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samvad

QUICK COMMERCE

HIGHLIGHTS OF THE MONTH

WeChat: Haseanulla
(City Head ,Big basket Instant & Daily Business Operations manager)

Expected Revenue CAGR 2025-2029 of ~16.60%

Market volume of US$9.95bn by 2029.

MESSAGE FROM THE DIRECTOR

Prof. Dr. Uday Salunkhe
Group Director

Dear Readers,

It gives me great pride to introduce SAMVAD's edition every month. Our SAMVAD team's efforts seem to be paying off, and our readers seem to be hooked onto our magazine. At WeSchool, we try to acquire as much knowledge as possible and share it with everyone.

As we begin a new journey with 2023, I sincerely hope that SAMVAD will reach new heights with the unmatched enthusiasm and talent of the entire team.

Here at WeSchool, we believe in the concept of AAA: Acquire Apply and Assimilate. The knowledge you have acquired over the last couple of months will be applied somewhere down the line. When you carry out a process repeatedly, it becomes ingrained in you and eventually tends to come out effortlessly. This is when you have assimilated all the knowledge that you have gathered.

At WeSchool, we aspire to be the best and unique, and we expect nothing but the extraordinary from all those who join our college. From the point of view of our magazine, we look forward to having more readers and having more contributions from our new readers.

SAMVAD is a platform to share and acquire knowledge and develop ourselves into integrative managers. Our earnest desire is to disseminate our knowledge and experience with not only WeSchool students but also the society at large.

Prof. Dr. Uday Salunkhe,
Group Director

ABOUT US

OUR VISION

"To nurture thought leaders and practitioners through inventive education."

CORE VALUES

Breakthrough Thinking and Breakthrough Execution
Result Oriented, Process Driven Work Ethic
We Link and Care
Passion

"The illiterate of this century will not be those who cannot read and write, but those who cannot learn, unlearn and relearn." -Alvin Toffler.

At WeSchool, we are deeply inspired by the words of this great American writer and futurist. Undoubtedly, being convinced of the need for a radical change in management education, we decided to tread the path that led to the corporate revolution.
Emerging unarticulated needs and realities require a new approach in both thought and action. Cross-disciplinary learning, discovering, scrutinizing, prototyping, learning to create and destroy the mind's eye needs to be nurtured differently.
WeSchool has chosen the 'design thinking' approach towards management education. All our efforts and manifestations, as a result, stem from the integration of design thinking into management education. We dream of creating an environment conducive to experiential learning.

FROM THE EDITOR'S DESK

Dear Readers,

Welcome to the **156th** Issue of **Samvad!**

SAMVAD is a platform for "Inspiring Futuristic Ideas", we constantly strive to provide thought-provoking articles that add value to your management education.

We have an audacious goal of becoming one of the most coveted business magazines for B-school students as well as industry experts across the country. To help this dream become a reality, we invite articles from all management domains, giving a holistic view and bridging the gap between industry veterans and students through our WeChat section

In this special issue of SAMVAD, we explore for 'QUICK COMMERCE' with an exclusive interview of Haseanulla the city head at Bigbasket Instant & Daily Business Hyderabad. He has total experience of 11 years in Retail inventory management and Last mile, with 4 years in Business development & Operations Management. Do not miss a chance to read this one of a kind interview that gives you a great insight into Quick Commerce and how it is changing the world around us.

Quick commerce (Q-commerce) is revolutionizing retail by offering ultra-fast deliveries, often within 10 to 30 minutes. This shift is driven by consumer demand for instant gratification, enabled by hyper-local fulfillment centers, dark stores, and AI-driven logistics. Unlike traditional e-commerce, which focuses on scheduled deliveries,

Q-commerce prioritizes speed, making essentials like groceries, medicines, and daily-use items available almost instantly. This has led to a fundamental change in consumer expectations, forcing traditional retailers and e-commerce giants to adapt by enhancing their supply chains and investing in last-mile delivery innovations.

FROM THE EDITOR'S DESK

However, the rapid rise of Q-commerce comes with challenges. Sustainability concerns are growing, as frequent small-order deliveries increase packaging waste and carbon emissions. The reliance on gig workers for ultra-fast delivery also raises questions about fair wages and working conditions.

Additionally, many Q-commerce startups struggle with profitability due to high operational costs and the pressure to keep delivery fees low. Despite these challenges, Q-commerce is shaping the future of retail, pushing businesses to rethink convenience, speed, and efficiency in an increasingly digital world. As Q-commerce reshapes how we shop, the question remains: Can it sustain its rapid growth while addressing its challenges? Dive deeper to explore how this revolution is impacting businesses, workers, and the future of retail.

We hope you have a great time reading SAMVAD!
Let's read, share and grow together!

Best Regards,
Team Samvad.

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WeChat

Haseanulla

City Head ,Big basket Instant & Daily Business
Operations manager
MBA-Retail Management
2018 - 2019

With your 8-years of experience at Big Basket, what's your opinion about the transition from retail stores to e-commerce industry and now to quick commerce with companies like Zepto & Blinkit taking up 10 minutes deliver?

When I started with Big Basket, we operated on a next-day delivery model. Same-day delivery was unheard of. I recently came across an Amazon ad on Saavn where they promoted same-day delivery, which made me laugh. This shift is remarkable—what started as next-day delivery has now evolved into 10-minute deliveries.

Earlier, we would plan for the next day, preparing and storing orders before dispatch. Now, orders must be fulfilled instantly. If you miss your window, the customer moves to another provider. Consumer behavior has also changed drastically—from bulk monthly purchases to frequent, smaller orders, sometimes as often as 15 times a month.

The digital revolution in India has played a massive role in this shift. Five years ago, before COVID-19, smartphone penetration was limited. Today, every household owns a smartphone, enabling easy access to quick commerce platforms.

To explain this shift, I often use an analogy: drinking water. You can't consume three litres of water at once; instead, you drink it in small amounts throughout the day. Similarly, customers no longer plan all their shopping in advance; they buy what they need when they need it. This real-time convenience is the essence of quick commerce.

WeChat

As your domain lies in logistics and inventory management, could you explain how logistics systems are structured toensure product delivery within 10 minutes?

In the one-day delivery model, we operated large distribution centers that managed inventory and stock. For instance, in Mumbai, we had about 10 large stores strategically placed across the city to enable planned deliveries.

With the rise of quick commerce, these 10 large stores have been fragmented into 100 smaller stores, each catering to hyperlocal areas. The key logistical shift is ensuring proximity to the customer—more micro-fulfilment centers mean faster deliveries.

