Veermata Jijabai Technological Institute
VJTI, H. R. Mahajani marg, Matunga,
Mumbai - 19

TECHNOVANZA

Taking Technology to the Society

E-COM

Changing The Face Of Business

A Conference on E-Commerce

Theme:

"Challenges, growth and prospects of E-businesses in India"

WITH STRATEGIC KNOWLEDGE PARTNER,

QWERTY LABS

Date and venue:
3rd - 4th February,2012
Veermata Jijabai Technological Institute
Matunga,Mumbai-19

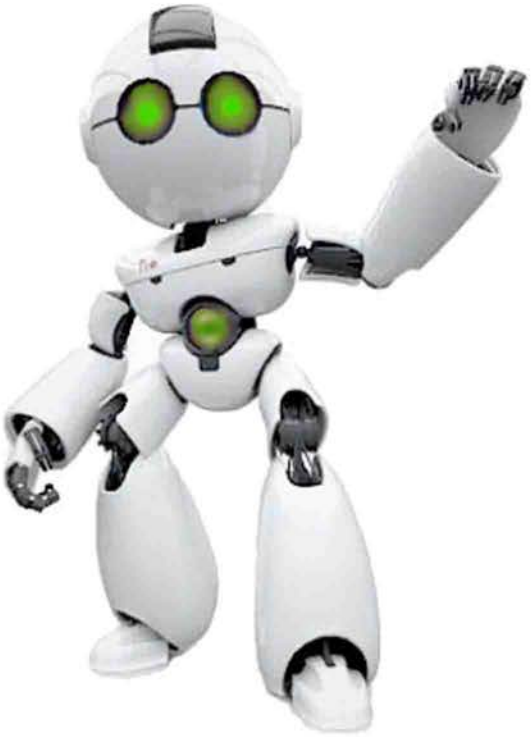
www.technovanza.org

About VJTI:



VJTI, a premier technological institute, has for years produced not only great engineers but personalities.One of the best colleges in the country for the past 125 years, it is a brand in itself.

The institute's vision is to establish global leadership in the field of technology and develop competent human resources for providing services to society.



About TECHNOVANZA:

Due to the inundating creativity and thirst for innovation of the students of VJTI and our unparalleled faculty, Technovanza was born in 2001. From modest beginnings as one of the first technical events in the city, Technovanza has grown in the past 11 years to become one of the most popular and awaited techno-management events in the country. Reaching out to industry, students and society in general, Technovanza 2012 promises to become bigger than ever.

About QWERTY Labs:

QWERTY Labs focuses on Basic, Applied and Developmental research across categories. Their verticals include Financial Modeling, Aerospace, Automobile & Automation and Renewable Energy, but are also looking to explore the field of cryptography. QWERTY Labs has an international presence, with tie-ups in London, Kenya and Dubai.

QWERTY Labs believes that progress must be achieved in harmony with the environment. A commitment to community welfare and environmental protection are an integral part of their corporate vision.

ABOUT E-COM:

"Challenges, Growth and Prospects of E-business in India"
"Change is the only constant." – Heraclitus

With over 30.2% of the world connected over the Internet, E-Commerce is now, the changing face of business. The internet has created a new economic ecosystem, the E-Commerce marketplace, and it has become the virtual main street of the world.

Providing a quick and convenient way of exchanging goods and services both regionally and globally, E-Commerce has boomed.

Over the years, the number of profitable E-Commerce companies continues to grow and has almost, but not quite, reached the point where a profitable dot com is no longer a major new story. The level of profitability in this industry is much closer to 60% or 70% now; a trend that will continue to grow, simply because it has to. E-Commerce facilitates an easy solution for setting up a business with reduced complexities of a brick and mortar firm.

However, in India, E-Commerce is still in its nascent stages. Inspite of a tremendous growth in the industry in the past 5 years, statistics reveal that out of 121 million internet users in our country, only about 7 million use the internet as a market place.

E-Com aims to facilitate the growth of this industry in India through a confluence of ideas and viewpoints of established industrial professionals and the future entrepreneurs of our nation. The conference aims to cover all the diverse facets of the industry ranging from market analysis, fiscal considerations to the recent and upcoming trends. The lectures and discussions will touch upon both the technical as well as non-technical aspects and issues related to this new business paradigm.

With the confluence of ideas, E-Com will bring a new, fresh dimension to the present scenario of e-commerce in India through a white paper highlighting the best industrial practices to fuel the growth of this industry in India.

OUR OBJECTIVES:

INTERACT

To spread the know-how of the e-commerce industry through the interaction between the future entrepreneurs of India and the people who have established themselves in the industry.

IDEATE

To facilitate a confluence of diverse ideas through various discussions.

IMPLEMENT

To implement the best and most innovative strategies and practices and carve out a roadmap for the future.

TARGET AUDIENCE:

Students from various disciplines such as engineering, management, commerce, law, arts, etc. as well as budding entrepreneurs.

Structure:

Day 1

Session 1: Introductory Session

This session will comprise of speeches by the people who have established themselves in the e-commerce industry. They will share their experiences and discuss the shortcomings of the industry as of today and the scope for improvement.

Session 2: Panel Discussion I

Topic:"The ScenarioToday:The viability and scalability of present models of e-businesses"
Points to be addressed:
Best practices and experiences
Market strategies
Current business issues & trends.

Day 2

Session 1: Panel Discussion II

Topic: "Changing the Consumer Mindset: The Psychology of Reliability"
Points to be addressed:
Challenges faced by the industry
Making online shopping more reliable
Ensuring a seamless and secure shopping experience

Session 2: Open Discussion

The fellows will be organized into groups and an un-moderated discussion will ensue. Each group will prepare a draft of a white paper enumerating the best practices and strategies to fuel the growth of e-commerce in India.

Session 3: Presentation

Each group will have the opportunity to present their papers to the entire audience.The best points of all the papers will then be compiled into a final white paper which will be published.

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