



## INSTITUTIONS INNOVATION COUNCIL & TRAINING AND PLACEMENT CELL

### Event Report




**Event:** Webinar  
**Topic:** Achieving Value Proposition Fit & Business Fit  
**Date:** 23.05.2022  
**Time:** 12:00 AM Onwards  
**Duration:** One Hour  
**Venue:** Online Microsoft Team  
**Program:** MBA, BCA, BAJMC  
**Coordinator:** Mr. Mayank Arora, Assistant Professor,  
 Department of Mass Communication  
 Ms. Keenika Arora, Assisnat Professor,  
 Department of Management Sciences  
**Convener:** Dr. Nivedita, Head - Training & Placement Cell,  
 IIC In-Charge  
**Students:** 34

**Resource Person:**

Mr. Gaurav Gaba, Business Transformation, Flipkart || IIM – A (AGMP 20 – 21) || Ex – Swiggy, Makemytrip

  
**Dr. Nivedita**  
 Head  
 Training and Placement Cell

  
 Director  
 Tecnia Institute of Advanced Studies  
 (Affiliated to GGSIP University Delhi)  
 Madhuban Chowk, Rohini, Delhi-85

**Objective:**

- To make the attendee understand the challenges faced by e-commerce startups and industry.
- To make the attendees understand the insights of acquiring and retaining the customers
- To make the attendees realize the strategies taken by e-commerce industries to hold the customers.

**Report:**

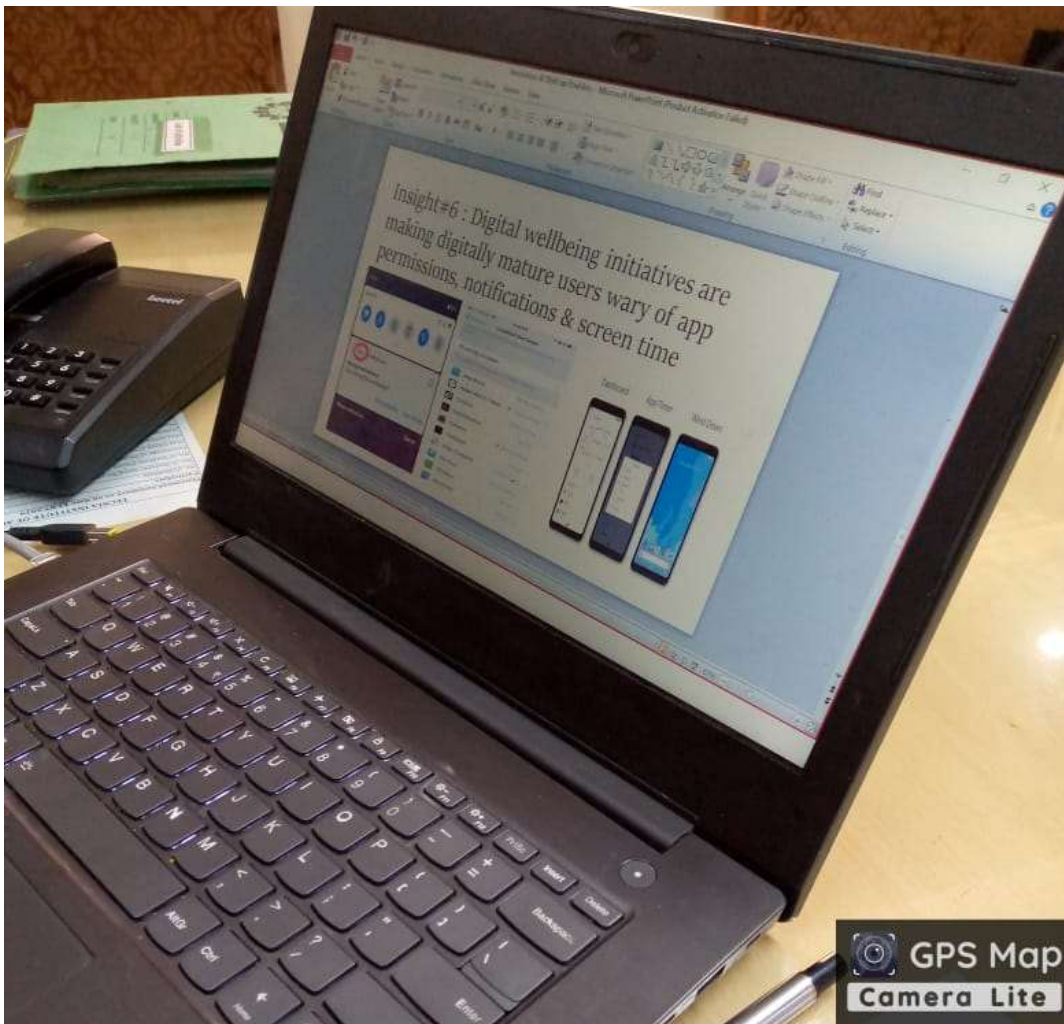
A webinar was organized by IIC TIAS under the ambit of Capability Enhancement Scheme on 23.05.2022 from 12.00 PM onwards. The topic of the webinar was Achieving Value Proposition Fit & Business Fit. The speaker for the session was Mr. Gaurav Gaba, Business Transformation, Flipkart, IIM – A (AGMP 20 – 21), Ex – Swiggy, Makemytrip. Dr. Ajay Kumar Director TIAS spoke about the relevance of the session. The guest speaker discussed that online business has grown multiple times especially after Covid- 19. Out of various challenges, the five hardest ones are acquisition of new costumers, conversion of costumers, transaction per customers, monthly active consumers and lifetime value of the customers, To ascertain these companies are taking various provisions like Community shopping behavior of the customers, demographic changes, game and entertainment as tool to attract customers, camera aided virtual simulation using AI, creating short video, app development, building emotional relationship. He further stated that e commerce companies are strategizing around three points , viz, loyalty program, building for community and engaging the consumers with newer experience. Earlier and Dr. Nivedita, Head Training and Placement Cell and In Charge IIC welcomed everyone and introduced to the students about the speakers and objective of the webinar. The one hour session was well organized and well received by the students. The session ended with vote of thanks by Dr. Nivedita and feedback collection.

