

## ONLINE SEMINAR ON REDEFINING E-COMMERCE IN 2020

**Date:** October 24, 2020

**Organising Department:** Department of Commerce

**Mode:** Online

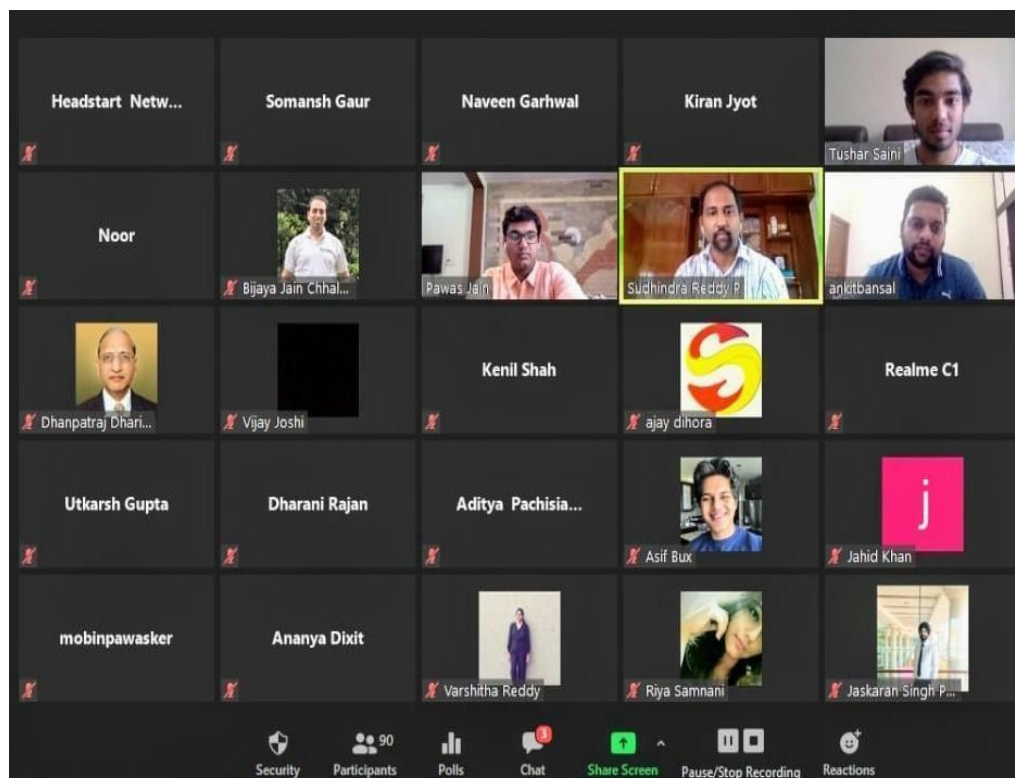
**No. of Participants:** 80

**Duration of Event:** 1 day

**Resource Person:** Mr. Bhisham Bhateja, Co-founder of The Man Company  
Ms. Shubhika Jain, CEO of RAS luxury oil

**Coordinator Name:** Ms. Poonam Rajoria

**Event Platform:** Webex, CISCO



Participant in the online seminar

### Brief Report

Head Start in collaboration with the Department of Commerce organised a session taking into consideration how the pandemic has hit the world and broken all the supply chains. How it has impacted behaviour of customers and buying behaviour. This session helped the start-ups and aspiring entrepreneurs to understand the market of E-Commerce and focused on skill development in terms of usage of E-Commerce. The speaker talked about how E-Commerce is expected to grow in the future and how the world of commerce is changing.

## **Conclusion**

80 students participated in the session on “Redefining E-Commerce”. The session helped the start-ups and students working in the e-commerce space to understand it better and make changes to their business model to accelerate growth.