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Review paper on Consumer Cooperatives and Their Inlusiveness in the Digital Era

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Abstract

The evolving role of consumer cooperatives in advancing inclusiveness within the digital era, with particular emphasis on how technological innovation can enhance their operational efficiency and member participation. Consumer cooperatives have historically been founded on the principles of democratic participation, collective ownership, and mutual aid. As they navigate rapid digital transformation, these institutions face a dual challenge: embracing modern technological systems while ensuring that such innovations remain accessible and beneficial to all members. This study evaluates how digital tools such as mobile applications, e-commerce platforms, digital payment systems, and online communication channels can be integrated into cooperative operations to improve transparency, accessibility, and service delivery. Simultaneously, the paper highlights the persistent challenges related to digital infrastructure limitations, digital literacy gaps, financial barriers, and inadequate member readiness. Using the case of Apna Bazaar and Warana Bazar—two significant consumer cooperatives in Maharashtra—the study illustrates how digital transformation can enhance inclusivity, particularly in rural and underserved communities. The findings demonstrate that embracing technological innovation not only expands the market reach of cooperatives but also strengthens their resilience, improves member empowerment, and ensures their continued relevance in a competitive digital economy.

Keywords: Consumer cooperatives, digital inclusiveness in consumer cooperative

Introduction

Consumer cooperatives have long been an essential component of distributive trade by providing equitable access to essential goods at reasonable prices. Built upon cooperative principles such as mutual assistance, democratic governance, and fair trade, these institutions have historically acted as a bridge between producers and consumers, ensuring consistent supply and price stability. Their role extends beyond simple retail operations, as they provide a trustworthy platform where consumers can access quality products without concerns over exploitation or unfair pricing. Moreover, consumer cooperatives act as informal schools of democracy by offering their members hands-on experience in decision-making, collective management, and community welfare initiatives.

India's consumer cooperative structure operates across four distinct levels: primary consumer stores at the local grassroots level, wholesale or central consumer stores at the district level, state consumer cooperative federations, and the apex National Cooperative Consumers' Federation of India (NCCF). According to the National Cooperative Union of India (2018), the country hosts 26,355 primary societies, 512 district-level stores, 30 state-level federations, and one national federation that collectively support millions of consumers. Maharashtra has played an especially influential role in this cooperative movement. Home to some of India's most innovative cooperatives, the state has used these institutions to reduce middlemen, stabilize prices, and empower local communities. Successful consumer cooperatives such as Apna Bazar, Warana Bazar, and Sahakari Bhandar illustrate how cooperatives can become reliable retail institutions that benefit both consumers and local economies.

However, the rise of digital technologies and the rapid expansion of e-commerce have fundamentally reshaped the retail landscape. Private retailers now rely heavily on digital platforms, mobile apps, digital payments, and logistics innovations. For consumer cooperatives, which are traditionally community-oriented and resource-constrained,

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integrating digital systems is no longer optional but essential to maintain competitiveness and inclusiveness. The increasing digitalization of commerce presents both opportunities for efficiency and challenges in terms of accessibility and member readiness. This paper explores how consumer cooperatives in Maharashtra can navigate this digital transformation while ensuring that their core principles of inclusivity and democratic participation remain intact.

Objectives

1. To examine how consumer cooperatives leverage digital tools and technologies to enhance inclusiveness and member participation.
2. To identify the challenges and opportunities associated with digital transformation in cooperatives and recommend strategies to improve inclusiveness in the digital era.

Literature Review

Consumer Cooperatives as Instruments of Economic Inclusivity

Globally, consumer cooperatives have emerged as key actors in promoting economic inclusivity, fairness, and sustainability. Birchall (2011)^[4] highlights that cooperatives in countries like Japan, Sweden, and the United States provide essential goods while ensuring democratic participation and equitable distribution of benefits. In India, consumer cooperatives have played a crucial socio-economic role since their inception during colonial times. Over the decades, they have grown from small community-led initiatives into large-scale networks serving millions of consumers. Successful models such as Amul, Apna Bazar, Sahakari Bhandar, and other cooperative retail systems have bridged rural and urban markets by ensuring fair pricing and offering secure livelihood opportunities to small producers (Damodaran, 2016)^[3].

Digital Transformation and Its Role in Modern Cooperatives

Digital transformation has become a defining feature of contemporary economic structures. Globally, cooperatives have increasingly adopted digital tools to streamline operations, improve communication, and enhance decision-making. Technologies such as cloud-based management systems, mobile apps, digital payment tools, and e-commerce platforms enable cooperatives to reach a broader customer base, strengthen transparency, and make data-driven decisions (Birchall, 2011)^[4]. In India, similar advancements are visible, particularly in large cooperatives. Amul, for example, uses digital tools to manage its vast supply chain, analyze milk production patterns, and connect with consumers. Meanwhile, initiatives like ITC's e-Choupal demonstrate how digital platforms can connect rural producers to global markets, improving income and reducing dependency on intermediaries (Damodaran, 2016)^[3].

