



**Maharaja Agrasen Institute of Management Studies**  
Affiliated to GGS IP University; Recognized u/s 2(f) of UGC  
Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution  
Sector 22, Rohini, Delhi -110086, India; [www.maims.ac.in](http://www.maims.ac.in)

**Webinar Cum Quiz on “E commerce: Changing Landscape”**

**E Commerce Lab Performance Award Function**

**&**

**Training & Placement Progress Report – Academic Year 2020-21**

**2<sup>nd</sup> August 2021**

**Report**

Department of Business Administration, MAIMS organized a webinar cum quiz titled- **“E commerce- Changing Landscape”** on Monday, 2<sup>nd</sup> August, 2021, between 3:00- 5.00 P.M.

The webinar aimed in giving students a better understanding about the scope of Ecommerce and M commerce in future. The webinar also aimed to make students aware of the sudden changes in economy of different countries across the globe in terms of E Commerce.

The Guest speaker for the event was Mr. Varun Gupta, who is working with Nagarro as Director, Program Management and Technology, Nagarro Gmbh which is a German based IT engineering Company. He has completed his graduation from IP University and MBA from IIM Calcutta in leadership management and Strategy. He has 17+ years of experience working with different IT giants and carries global experience. He is handling key accounts in Nagarro and carries a rich understanding of commerce solutions and market dynamics.

The event commenced at 3.00 P.M. with student **Ms. Shweta Gupta, BBA** welcoming Ms. Rashi Aggarwal Co-Convener of the event. Ms Rashi Aggarwal further welcomed all the esteemed guests and the dignitaries present in the meeting, and introduced Prof. (Dr.) Vijay Kumar Khurana, HOD – Business Administration & Coordinator, IQAC to the audience.

Prof. Khurana highlighted some valuable points explaining the importance of E-commerce and focused on future of E-Commerce. The students then welcomed Prof. (Dr.) Ravi Kumar Gupta, Director MAIMS, who lauded the organizers for their efforts for organizing the event, he also appreciated the participants who took part in the event.

This was followed by an address by Ms. Richa Mahajan, an alumna of BBA. The foundation of her career was kept with prestigious MAIMS (BBA in banking and insurance). She broke the stereotype of working in corporate world after MBA and started her own business of academic content writing and researching for international students and universities. In past one decade, she has built strong



collaborations with UAE Universities. Her team is closely-knitted with different community of UAE that embraces its diversity and provides a rich, supportive environment for students to thrive in as they become outward-looking and responsible individuals ready to join the world.

The students then welcomed the guest speaker of the day Mr. Varun Gupta. He thoroughly explained the importance of ecommerce industry in today's world, and how all developed as well developing countries are increasingly adopting the selling and buying of the products via ecommerce. He also focused on the type of ecommerce strategies and models in the industry. The participants were introduced to different phases of developing ecommerce websites and the different phases of Customer journey over website.

The lecture then proceeded with the Questions Answers Round. It was followed by Quiz and Three Winners were selected who were awarded Cash Prize worth Rs 500 each.

#### ***Ecommerce Lab Performance Report***

Thereafter, Ms. Sarita Bansal Garg presented **Ecommerce Lab Performance Report**. MAIMS always encourages practical learning, and recognizes efforts put in students towards practical learning. The three top performers were announced from each section of Second Semester BBA which were judged on the overall basis of different parameters such as Attendance, Quiz, Internal MCQ, File submission and Internal Viva. These students have been awarded by the Certificate of Excellence in Ecommerce Lab Subject/ course.

#### ***Training and Placement Progress Report***

Moving Ahead, Ms. Preeti Bansal, Coordinator, Training and Placement Cell, MAIMS presented **Training and Placement Progress Report** of the Academic year 2020-2021. She listed the name of the companies which has offered placement to final year students of BBA and Internship to Fourth semester students. It is indeed a proud moment that around 50 students of BBA and B.Com got placed in various MNC having maximum package of 6.5Lp a. Besides that, nearly 150 students of fourth semester appeared for interviews and out of which 100 students cracked the interview and got the Paid Internship.

At the end, Students who had worked hard as an Active Member of the placement cell during the academic year 2020-21 were awarded with the Certificate of Appreciation. These were awarded to the placement cell members to 7 students of BBA 4<sup>th</sup> semester (Batch 2019\_22) and 7 students of BBA 6<sup>th</sup> semester (Batch 2018\_21).



### Quiz Results

This was followed by announcement of **quiz results**. Three quiz winners are being awarded with cash prize of Rs.500/- each. The names of quiz winners are

1. Rijul Jain
2. Harsh Dahiya [harshdahiya262@gmail.com](mailto:harshdahiya262@gmail.com)
3. Pranjal Chandra [pranjalchandra.ipu238938@maims.ac.in](mailto:pranjalchandra.ipu238938@maims.ac.in)

The event concluded with Ms.Meenakshi Gupta, Co-Convener of the event, giving the vote of thanks.

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### Faculty Conveners:

- **Ms. Sarita Garg** (Associate Professor, MAIMS)
- **Ms. Rashi Aggarwal** (Assistant Professor, MAIMS)
- **Ms. Meenakshi Gupta** (Assistant Professor, MAIMS)

### Student Coordinators- Ms. Shweta Gupta, BBA

### Glimpses of the Program:



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Zoom Meeting

Recording

6 people entered the waiting room

Participants: shweta gupta, Rashi Aggarwal, DIRECTOR MAIMS, MEENAKSHI GUPTA, Sarita Bansal Garg, Vijay Kumar Khurana, Varun, Varsha Kucheria, Ritesh Jain, YAJAT, Ankit Kumar 2D, sumedha dutta, V.A.DPhani Raj..., Esha Gulati, Garvit garg, BHARTI AGGAR..., Sruthi P, YANIKA T, Satyam KUMAR, Connecting to audio --, I KALL, Sanjeeb Limbu, Aishwarya R, Kirat Singh Sodhi, Janvi Dubey 2B

1/5

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Unmute Stop Video Security Participants 114 Chat Share Screen Record Reactions Leave

Zoom Meeting

You are viewing Varun's screen

Recording

### And the winning themes?

#### Key themes around value proposition likely to unfold

Level of maturity with sufficient scale observed currently in India	Theme	Description
Low	Responsible Retail Conscious play	Mainstream sustainability, localized sourcing, fair trade and alignment with consumer values
Low	Alternate retail Non traditional offerings	New business models, e.g. subscriptions, renting, or solution based retailing
Low	Personal Retail Individual is important	Individual level personalization, customization of product/service
Low	Omni-channel Retail Seamless channels	Uniform, smooth and integrated experience across in-store and online channels
Low	Spectacular Retail Experience led	Retailtainment (entertainment, gamification, experiences, additional services) to engage/involve consumers
Low	Value Retail India values "value"	Low price
High	Convenient Retail Quick and easy	Ultra-convenient in-store experience, delivery, online journey; customer access through smaller stores

Source: BCG analysis, experience

Participants (121)

Waiting Room (0)

In the Meeting (17)

- Rashi Aggarwal (Co-host, me)
- Rashika Bansal (Co-host)
- V.A.DPhani Raj Kumar
- Pranjal Chandra
- Kirat Singh Sodhi
- GAURANG JAIN 2D
- Gaurav Arora
- Nayraa Sethi 2E
- Simran Mehta 2C
- Dheeraj Sharma
- Samaira Kumar
- Kushagra Goyal
- Arjun Prakash
- Sneha Parashar

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29°C Rain showers 15:51 02-08-2021