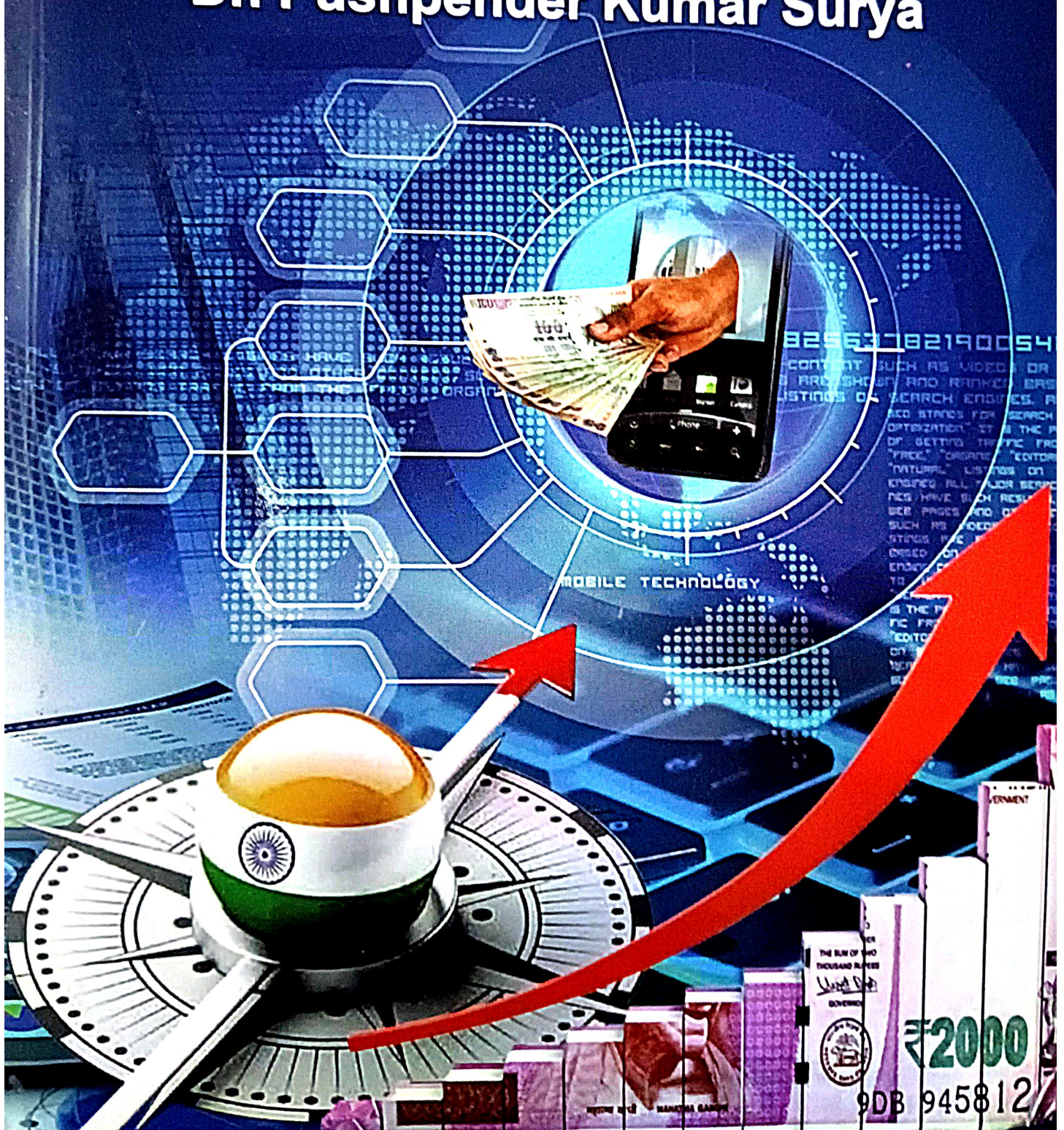


# Digitalization of Indian Economy

*An Engine of Sustainable Growth*

**Dr. Rajiv Kumar Agarwal**  
**Dr. Pushpender Kumar Surya**



₹2000

9DB 945812

*[All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted, in any form or by any means, mechanical, photocopying, recording or otherwise, without prior written permission of the publisher].*