Challenges to Digital Adoption in Cooperatives

Despite these advantages, cooperatives continue to face numerous obstacles in adopting digital systems. A major concern is the digital divide that exists between urban and rural areas, where access to reliable internet connectivity, smartphones, and technical knowledge remains limited.

Low digital literacy, particularly among older cooperative members, poses another challenge, as many individuals are hesitant or unable to use digital platforms effectively. Financial constraints also hinder smaller cooperatives, which may struggle to invest in new technologies or training programs. Schwettmann (2016)^[6] emphasizes that concerns surrounding cybersecurity, data privacy, and digital infrastructure gaps further restrict cooperatives from fully embracing digital transformation. Overcoming these challenges requires targeted interventions, capacity-building programs, and strategic partnerships with governmental and non-governmental organizations.

Maharashtra's Legacy of Consumer Cooperatives

Maharashtra holds a prominent place in India's cooperative movement due to its strong institutional foundations and successful cooperative enterprises. Warana Bazar, established in the 1950s as part of the Warana Cooperative Complex, is often cited as a model of rural cooperative success. By offering essential commodities at fair prices and supporting local producers, Warana Bazar created a self-sustaining ecosystem that combined retail services with agricultural development. Similarly, Apna Bazar, founded in Mumbai, remains a significant contributor to urban cooperative retail, providing affordable goods to millions of consumers. Sahakari Bhandar, with its extensive network of retail outlets, demonstrates how cooperative retail chains can compete with private retailers while maintaining cooperative principles. These examples illustrate the crucial role cooperatives play in Maharashtra's socio-economic growth and highlight the potential for digital transformation to further strengthen their effectiveness.

Research Methodology

The research methodology for this paper on "Consumer Cooperatives and Their Inclusiveness in the Digital Era" primarily relies on secondary data sources. This approach involves the collection and analysis of existing literature, reports, academic articles, and case studies on consumer cooperatives, both globally and in India, particularly focusing on Maharashtra. Key sources include government publications, cooperative organization reports, and scholarly research that provide insights into the historical evolution, socio-economic impact, and challenges faced by consumer cooperatives. Additionally, data from reputable databases, industry reports, and relevant articles have been examined to understand the role of digital transformation in modern cooperatives. This secondary data approach allows for a comprehensive understanding of the subject matter, as it provides both qualitative and quantitative insights into the functioning and evolution of cooperatives in the digital age.

The Impact of the Digital Era on Retail and Cooperatives

The digital era has profoundly transformed the retail sector by reshaping consumer expectations and business strategies. E-commerce platforms, mobile shopping applications, artificial intelligence, and big data analytics have revolutionized how retailers interact with consumers, forecast demand, manage inventory, and personalize the shopping experience. Social media platforms have also emerged as powerful tools for consumer engagement, enabling buyers to access real-time product reviews, comparisons, and recommendations. As a result, traditional

retail models are increasingly giving way to omni-channel strategies that integrate digital and physical experiences.

For cooperatives, digital transformation presents both opportunities and challenges. On one hand, technology enables them to improve supply chain efficiency, reduce operational costs, increase transparency, and enhance member participation. For example, cooperatives like Amul and Apna Bazar use digital platforms to manage inventory, facilitate digital payments, and communicate with consumers. These tools make cooperatives more agile and better equipped to compete with private retailers.

On the other hand, the challenges remain significant. The lack of adequate digital infrastructure in many rural areas restricts the ability of cooperatives to establish seamless digital platforms. Digital literacy gaps among members can hinder the adoption of online systems, especially in areas where smartphone penetration or internet access is limited. Smaller cooperatives, which operate on tight financial margins, often lack the resources required for technological upgrades. In addition, cybersecurity risks and concerns over data privacy add another layer of complexity. Nonetheless, despite these challenges, the digital era offers cooperatives significant potential to expand their reach, improve service delivery, and create more inclusive systems for underserved populations.

Digital Inclusiveness in Consumer Cooperatives

Ensuring inclusiveness in the digital era requires consumer cooperatives to adopt holistic and community-centered strategies that bridge technological gaps and enhance participation. Digital literacy is a crucial aspect of inclusiveness, as many cooperative members may lack the skills needed to use digital tools effectively. Conducting regular training programs, workshops, and community awareness initiatives can help empower members to navigate digital platforms confidently. In addition, providing affordable access to smartphones, data plans, and digital services can significantly reduce barriers for economically weaker sections, enabling their participation in digital transactions and cooperative activities.