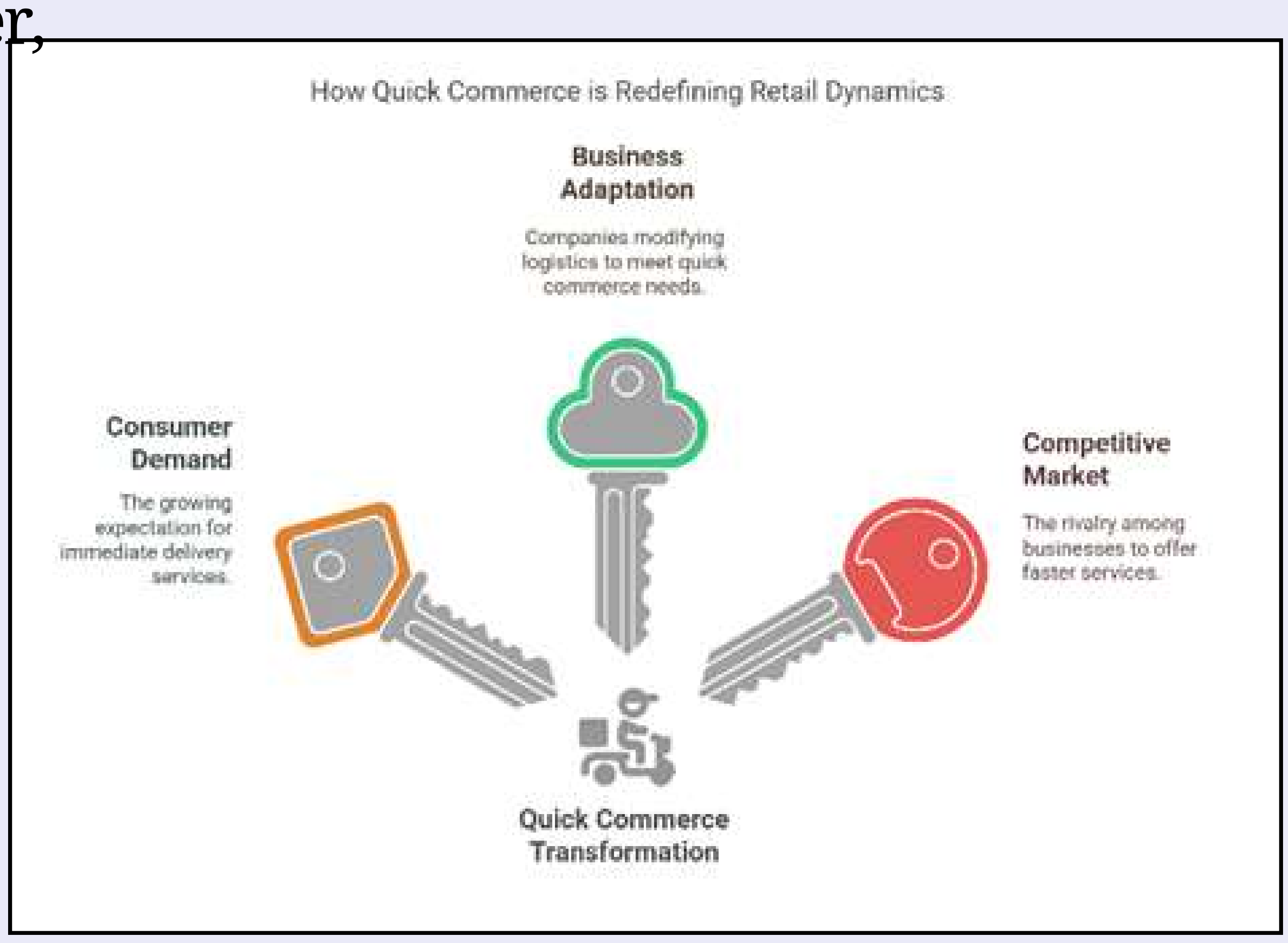
While the number of stores has increased, core inventory management principles remain unchanged. The fundamental policies, processes, and supply chain frameworks still, apply, but they now operate on a much smaller, decentralized scale to enable rapid fulfilment.

As students, we study concepts like Just-in-Time and Lean Manufacturing in operations. Do you think academic theories align with real-world industry practices?

Yes and no. Theories provide a solid foundation, but practice application is different. Some businesses operate with well-defined processes, while others adapt based on real-time market dynamics.

Concepts like Just-in-Time and Lean Manufacturing influence industry practices, but real-world execution often requires flexibility. Companies use academic principles as guidelines, but they modify them based on operational realities.

Understanding both theory and adaptability is key to excelling in this industry



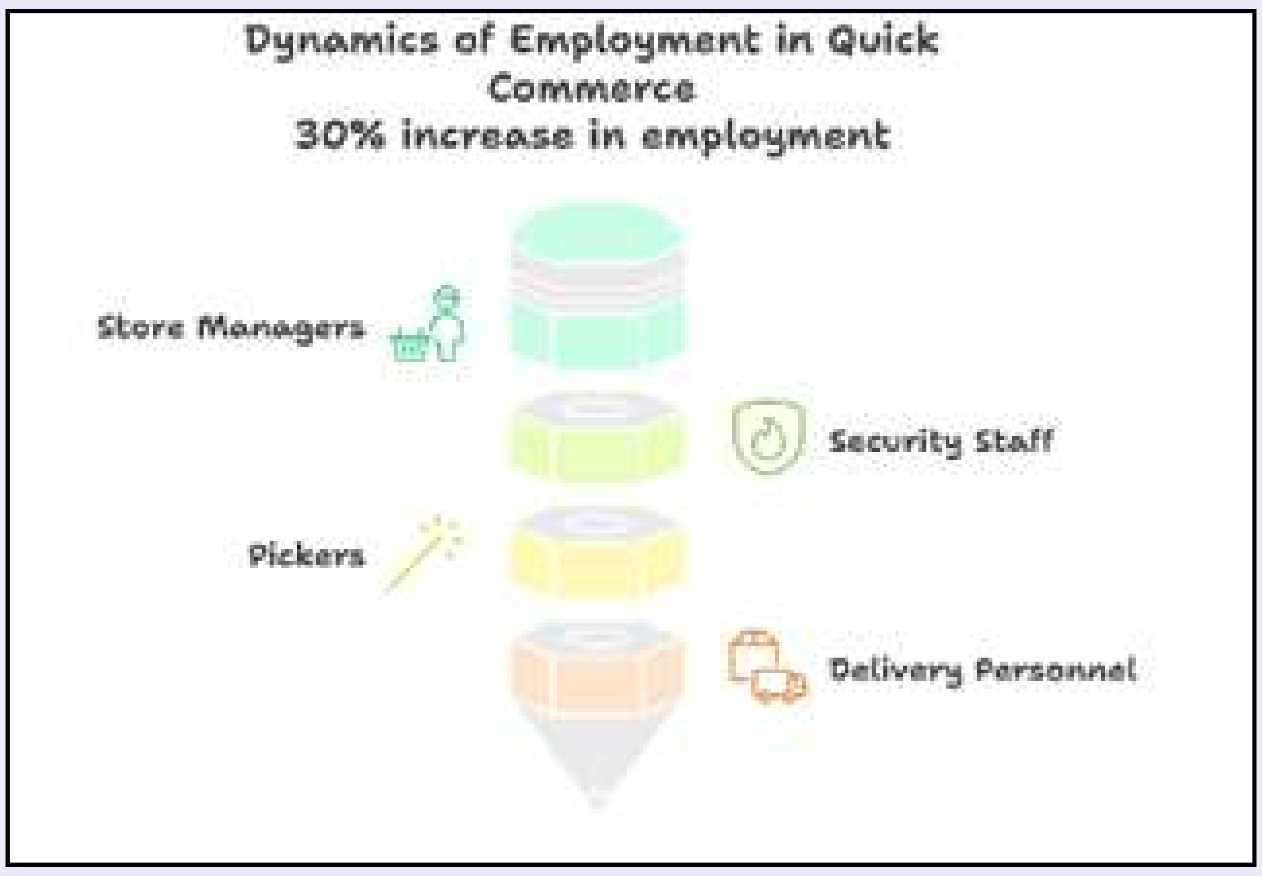
WeChat

With more stores opening, has employment increased, or is automation taking over?