**ISBN** : 978-81-938046-3-6

© : Editors

**Publisher** : **MANISH PUBLICATIONS**

471/10, A-Block, Part-II,

Sonia Vihar, Delhi-110090

E-mail : manishpublications@gmail.com

Mob : 9968762953, 8447908066

**Price** : ₹ 1450/-

**First Edition** : September, 2020

**Cover** : Amit

**Lazer** : Sameer Computers

Delhi-110094

**Printer** : Pooja Offset

Delhi-110093

*Digitalization of Indian Economy: An Engine of Sustainable Growth*  
Edited by Dr. Rajiv Kumar Agarwal, Dr. Pushpender Kumar Surya

# Contents

---

<i>Preface</i>	v
<i>Acknowledgements</i>	vii
1. Taxation on Web Economy: An Indian Perspective <i>CA Rupasree Basu Mallik</i>	1
2. Behaviour towards Digital Transaction in Rural Economy: A Case Study of Two Villages of Shajapur District in Madhya Pradesh <i>Dr. Premananda Sethy</i>	18
3. Digital India: A Wave of Digital Transformation <i>Dr. Veena Tripathi &amp; Mrs. Ratan Dubey</i>	41
4. Magnification of Digital Economy: A Challenge for Competition Regulators <i>Dr. R. S. Bisariya &amp; Dr. Rishikant Agnihotri</i>	60
5. From Demonetization to Digitalization: The Transition of the Indian Banking System <i>Shyamashree Roy</i>	72
6. Digitalization in India: Scope, Impact, Challenges and Opportunities <i>Dr. Anamika Choudhary</i>	88
7. A Study on Digital Revolution in the Indian Banking Sector: A Theoretical Approach <i>Dr. L. Balamurugan</i>	99

# Taxation on Web Economy: An Indian Perspective

---

CA Rupasree Basu Mallik

Faculty in Department of Commerce (UG & PG)

Shri Shikshayatan College, Kolkata

Email ID: rupasreebasumallik@gmail.com

## *Introduction*

---

The world is continuously changing and one of the fundamental drivers is digital transformation. The global economy is undergoing a digital transformation as well, and it's happening at breakneck speed. The days of brick-and-mortar businesses are gone and business models are shifting to digital platform. Not only technology trends shaping the business models, but the ever-evolving behaviours and expectations from consumers are also impacting organisations' current practices. Recently, TechCrunch, a web economy news site, noted, UBER the world's largest taxi company, owns no vehicle; FACEBOOK, the world's most popular media owner, creates no content; ALIBABA, the most valuable retailer, has no inventory; AIR BnB, the world's largest accommodation provider, owns no real estate. Other frontiers like Makemytrip, Amazon, Flipkart, Netflix only operate in digital space and mostly need no physical presence and do not function the way conventional businesses functioned.

Amid the Corona virus pandemic, when brick and mortar stores are finding it difficult to operate their businesses, it is the online businesses that are constantly providing services to the people, whether in terms of fulfilling the daily needs, or

2. OECD/G20 'Base Erosion and Profit Shifting' project report on 'Addressing the Tax Challenges of Digital Economy'; <https://www.oecd.org>
3. Report by BEPS Monitoring Group (BMG,UK) on 'Tax consequences of the digitalised economy issues of relevance for developing countries', <https://www.bmgsearch.co.uk>
4. Dated August 2015; Article titled 'The Dawning of Digital Economy Taxation' by Earnest and Young,; <https://www.ey.com>
5. May 2018; Report of Asian Development Bank (ADB) – 'Tax Challenges in a Digital Economy'; <https://www.adb.org>
6. Dated September 2019, Digital Economy Report 2019 by United nations Conference on Trade and Development (UNCTAD); <https://unctad.org/en/pages/PublicationWebflyer>
7. Dated June,2019; Article on 'Taxation of the Digitalised Economy' by KPMG; <https://home.kpmg/xx/en/home/insights/2018/07>
8. Tax Laws and Amendments from [www.incometaxindia.gov.in/pages/international-taxation](http://www.incometaxindia.gov.in/pages/international-taxation)
9. Dated February 07,2020; Economic Times <https://www.google.com/amp/s/m.economictimes.com/news/economy/policy/government-weaves-taxes>
10. International Centre for Tax and Development, UK; <https://www.ictd.ac/blog/taxing-digital-transnational-corporations>
11. Dated January,2020; Statement by OECD/G20 Inclusive Framework on BEPS on the Two-Pillar Approach to Address the Tax Challenges Arising from the Digitisation of the Economy, <https://www.oecd.org/tax/beps/statement-by-the-oecd-g20>