**Learning Outcome:**

- The attendee understood the challenges faced by e-commerce startups and industry.
- The attendee understood the insights of acquiring and retaining the customers
- To attendees realized the strategies taken by e-commerce industries to hold the customers.

**Geotag and Screenshots:**





 GPS Map  
Camera Lite

Madhuban Chowk, P44H+8XC, Bhagwan Mahavir Marg,  
Block A, Sector 14, Rohini, Delhi, 110085, India

Latitude

28.705818333333333°

Longitude

77.13006666666666°

Local 12:54:55 PM

GMT 07:24:55 AM

Altitude 180.6 meters

Saturday, 21-05-2022





 **GPS Map**  
**Camera Lite**

Gitarattan International Business School, Outer Ring Rd,  
Block D, Sector 14, Rohini, Delhi, 110085, India

Latitude

28.706456666666668°

Longitude

77.129676666666667°

Local 12:16:40 PM

GMT 06:46:40 AM

Altitude 315.5 meters

Saturday, 21-05-2022



2A, Bhagwan Mahavir Marg, Block A, Sector 14, Rohini,  
Delhi, 110085, India

Latitude

28.70623833333333°

Longitude

77.12988833333334°

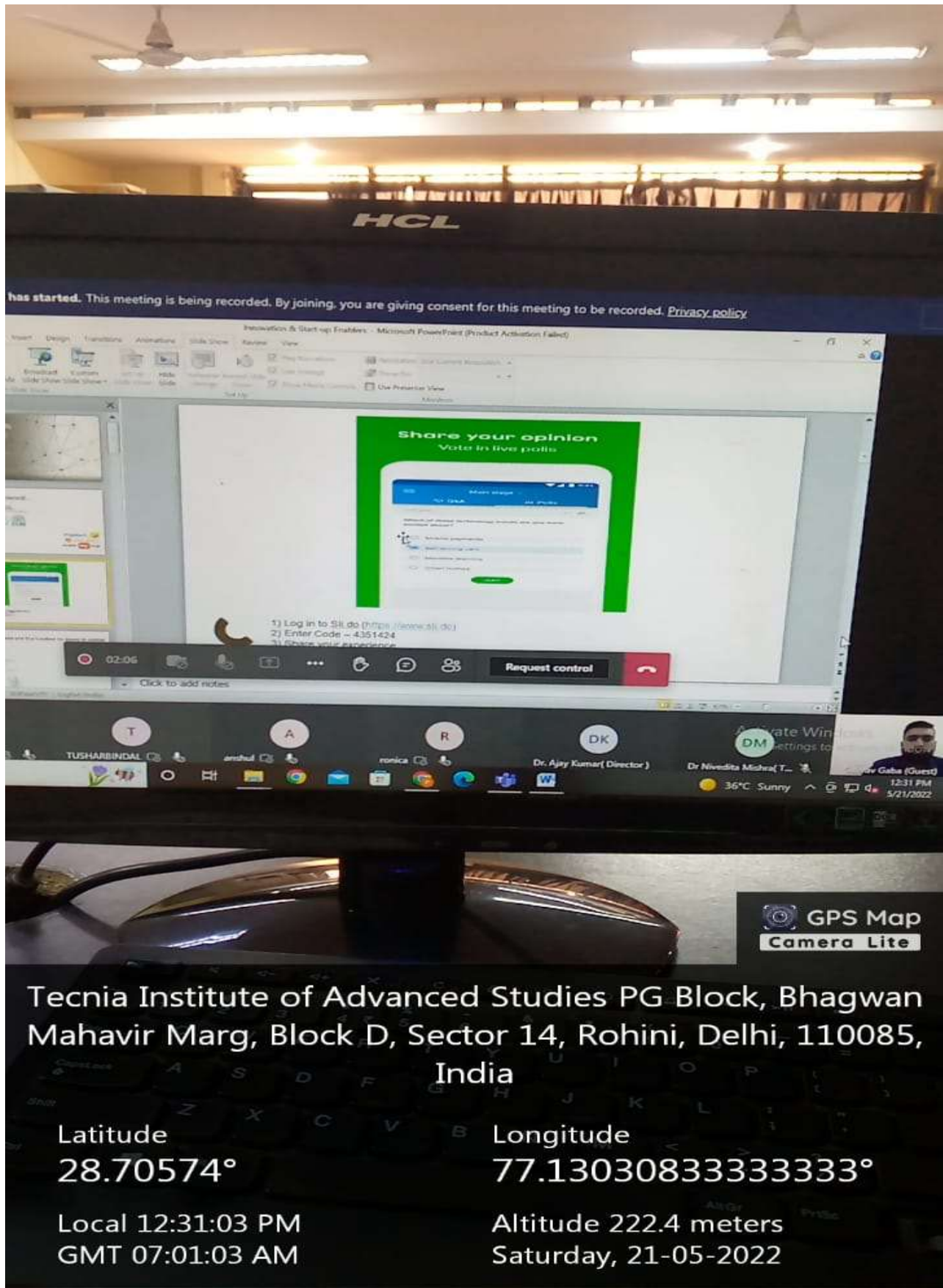
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Altitude 276.5 meters

Saturday, 21-05-2022





Tecnia Institute of Advanced Studies PG Block, Bhagwan Mahavir Marg, Block D, Sector 14, Rohini, Delhi, 110085, India