Employment has definitely increased, by about 30%. Some roles—like store managers and security staff, especially female security personnel—are mandatory, leading to a rise in hiring.

However, for pickers and delivery personnel, demand is directly proportional to order volumes.

If orders increase, manpower scales accordingly. Automation has enhanced efficiency, but human workers remain crucial in ensuring fast and accurate deliveries

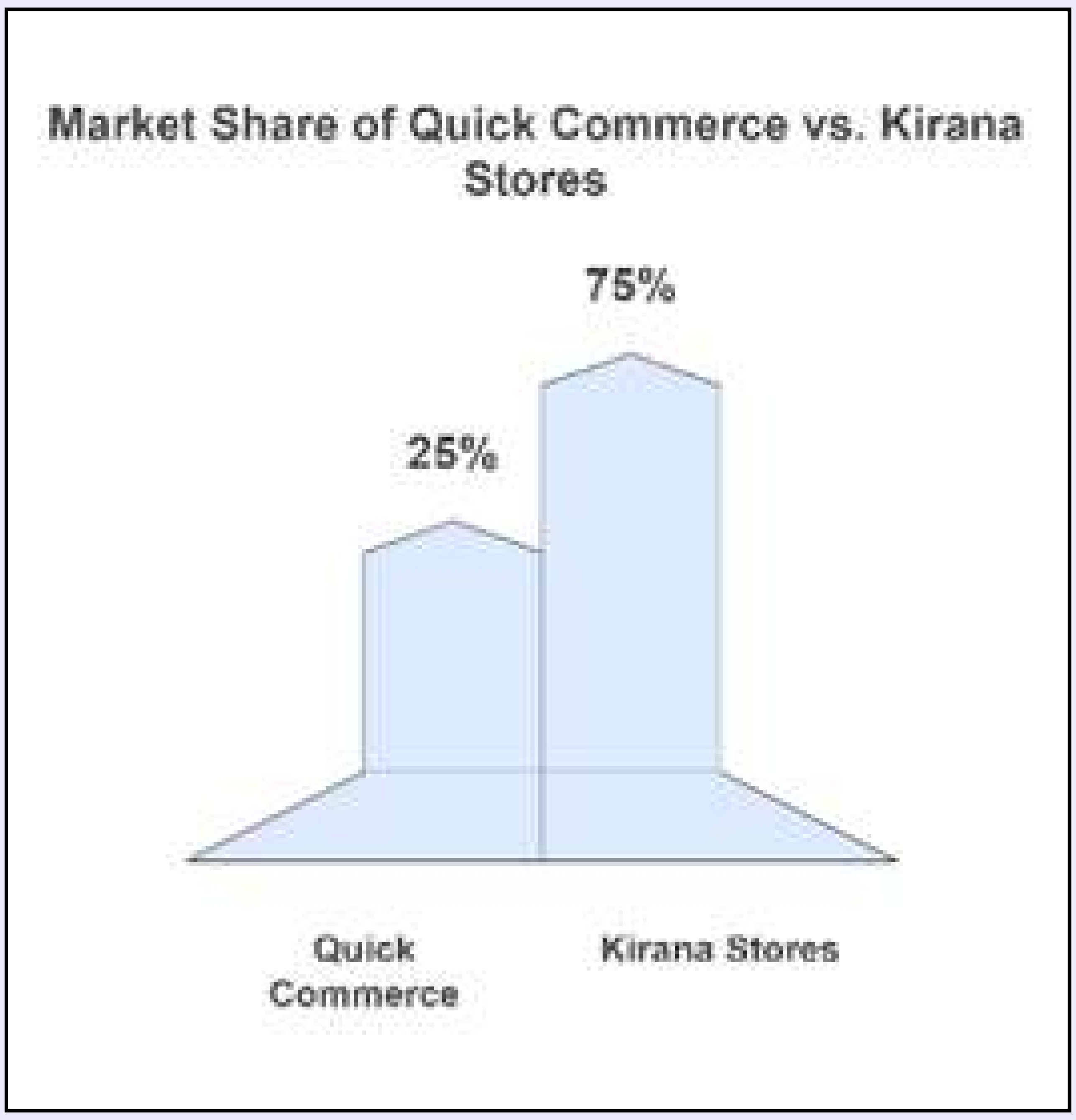


Do you think Quick commerce is endangering the local Kiran stores and what future do we see for these local stores?

Quick commerce currently holds about 25% of the market share, while Kirana stores still dominate at around 75-85%. However, this shift is driven by convenience—late-night, early-morning, or mid-day purchases when stepping out is inconvenient.

Most consumers still rely on Kirana stores, but a younger, digital-native generation is gradually making the transition.

Over the next 5-10 years, kirana stores may lose up to 50% of their market share as consumer behaviour continues to evolve.



How can the majority players differentiate themselves beyond just speed- what will be the next big competitive advantage in this industry?

Speed remains a key factor, but other elements will play a crucial role:
Availability: Customers want to find what they need instantly. If one app doesn't have a product, they'll switch to another.

Pricing: Even a ₹5 difference in pricing can make customers switch between platforms.

Product range: The platform that becomes a true one-stop-shop will dominate the market.

For instance, during Valentine's Week, all quick-commerce players curated special offerings. The more a platform understands consumer needs and provides personalized, seasonal, and relevant options, the more successful it will be.

What are the biggest technological gaps quick commerce players need to address for long-term scalability?

The biggest challenge will be the availability of delivery personnel. Currently, many delivery workers are young individuals who couldn't find other jobs. However, as education improves and employment opportunities expand, fewer people will opt for delivery jobs.
This will force companies to rethink workforce policies, benefits, and automation strategies.

Tech advancements will focus on AI-driven automation. AI could predict consumer needs, auto-suggest orders, and optimize inventory better than ever before.

For instance, if a customer orders groceries every Saturday night, AI could pre-fill their cart or suggest alternative products. This level of personalization will define the next phase of quick commerce.

Beyond 10-Minute Deliveries: What’s Next for Quick Commerce After the Initial Hype?