Enhancing digital infrastructure is equally important. Cooperatives can collaborate with telecom companies, government agencies, and non-profit organizations to improve connectivity in rural and remote areas. Furthermore, the development of mobile-first platforms can ensure wider accessibility, given the increasing penetration of smartphones in India. Integrating digital payment systems such as UPI and mobile wallets enhances convenience and builds trust among members by ensuring secure and transparent transactions.

Digital inclusiveness also depends on building platforms that cater to community needs. Designing user-friendly interfaces, enabling multi-language support, and establishing digital feedback mechanisms can strengthen member participation in cooperative governance. Developing cooperative-run e-commerce platforms or participating in existing digital marketplaces allows cooperatives to expand their reach beyond geographic limitations, thereby increasing the availability of goods and improving operational sustainability.

Partnerships with government agencies and NGOs can further support cooperatives by providing technical knowledge, infrastructure support, and training for digital empowerment. Regular monitoring and feedback systems

enable cooperatives to identify challenges, adapt strategies, and ensure that digital services align with member needs. Through such inclusive approaches, cooperatives can transform digital challenges into opportunities for collective growth.

Discussion

The analysis of consumer cooperatives in Maharashtra reveals that digital transformation is not merely a technological shift but an institutional and socio-cultural transition that reshapes cooperative functioning, governance, and inclusiveness. The experiences of Apna Bazaar and Warana Bazar demonstrate that digital tools, when strategically implemented, can reinforce cooperative principles rather than undermine them. However, the depth and effectiveness of digital adoption vary significantly across cooperative types, locations, and member profiles, highlighting structural asymmetries within the cooperative ecosystem.

A key analytical insight is that digital adoption in consumer cooperatives follows a graduated pattern rather than a uniform trajectory. Urban-based cooperatives such as Apna Bazaar exhibit higher levels of digital maturity, evidenced by the integration of digital payment systems, inventory management software, and online communication channels. These tools enhance operational transparency, reduce transaction costs, and improve consumer convenience. In contrast, rural-based cooperatives such as Warana Bazar demonstrate selective digital adoption, primarily focused on payment digitization and basic information dissemination. This divergence underscores the role of infrastructural availability, managerial capacity, and member digital literacy in shaping digital outcomes.

From an inclusiveness perspective, digitalization presents a paradox. On one hand, digital platforms expand access by reducing geographic barriers, enabling cashless transactions, and improving information flow to members. On the other hand, the findings suggest that inadequate digital literacy and uneven access to devices risk excluding elderly members, low-income households, and digitally marginalized groups. This aligns with Schwettmann's (2016) ^[6] assertion that without deliberate inclusivity measures, digital transformation may inadvertently reinforce existing inequalities within cooperative membership.

The analysis further reveals that governance capacity plays a decisive role in digital success. Cooperatives with proactive leadership, professional management, and institutional openness to innovation are better positioned to align digital tools with cooperative objectives. Conversely, rigid governance structures, resistance to change, and limited managerial autonomy constrain digital experimentation. This suggests that digital transformation must be accompanied by organizational learning and governance reforms, rather than treated as a purely technical upgrade.

Financial constraints emerge as another critical determinant. While large cooperatives can absorb the costs of digital infrastructure and training, smaller consumer cooperatives often lack access to capital and external funding. This reinforces the need for targeted policy interventions, cooperative federations' support, and public-private partnerships to democratize digital access across the sector. Maharashtra's strong cooperative legacy provides a favorable institutional foundation, but policy alignment with

Digital India and cooperative modernization initiatives remains uneven at the grassroots level.

Overall, the discussion highlights that digital transformation in consumer cooperatives is most effective when it is member-centric, context-sensitive, and institutionally supported. Digital tools should be viewed as enablers of cooperative democracy, transparency, and inclusiveness—not merely as competitive instruments against private retailers. The Maharashtra case illustrates that cooperatives can remain socially embedded and economically viable in the digital era, provided that digital strategies are aligned with cooperative values and inclusivity goals.

Conclusion

In conclusion, consumer cooperatives hold tremendous potential to enhance inclusiveness in the digital era by embracing technological innovations that improve operational efficiency, transparency, and member engagement. The integration of digital platforms, e-commerce systems, mobile applications, and digital payment tools allows cooperatives to reach wider audiences, expand market access, and offer improved services to members. However, to fully benefit from these advancements, cooperatives must address challenges related to digital literacy, infrastructural limitations, financial constraints, and member readiness.

By adopting community-centered strategies that focus on capacity building, accessible technology, and transparent digital systems, cooperatives can foster greater inclusiveness and member empowerment. Their ability to integrate digital solutions while upholding core cooperative principles such as fairness, democratic participation, and collective welfare will be crucial in determining their future relevance and sustainability. As cooperatives continue to evolve within India's rapidly modernizing economy, their adaptability and commitment to inclusivity will ensure that they remain vital institutions for social and economic development.

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