Latitude  
28.70574°

Longitude  
77.13030833333333°

Local 12:31:03 PM  
GMT 07:01:03 AM

Altitude 222.4 meters  
Saturday, 21-05-2022



2A, Bhagwan Mahavir Marg, Block A, Sector 14, Rohini,  
Delhi, 110085, India

Latitude  
28.70629666666667°

Longitude  
77.12977°

Local 12:16:52 PM  
GMT 06:46:52 AM

Altitude 304.5 meters  
Saturday, 21-05-2022





P44H+MXQ, Block A, Sector 14, Rohini, Delhi, 110085,  
India

Latitude

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Longitude

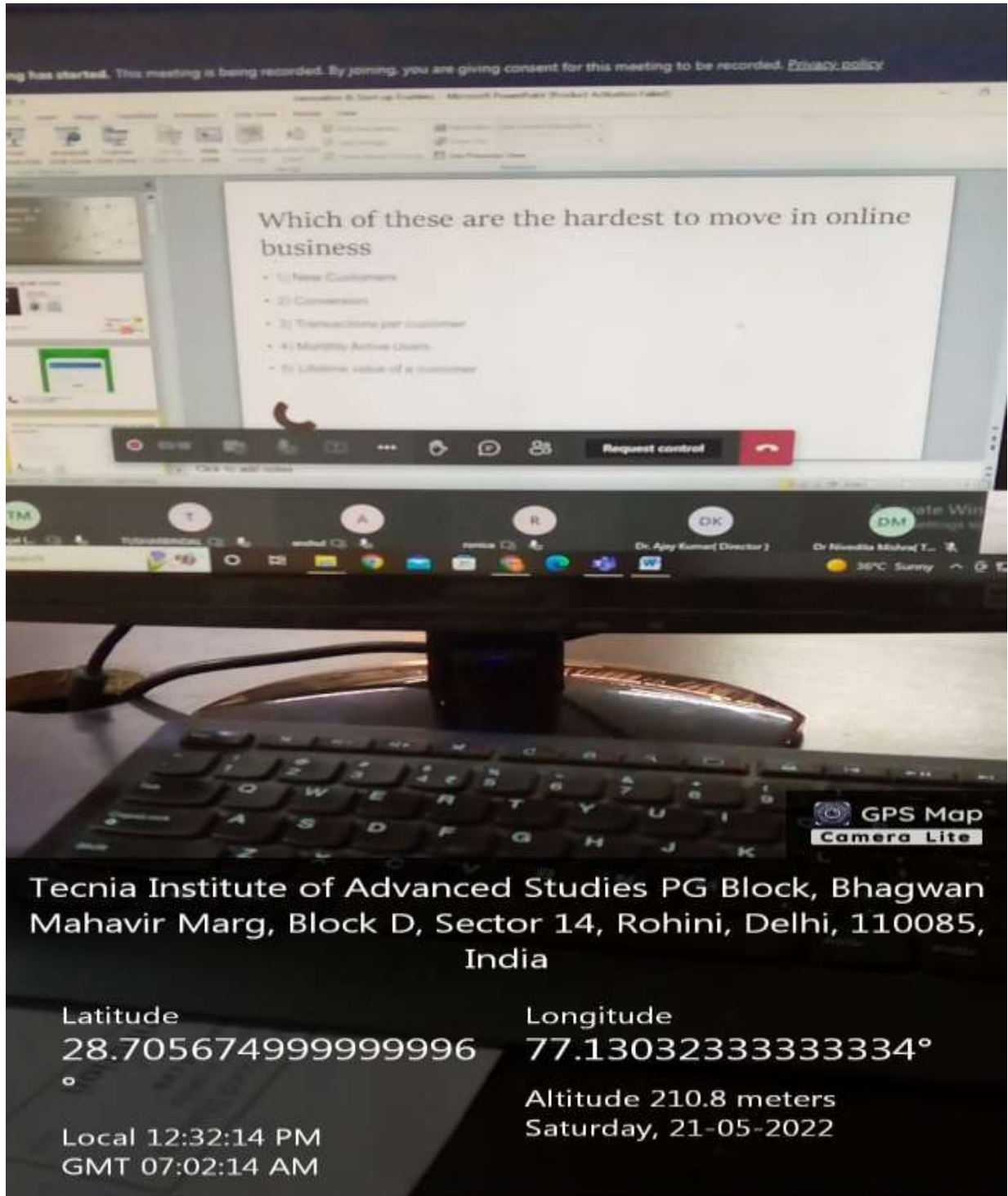
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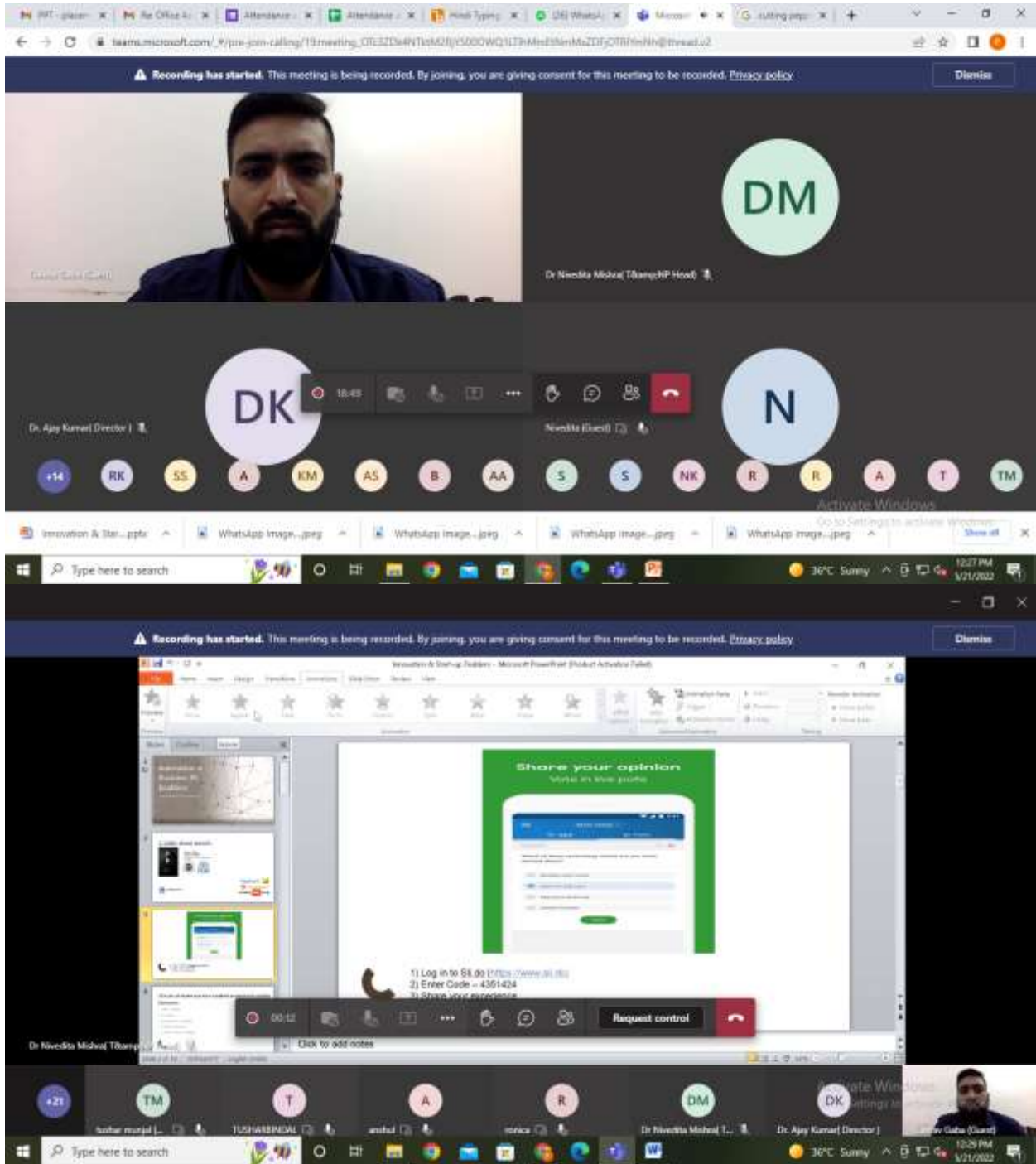
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GMT 06:46:37 AM