The Birth of Quick Commerce: A Modern-Day Urban Tale

Winner

BHAKTI TIRTHANI , VAROON CHHATRE

PGDM- Business Design (2024-26)

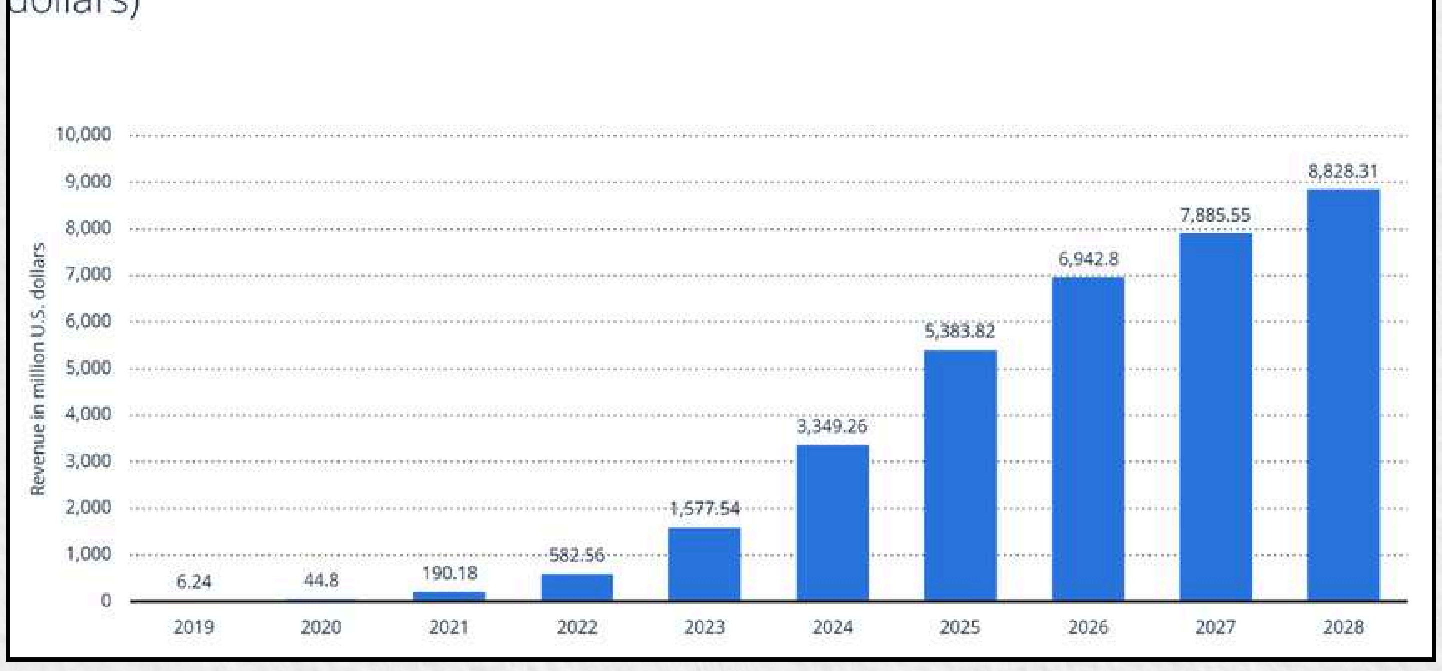
Prin. L. N. Welingkar Institute of Management Development and Research (WeSchool)

LinkedIn: Bhakti & Varoon

It all started with a simple problem: the forgotten grocery item. A busy professional rushing home, only to realize there's no milk for morning coffee. A college student cramming for exams, suddenly craving instant noodles. Enter quick commerce (q-commerce), delivering essentials in 10 minutes or less—unprecedented convenience that India’s urban population quickly embraced.

From a $582 million market in 2022, India’s quick-commerce sector is now expected to reach $5.4 billion by 2025. But as the initial euphoria settles, the industry faces new challenges: Where does quick commerce go from here?

Revenue of quick commerce across India from 2019 to 2028 (in million U.S. dollars)



But as the initial euphoria settles, the industry faces new challenges and questions: Where does quick commerce go from here?

Why Quick Commerce Gained Traction in India?

A mix of technology and shifting consumer habits fueled Q-commerce’s rise:

- Convenience: Gen Z and millennials prioritize speed over traditional shopping. With hectic schedules, deliveries within 10-30 minutes have been a game-changer.
- Connectivity: With 750+ million smartphone users and expanding 4G/5G networks, digital adoption is at an all-time high.
- COVID Effect: The pandemic accelerated online grocery adoption, making ultra-fast deliveries the new normal.
- Cashbacks & Discounts: Platforms like Zepto, Blinkit, and Swiggy Instamart attracted users through aggressive pricing and subscription-based free deliveries.

The 10-Minute Delivery Wars: Speed as a Brand Promise

At the height of the quick-commerce boom, companies raced to outdo each other in delivering speed and convenience. Their marketing campaigns reflected this frenzy:

- Blinkit (formerly Grofers): A total rebrand, with billboards screaming, "Groceries in 10 minutes!"
- Swiggy Instamart: Portraying itself as the savior for last-minute needs—whether it was a missing ingredient or a late-night craving.
- Zepto's Instant Gifting Campaign: Encouraging users to send last-minute gifts like chocolates and flowers within minutes.
- Zomato's Nationwide Food Delivery: A bold experiment to bring local flavors to national customers, making regional delicacies available across the country.

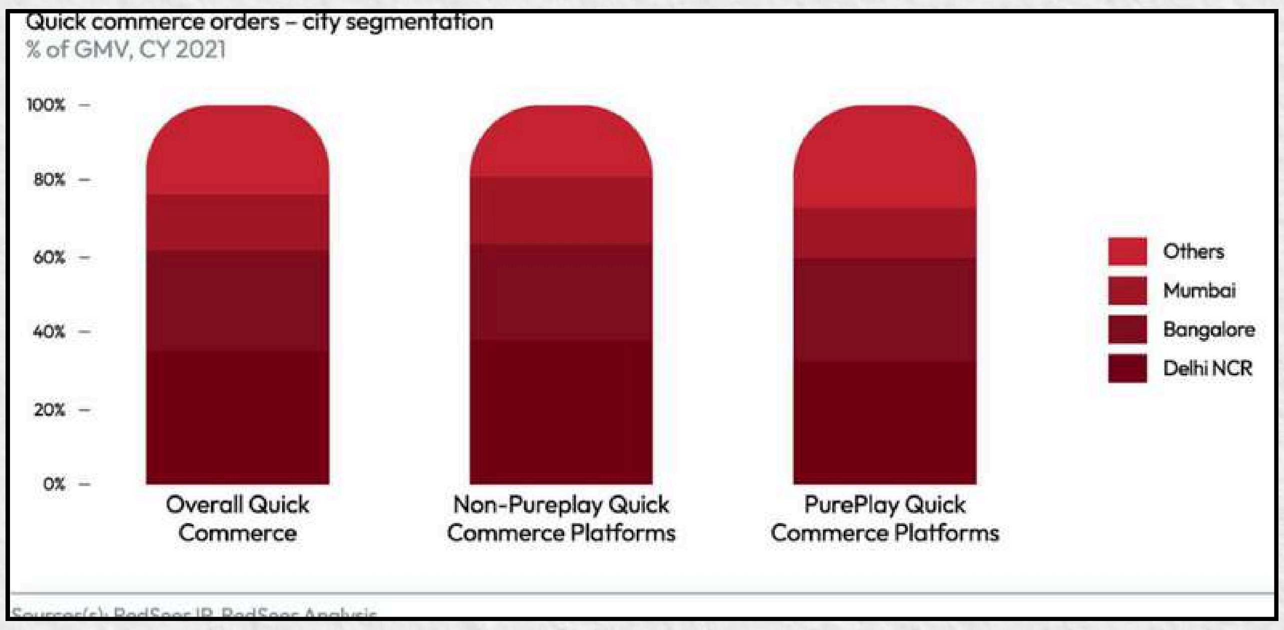
Each brand tried to position itself as the fastest, the most reliable, and the most essential. But quick commerce wasn't just about food and daily necessities anymore.

