opportunity to utilize our society's digitization to assist in the shift to a more sustainable economy. As client fondness become more omni-channel, e-commerce companies have the accountability, authority, and prospect to make everyday things more sustainable and safer . E-commerce necessitates more than simply the creation of a digital