Altitude 322.7 meters

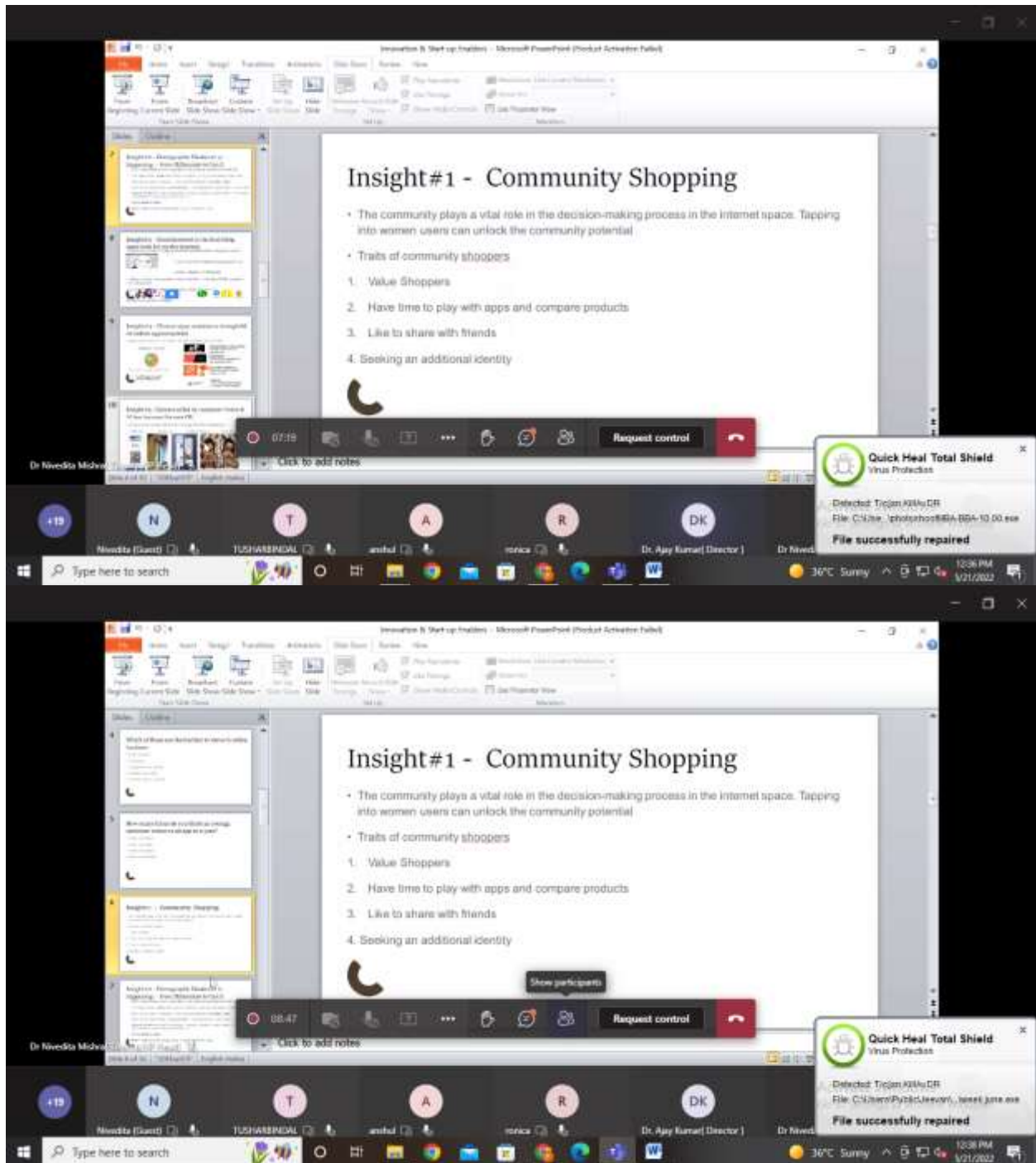
Saturday, 21-05-2022

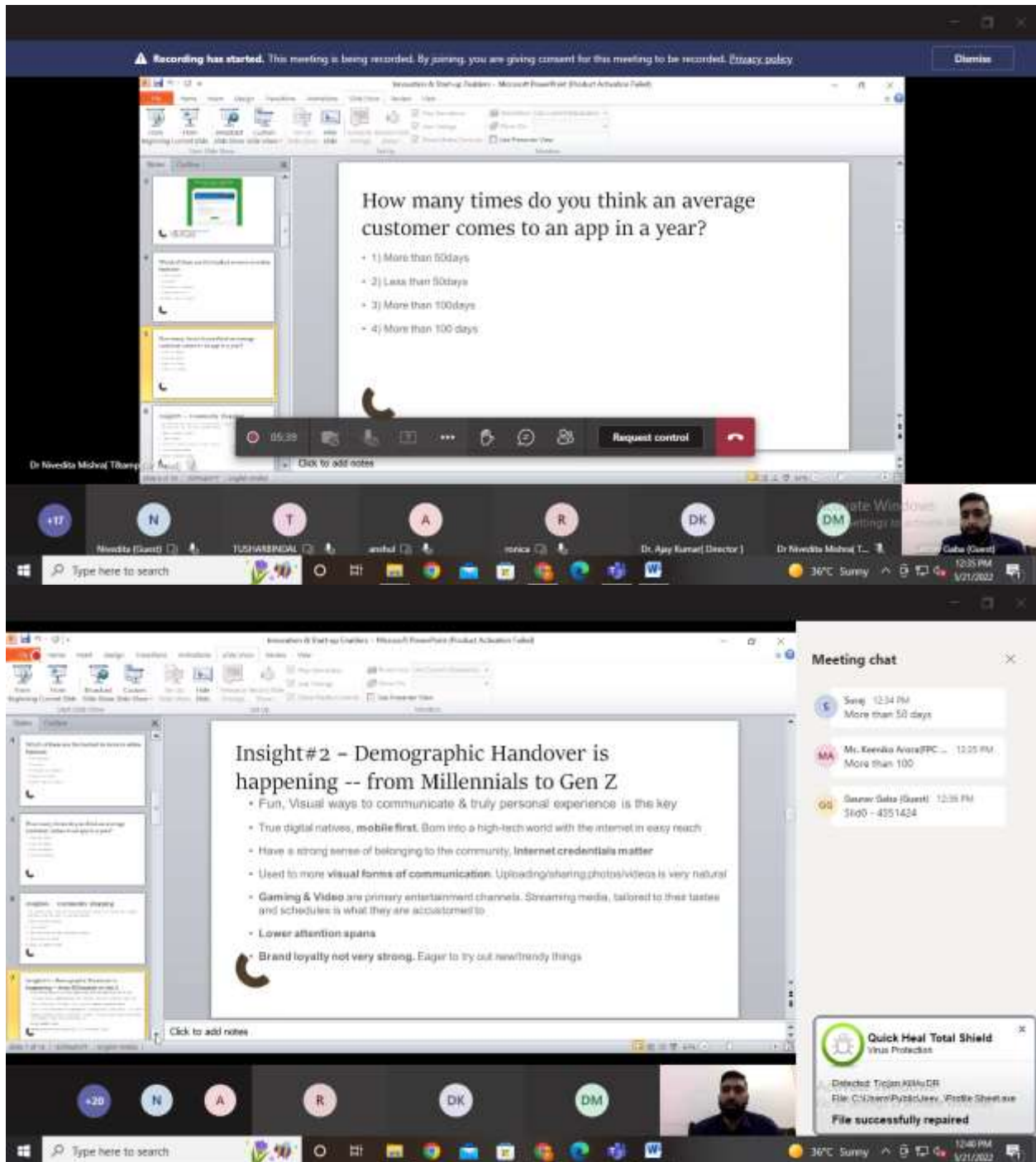




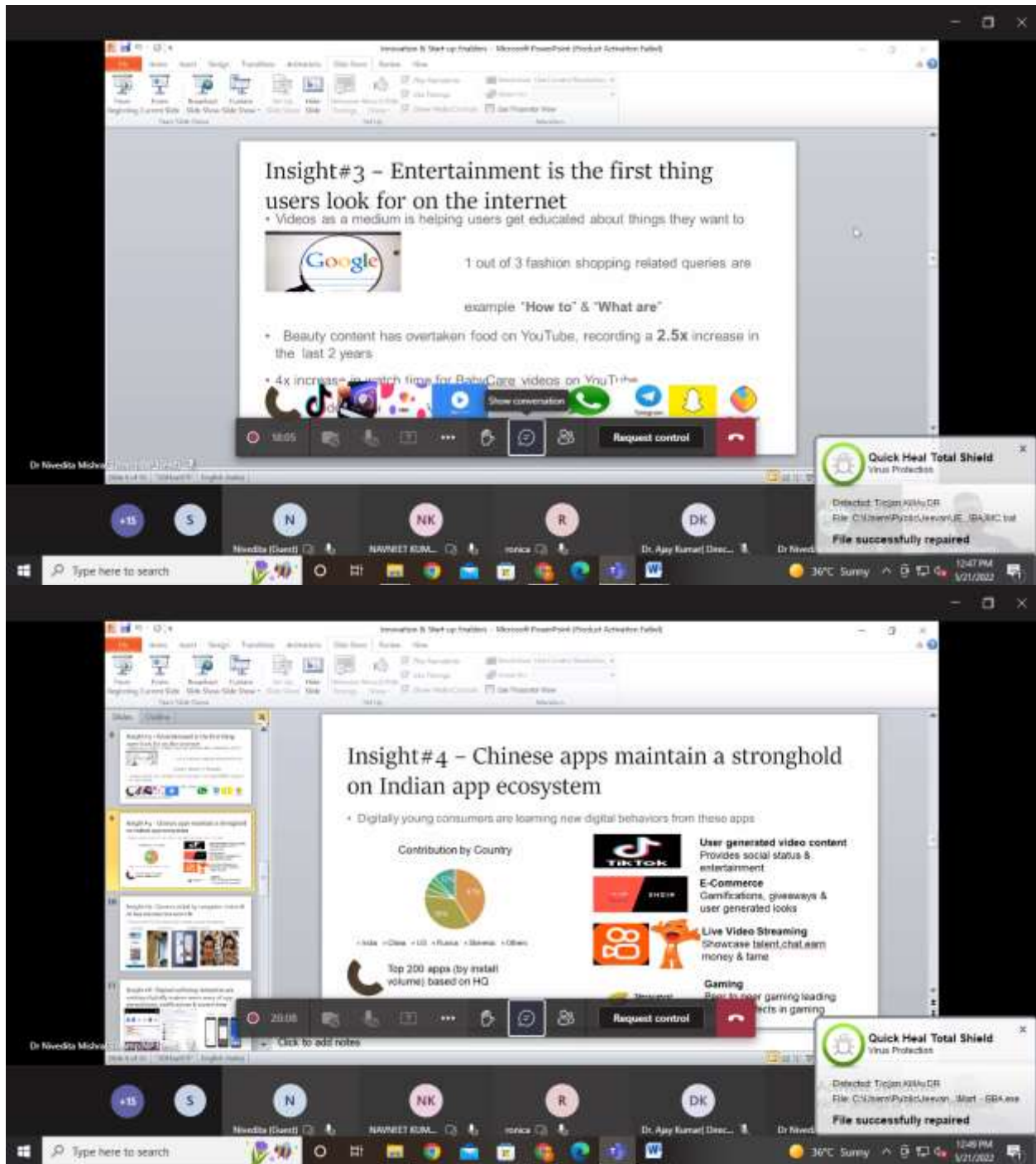


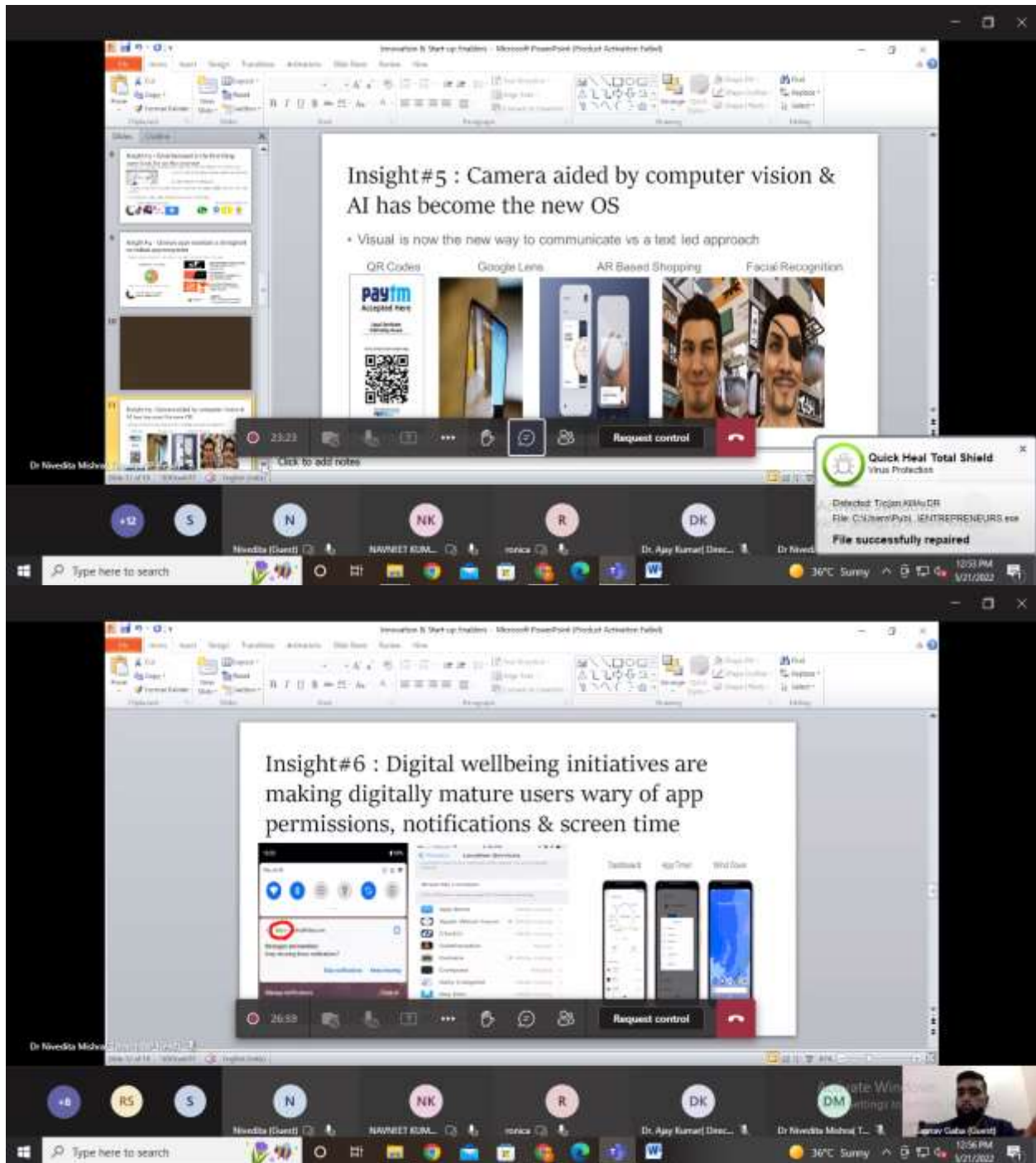