The Shift to Productization: Beyond Groceries and Snacks

The industry's biggest evolution has been in its expansion to high-value products. The first wave was about everyday essentials, but now, brands are proving that quick commerce can deliver much more:

- Škoda on Zepto: Imagine test-driving a car within 10 minutes of booking it on an app. Zepto partnered with Škoda to make this happen, changing how customers experience automobiles
- Manyavar Wedding Wear: Last-minute wedding emergencies? Manyavar now delivers wedding attire in under 10 minutes, catering to the chaos of Indian weddings.

From groceries to cars, from instant noodles to wedding sherwanis, the transformation is real. But quick commerce has largely remained an urban privilege. Can it extend its reach beyond metro cities?



The Missing Half: What About Rural India?

Quick commerce thrives in India's dense urban landscapes, where warehouses are nearby and delivery riders can zip through traffic. But what about the rest of the country?

- Infrastructure Challenges: Semi-urban and rural areas lack the robust logistics networks required for rapid deliveries.
- Digital Divide: While smartphone penetration has grown, digital commerce adoption remains lower in smaller towns and villages.

- Behavioral Differences: Older generations and non-tech-savvy users often prefer traditional retail experiences over app-based transactions.

The Future: More Than Just Fast Deliveries

The next phase of quick commerce must move beyond speed and into intelligent commerce and impact. Here's what could change the game:

Rural-Urban Overnight Connect: Quick commerce could act as a two-way street—delivering authentic rural products from rural areas to urban homes while ensuring educational materials and tech reach underserved regions overnight. To enable this, users would need to place orders the night before so that products can be picked up from strategically located small centers. These centers would then load items onto vans with predefined routes that travel smartly to nearby cities. This system would optimize travel time, reduce costs, and ensure timely deliveries without disrupting the rural-urban logistics flow.

Chotu AI: Your Smart Home Assistant: Personal AI assistant that tracks groceries, medicines, and essentials, helping users find the best deals based on price, brand preference, and efficiency. It learns if a user prioritizes fast delivery or is willing to wait for a more sustainable option. It knows if you have a brand loyalty or are more inclined towards the best deal. For elderly users and premium subscribers, Chotu AI combines AI intelligence with a human touch—just a call away to assist with orders.

The Rental Revolution: Not everything needs to be bought. From gaming consoles to party supplies to extra mattresses for surprise guests, quick commerce could evolve into an on-demand rental ecosystem. This model works especially well for bachelors, young students, and people who are constantly on the move, allowing them to avoid investing in heavy-duty products. Accessible rental warehouses could serve as hubs for short-term needs, making expensive or space-consuming items like vacuum cleaners, rental wedding outfits, air mattresses, large cooking appliances, and even home gym equipment available without long-term commitment.

Doctor on a Scooter: Not all emergencies need an ambulance. Quick commerce platforms could partner with doctors for rapid, on-call medical assistance. A dedicated team of doctors, paired with fast-response riders, could reach patients quickly—providing first aid, checking vitals, and assessing hospitalization needs. Zepto has explored ambulance tie-ups, but a doctor on a scooter could be even faster for non-critical cases.

Beyond the Hype: What Will Last?

The quick-commerce space has grown at an astonishing pace, but with that growth comes pressing concerns—sustainability, ethical employment, and long-term viability. Beyond eco-friendly packaging and AI-optimized logistics, the responsibility also falls on consumers to make mindful choices—prioritizing rider well-being, opting for sustainable products, and understanding that speed should not come at the cost of fairness.

Quick commerce is no longer just about being the fastest; it must be about being smarter, more inclusive, and more responsible. The platforms that thrive will be those that evolve beyond grocery deliveries into a holistic commerce ecosystem—bridging rural and urban supply chains, offering AI-driven personalized experiences, enabling accessible rentals, and even revolutionizing home healthcare.

But for this transformation to be significant, the industry must also invest in the people who power it—ensuring safe working conditions, fair wages, and a deeper connection between riders and users that fosters a sense of trust and community.

The 10-minute delivery race may have set the stage, but the challenge now is creating a quick-commerce model that is not just fast, but also sustainable, ethical, and impactful. The real transformation is yet to come!

From Gig to Growth

Career development and upskilling pathways for Gig workers in quick commerce

Runner Up

SUYASH MOHATA
MBA- HRD (2023-25)
Delhi School of Economics
LinkedIn

Imagine delivering food one day and waking up as a Product manager for Zomato the next day.
This was the story of Abhijith, who, along with 3 delivery partners, was promoted to product manager role under Zomato's Co-Pilot Program.

There has been a lot of talk about the uptick growth of the quick commerce market that grew from $500 million in 2021-22 to $3.34 billion in 2023-24. We are seeing big players like Walmart-backed Flipkart entering the market while Amazon is gearing up to enter this year. The growth story has been nothing short of a dream run, where companies are expanding, investors are pouring more capital, and companies like Zepto are eyeing an IPO of $500 to $1 billion.

