

E- Commerce as a growth driver

An **online workshop** offering guidance on how to enhance business through E- Commerce

Limited seats
Last date of enrollment
July 25th, 2024

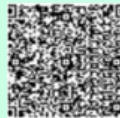
Workshop designed for:

- **Entrepreneurs**
- **Cluster based enterprises**
- **Members of Cooperative Society**
- **Members of NGOs, CSOs and Small scale enterprises**

Enroll by paying to

Name: Indian Micro Enterprises Development Foundation
Account No: 921010006516021 Bank Name: Axis Bank
Bank Address: Katwaria Sarai, Delhi-110016
IFSC Code: UTIB0004516
E-mail the receipt to

rsharma2@devalt.org/imedf@devalt.org



QR code for participation fee

Powered by Indian Micro Enterprise Development Foundation
Development Alternatives Group

Workshop offers:

Guidance and Support related to

- **Digital ecommerce platform's role and structure**
- **Process for onboarding**
- **Services offered by the digital e-commerce platforms**

Key elements for sustained business growth



What is a Digital E- Commerce platform ???

Digital E-commerce platform is the trading of goods and services online. The internet allows individuals and businesses to buy and sell physical goods, digital goods, and services electronically.

An opportunity to learn:

What is e-commerce?

Why is it important for your business growth?

Who should have presence on e-commerce sites?

Which are the various e-commerce platforms ?

What is the process for onboarding?

What are the key success factors ?

How to use mobile phone for business development ?

Vishakha Arora

CEO, Founder – Polestarre



Polestarre's spectrum of services are the result of Vishakha's ideation, and depth of garnered understanding. Vishakha's journey initiated due to her profound interest in Creative Writing, and her kindled allure towards the digitized world, and the scope of its untapped potential for growth. Her skill set consists of a dynamic range of abilities, but the most striking proficiency she possesses is her flair for business, combined with her agility and competent know-how.

Mohamed Nabeel

Director Business Development & Operations at Polestarre



With over 8 years of extensive experience in graphic design, studio management, pricing strategies, marketing initiatives, sales optimization, operational efficiency, and team building. His expertise spans the entire spectrum of e-commerce success, from inception to implementation. He leverages his comprehensive skill set to elevate brands' online presence and profitability.

Jawad Ahmed

Marketing Manager, Polestarre



Ecommerce professional with 3 years of experience in driving on boarding sellers from different categories using various ecommerce platforms and tools. Proven track record in achieving significant improvements in vendor relationships, and customer satisfaction ratings, problem-solving, conflict resolution and improving customer retention.

Sameer Kapoor

Business Strategy Consultant



Sameer Kapoor is a management professional with a storied career across varied industries and structural dynamics. He has helped the leadership roles at companies like NDTV, Scholastic India and Hindustan Times amongst others. His extensive domestic and international experience has seen him navigate both line and staff functions in multinational corporations and native Indian companies.