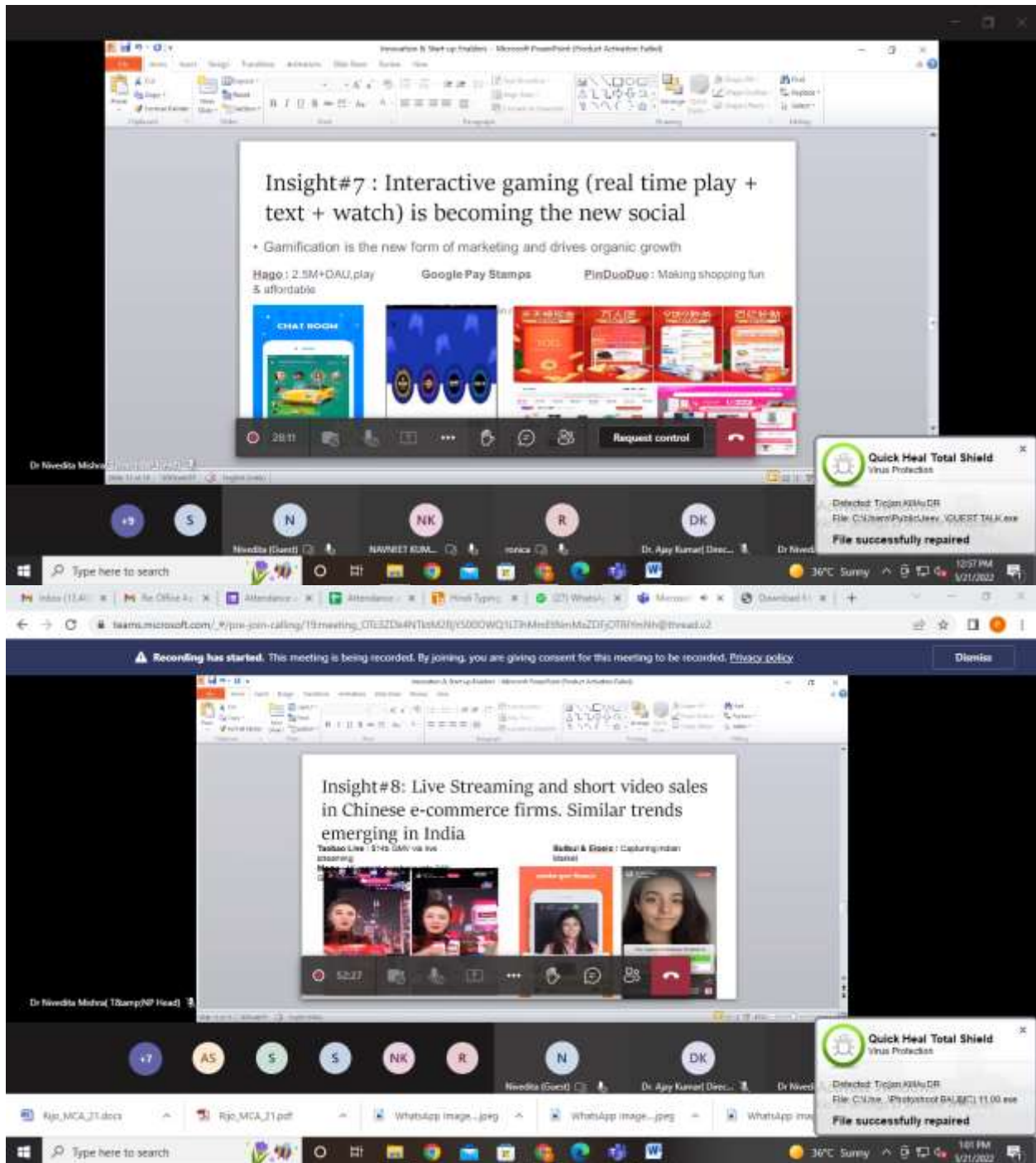














The image shows a Zoom meeting interface with two presentation slides. The top slide is titled "GenZ coming into the mix, a new model of e-commerce needs to turn hobby into habits" and contains a comparison table between a "Current Model" and a "New Model". The bottom slide is titled "Building Emotional Relationship & Being on top of customer mind" and features a flowchart illustrating the customer journey from visit to repeat purchase.