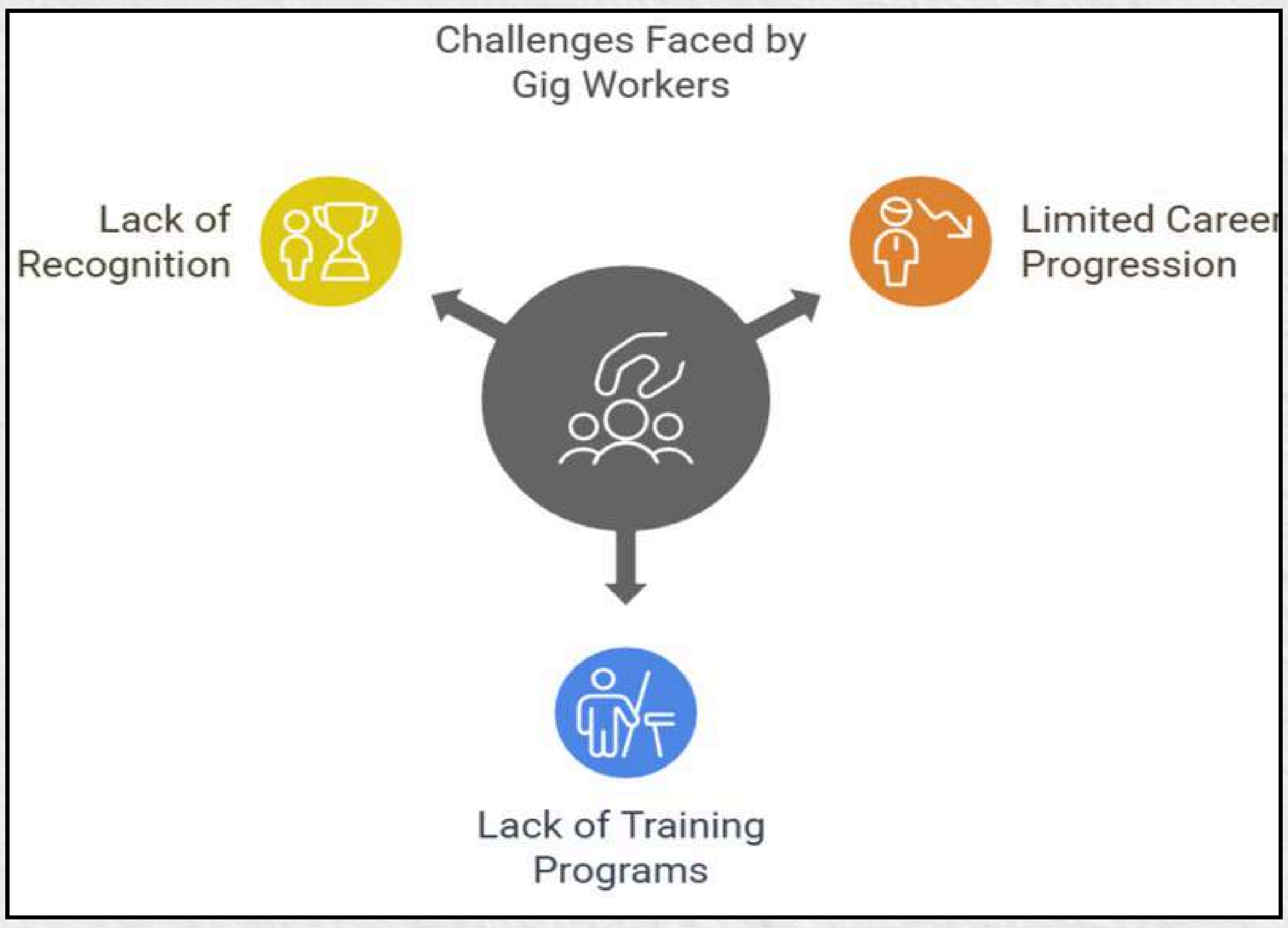
But this quick commerce growth often overshadows the role of gig workers in fueling the growth. While companies are talking about growth, they have been ignoring the same for the workers who are the drivers of this growth.

Challenges Faced by Gig Workers:
There are various challenges that Gig workers face, like job and income insecurity, occupational safety and health hazards, and weak collectivism. But a major challenge that remains hidden is the lack of career progression and pathway to transition.

Limited Career Progression- According to the report by CIIE.CO (a startup platform built at the Indian Institute of Management (IIM) Ahmedabad), 1 in 2 Indian gig workers finds it difficult to upskill and finds their work environment challenging for them to upskill or find new job opportunities. There is a lack of career progression planning for gig workers, which limits the opportunities for the workers to switch to a regular job in the future.

Lack of training and Development Programs – While the HR department focuses on upskilling full-time employees, there are no structured programs for gig workers like a warehouse partner to get access to a Supply chain management course or a Delivery partner to gain knowledge of analytics, limiting their knowledge and skills.

Lack of Recognition & Engagement – Companies tend to ignore the gig workforce when it comes to employee engagement and recognition, making the gig workers feel like disposable labor rather than a part of the company, lowering their productivity and satisfaction with the company.



Career Growth and Upskilling Pathways:

Now that we have acknowledged the lack of career progression and learning opportunities for gig workers, let's talk about the possible solutions and ways that companies are tackling this issue.

Internal Mobility: Moving from Gig to Full-Time Roles

As discussed earlier, companies like Zomato are coming up with new programs like co-pilot, which presents an opportunity for the gig workers to transition into corporate roles.

For Blinket, they have launched a program Warehouse-to-Operations pathway, which provides pathways for the warehouse pickers and packers into inventory control and store management, with a possibility to be regional warehouse supervisor. On the other hand, Zepto actively promotes its high-performing delivery partners in fleet management and logistics.

Upskilling & Training Initiatives

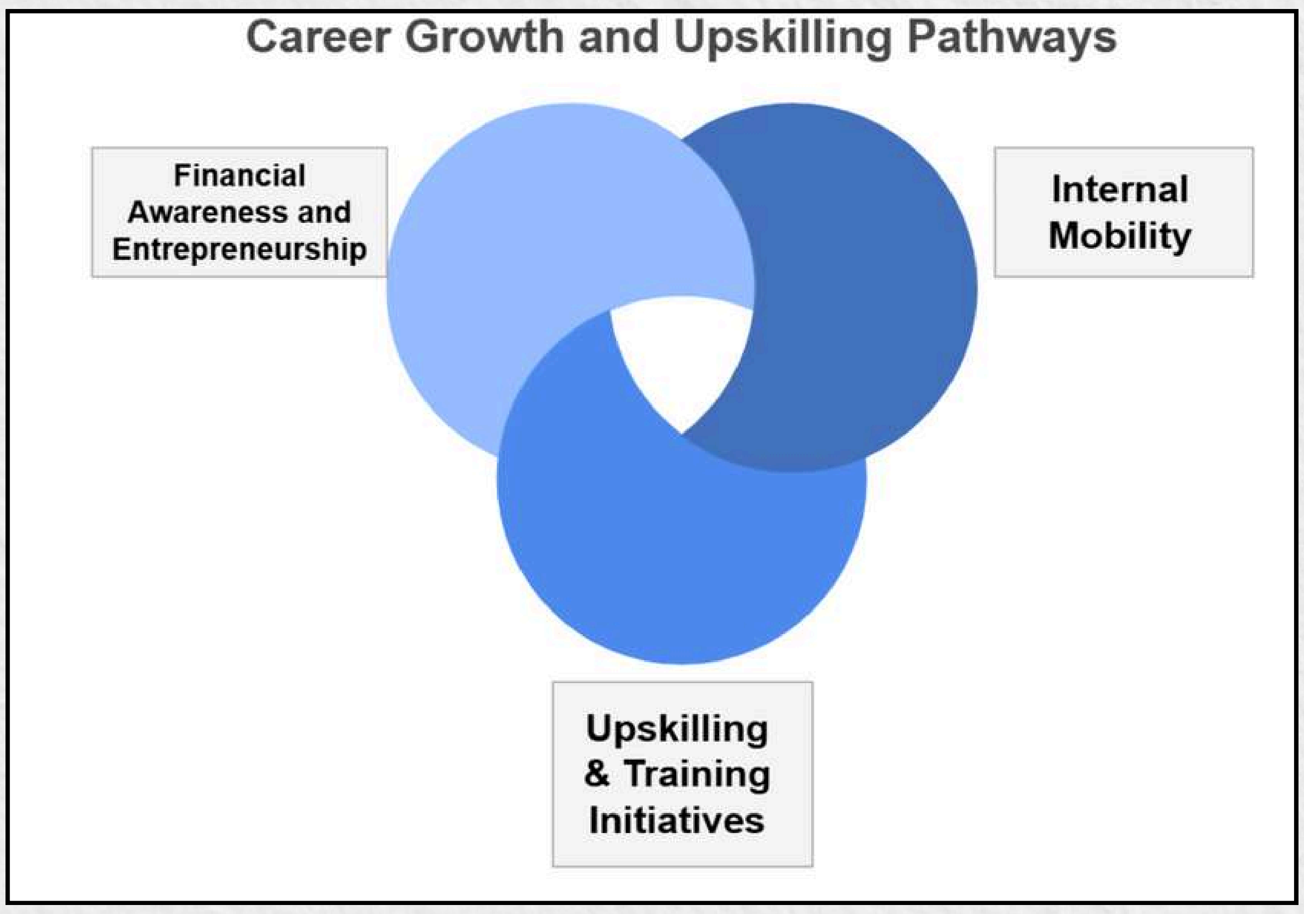
The company has to realise that they need to invest in the learning and development of the gig workers to equip them with the knowledge and skills required. Here, they can build in-house academies like Dunzo's Rider Academy, which teaches communication, inventory management, and basic computer skills to the delivery partners.

- Companies can partner with institutions like Zomato, which has collaborated with the Hospitality Training Institute of India, and 5,200 delivery partners across 10 cities have been trained in hospitality and service excellence.
- The Government has acknowledged the need for Skill development and has been implementing policies like Skill India, where companies can partner with the government to build training modules and help in bridging the skills gap.
- Swiggy recently launched Swiggy Skills in collaboration with the Ministry of Skill Development and Entrepreneurship, which is expected to increase the range of skill-building

and employment opportunities for gig workers.

Financial Awareness and Entrepreneurship
Companies must invest in providing basic financial knowledge and skills to the gig workers. Zomato acknowledged the need and has partnered with the NSE to pilot a financial literacy program for delivery partners to promote better personal finance management and economic awareness.

They also need to create in-house entrepreneurs, fostering a sense of ownership among the workers. Flipkart's Kirana Partnership Model is a well-rounded example for this, where they have made a program for Gig workers to become small business owners in their Local areas and take a leap into entrepreneurship.



The Future of Gig Work:
From Temporary Roles to Long-Term Careers

The future seems bright for the Quick Commerce Market in India, which highlights the importance of Gig workers in making it a success story. Companies must grow sustainably to ensure that the growth benefits everyone. The policies should be inclusive of Gig workers as by 2030, gig workers are expected to make up 4.1% of the total workforce and hence will have to be an integral part of the company policies. The HR leaders must acknowledge the workforce and its importance and create initiatives and capitalize on this workforce, which allows them to build an internal talent grooming pipeline while investing in shaping long-term careers and giving them a range of opportunities. If companies take the initiative and the workers participate in it, producing a highly skilled workforce and bridging the skill gaps, who knows, the person delivering your next meal might be the Future CEO!

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The Democratization of Indulgence

National Finalist

JEET SHAHI

PGP (2023-25)

BIIM Lucknow (2023-25) PGP

LinkedIn

When a late-night study session delayed my return to bed as has become the wont in my MBA programme, I did not know when my hands had picked up the phone. As if almost on autopilot, they manoeuvred a quick journey of clicks and within seconds, an order was placed for a stack of Pringles and a Red Bull to indulge in while doom-scrolling. It is no surprise that I wasn't hungry, and even if pangs of cravings had waved upon me, had it not been for the myriad of Q-commerce apps at my disposal, I would have made myself a bowl of masala peanuts or grabbed a fistful of cashews or anything healthier than a midnight indulgence of a thousand calories full of caffeine, sugar and sodium.

I asked myself,
"In the adoption of convenience, have we lost more than we gained?"
In the pre-pandemic era, buying groceries from the supermarket used to be a weekly chore evoking both boredom and excitement. The entire journey wasn't unlike an excursion where each aisle contained novel SKUs waiting to be discovered. Apart from the health benefits of walking with a trolley, we had agency over what to buy. Should it be the staples, or should I try a new entrant that reeks of novelty, should I just get the regular noodles, or rummage the aisles a bit more for a healthier variant. There was a multitude of options as lakhs of SKUs stood right in front of us like easter eggs waiting to be discovered as part of a treasure hunt.

Now, that experience has become a relic of the past.
We no longer curate thoughtful shopping lists, no longer do we create checklists for a recipe we have been craving for days, no longer do the tactile senses invoke joy as we fidget with fresh produce and no longer do we have the autonomy to return to the shelf that extremely unhealthy stack of Pringles and feel good about our health choices.

Q-commerce swooped in on the shoulders of convenience and became a messiah for the young adults restrained to their chairs in front of their work laptops. With the increase in the mean disposable income, shelling out a few extra bucks in return for the gratification of getting items delivered to our doorstep within ten minutes does point towards evolutionary progress, and yet, something tacitly primal has been ruptured within the mundane society.

What is it?

At face value, Q-commerce is no less than a blessing. In the end, we get to reclaim precious hours of our day that otherwise would have been spent muddling at a supermarket. But behind the curtains, a subtle neurological transformation transpires. With Q-commerce, what we are trading for convenience is not only cost but our control too.

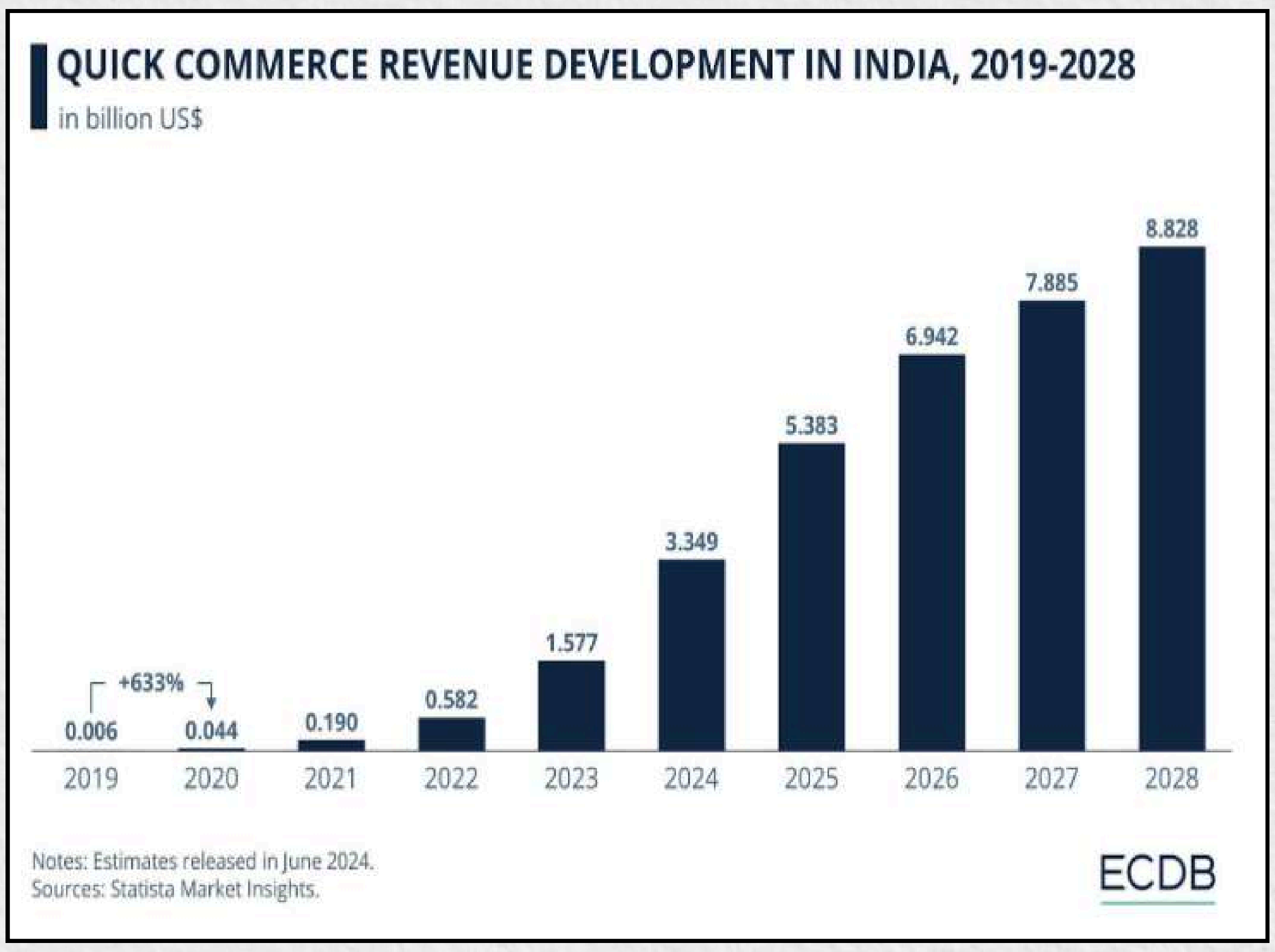
Dark stores, the backbone of Q-commerce are micro-warehouses situated strategically throughout cities to fulfil Q-commerce orders. Situated in high-density, high-demand areas, they have to be small in size and extremely efficient. Within dark stores, employees receive orders, physically find the SKUs, pack them, bill them and send them off within minutes, all within a cramped space of 2500 to 4000 square feet.