**Slide 1: GenZ coming into the mix, a new model of e-commerce needs to turn hobby into habits**

	Current Model	New Model
Customer Profile	English Speaking & Millennial	Non English speaking, Tier2, GenZ & Women
Customer Acquisition	Marketing Driven	Content & Gamification Led
Value Proposition	Convenience	Value
Selection	Mostly branded	Lesser Priced & Unbranded
Experience	English First and Text Led	UI/UX built for India, Conversational and assistive which is visual and video led
Engagement	Built for individual, missing social element	Built for community, social validation and gamification
Discovery	Intent driven and search based	Impulsive driven, Community/Influencer driven

**Slide 2: Building Emotional Relationship & Being on top of customer mind**

```

    graph TD
      A[Visit] --> B[First Purchase]
      B --> C[Repeat Purchase]
      C --> D[Brand Advocate]
      D --> E[Key Factors are personalized experiences and loyalty rewards]
  
```

Additional text on Slide 2: "Only existing organizations and priorities can share" (near the flowchart) and "Request control" (in the Zoom chat area).

Innovation & Start-up Initiatives - Microsoft PowerPoint (Product Activation Failed)

A user needs to be inspired, entertained, educated and assisted during different phases of the journey

Inactive	Inspiration	Compare & Decide	Buy	Delivery	Post delivery
Plays games online to win shopping offers	Read articles Goes to neighbourhood stores Spends time on social	Reads ratings & Reviews Shares with friends to seek their opinion			

38:50 Request control

Zoom Meeting Participants: +6, S, N, NK, R, DK, DM, Anvika Gaba (Guest)

Search: Type here to search

Taskbar: Edge, Chrome, WhatsApp, Zoom, Word, Outlook, File Explorer, Settings, Task View, Start

System Tray: 36°C Sunny, 1:08 PM, 1/21/2022

Innovation & Start-up Initiatives - Microsoft PowerPoint (Product Activation Failed)

3 Pillar of Strategy

- 1) Loyalty Programs.
- 2) Build for community
- 3) Have newer engaging experiences pivoted on social gaming, video , interactivity and the camera

45:07 Request control

Zoom Meeting Participants: +6, S, N, NK, R, DK, DM, Anvika Gaba (Guest)

Search: Type here to search

Taskbar: Edge, Chrome, WhatsApp, Zoom, Word, Outlook, File Explorer, Settings, Task View, Start

System Tray: 36°C Sunny, 1:11 PM, 1/21/2022

**List of Beneficiaries and feedback:**

SL.NO	NAME	PROGRAM	YEAR	ENROLLMENT NO.	OVERALL FEEDBACK
1	IRA SHARMA	BAJMC	1ST YEAR	6317002421	EXCELLENT
2	VANSH KALRA	BAJMC	1ST YEAR	6817002421	EXCELLENT
3	SHEETAL TIWARI	BAJMC	1ST YEAR	9717002421	EXCELLENT
4	HIMANSHI ARORA	BAJMC	1ST YEAR	15417002421	EXCELLENT
5	RISHITA GOYAL	BAJMC	1ST YEAR	3581	EXCELLENT
6	KANIKA BANSAL	BAJMC	1ST YEAR	3321302421	EXCELLENT
7	TANYA	BAJMC	1ST YEAR	5717002421	GOOD
8	MANYA GROVER	BAJMC	1ST YEAR	6117002421	EXCELLENT
9	DEV SHARMA	BAJMC	1ST YEAR	8121302421	EXCELLENT
10	ANAMIKA	BAJMC	1ST YEAR	11017002421	EXCELLENT
11	KEENIKA ARORA	BBA	----	----	EXCELLENT
12	NIDHI KHANDELWAL	BAJMC	1ST YEAR	10717002421	GOOD
13	KHUSHI PRUTHI	BAJMC	1ST YEAR	2117002421	GOOD
14	DR. NIVEDITA	T&P	----	----	EXCELLENT
15	SHEHBAZ	BCA	1ST YEAR	1917002021	AVERAGE
16	VANSHIKA NEGI	BCA	1ST YEAR	5217002021	GOOD
17	NAMAN BHAGAT	BCA	1ST YEAR	4121302021	EXCELLENT
18	UPANSHU	BCA	1ST YEAR	221302021	EXCELLENT, GOOD
19	KESHAV GUPTA	BCA	1ST YEAR	621302021	GOOD
20	AAYUSHI TYAGI	BCA	1ST YEAR	1721302021	EXCELLENT
21	NAVNEET KUMAR	BAJMC	1ST YEAR	12717002421	GOOD
22	ROHIT GUPTA	BAJMC	1ST YEAR	3617002421	GOOD
23	BHAVYA	BAJMC	1ST YEAR	15117002421	GOOD
24	PARTH BHATNAGAR	BAJMC	1ST YEAR	35317002424	GOOD
25	JIGYASA CHOPRA	BAJMC	1ST YEAR	13317002421	GOOD
26	POOJA BANSAL	BAJMC	1ST YEAR	35517002421	EXCELLENT
27	AKANKSHA RAI	BAJMC	1ST YEAR	1421302421	EXCELLENT
28	GARV ARORA	BAJMC	1ST YEAR	10017002421	AVERAGE
29	SWATI CHANDOLA	BCA	1ST YEAR	1921302021	EXCELLENT
30	MAHIVA BANSAL	BCA	1ST YEAR	1617002021	GOOD
31	DIPANSHU PAHUJA	BAJMC	1ST YEAR	14517002421	EXCELLENT, GOOD
32	SANJANA	BAJMC	1ST YEAR	35621302421	GOOD
33	SARTHAK THAKUR	BAJMC	1ST YEAR	3217002421	GOOD
34	MS. HEENA LAL	FACULTY	----	----	EXCELLENT
35	NAMAN BHAGAT	BCA	1ST YEAR	4121302021	EXCELLENT
36	UPANSHU	BCA	1ST YEAR	221302021	EXCELLENT, GOOD
37	KESHAV GUPTA	BCA	1ST YEAR	621302021	GOOD