Constrained by space, only one option remains. Only stack the most in-demand products, optimized for quick turnover. Therefore, what we get when we open such Q-commerce apps is not the plethora of SKUs one gets to choose from in a supermarket, but a highly curated list of limited SKUs predicted by analytics. This reduction in choice is where consumers lose control over their shopping experience.

That minutes saved each day transpire to several days' worth of time being saved annually is just a platitude offered by Q-commerce companies. Instead of making a weekly checklist and setting shopping aside, our brains become wired for micro-transactions, where subconsciously, we are continually thinking of the next transaction to indulge ourselves in. Shopping is no longer a planned experience, but a reaction to the slightest craving or thought our dopamine-controlled minds have.

Additionally, there has been a shift from 'stock up' to 'top up' behaviour, where users earlier used to stock up their fridges and shelves with quantities sufficient to last at least a week, and now, armed with Q-Commerce, consumers buy items almost every hour at the slightest need. Therefore, instead of saving time by consolidating orders, we are perpetually restocking. This adds to our mental load where our piecemeal transactions keep us on our feet perpetually. Add to this, the 'microwave mentality' where we unwittingly glance at our phones almost thirty times in a minute checking the driver's location. It would thus be safe to infer that durations of cognitive focus have in fact, decreased with Q-commerce apps.

Quick commerce adoption unleashes consumer impulse. Earlier, cravings or impulses could only be satisfied via a trip to the nearby 'kirana' stores. This would make a person rethink his choices and make mindful decisions that were more



rational. But now, satisfying instant cravings have been reduced to easy reflexes. Cravings are no longer a fortnightly phenomenon but a daily routine. A packet of chips, a tub of ice cream, a pack of cigarettes, and a bottle of soft drink are all items that though extremely unhealthy, are a perennial source of dopamine in the brain and Q-commerce companies know that. Therefore, it is these items which take top place in their highly-limited list of SKUs offered. The barrier between impulse and purchase is completely bypassed, there is no mechanism to check our unbridled need for instant gratification.

The immediacy that Q-commerce grants us also reduces the perceived value of a product. A large bar of expensive dark chocolate purchased from a supermarket would be consumed mindfully, trying to make it last until the next time we visit the stores. The intangible value associated with the product is increased because of the non-immediate nature of its availability. The same goes for a pack of cigarettes. But now, Q-commerce has become akin to a wormhole, creating an instantaneous doorway between our homes and the market. This immediacy brought to our disposal devalues the item and hence, the manner of consumption becomes reckless in line with the tenets of diminishing marginal utility.

As the world adopts Q-commerce with open arms, it is not only the kiranas and supermarkets that are taking a hit, it's the minds of the consumers too. Do we buy something for mindful consumption, to survive satisfactorily, or has shopping been reduced to another dopamine-releasing activity. The personal connection between the shopping experience and the consumer is atrophying, as we continually consume, indulging our transient cravings. A part of our brain constantly keeps thinking 'What next?'.

Q-commerce is all about scale and efficiency, according to Clayton Christensen's theory of disruptive innovation, disruption is about choosing one or two avenues amongst cost, convenience, flexibility, quality and speed and excelling at it, while just being at-par on the other fronts. In the pursuit of single-dimensional excellence, something has to give. Trying to be as affordable as Zudio, with the assortment of Amazon and quality and flexibility of Zara is the perfect recipe for business failure.

Q-commerce excels at speed and convenience. But then, what gives?
Maybe its time the consumers look behind the curtains of convenience and acknowledge what is being lost in the process. Is it just cost, or is it something fundamentally deeper; the human touch, the agency that's quietly slipping away?

Are we ordering because we need to, or just because we can?

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Winner
We4tech Hackathon 4.0

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Could you give us a brief overview of this competition along with challenges faced by the team and how did you'll overcome them?
We were presented with a problem statement and tasked with identifying an effective solution. This involved analyzing the issue in depth, exploring possible approaches, and collaborating as a team to arrive at the best outcome. The process demanded clarity of thought, creativity, and teamwork to ensure our solution was both practical and innovative.
Challenges:
Our main challenges were understanding each other's strengths and deciding on the most suitable method to tackle the problem. Aligning our diverse perspectives and working styles required patience and open communication, which was crucial for building team synergy and moving forward effectively.
Overcome:
We overcame these challenges by conducting frequent meetings and emphasizing a deep understanding of the problem rather than rushing toward a solution. This approach helped us align our thoughts, respect each member's contribution, and create a stronger foundation for implementing the right method.

Participating in such prestigious competitions demands a competitive edge. What strategies did you implement to set yourself apart from the other participants?

We dedicated most of our time to thoroughly understanding the problem statement, ensuring we grasped every detail. Once we had a clear roadmap, our focus shifted to developing a solution that was not only innovative but also practically implementable. We validated it through real-time application, ensuring its relevance and feasibility.

Balancing academics, personal life, and additional opportunities can be challenging. How did you effectively manage your time?

Balancing academics, personal life, and additional responsibilities has truly been a learning journey. I've come to understand that effective time management begins with setting clear priorities and maintaining a well-structured plan. I usually plan my week in advance, breaking larger tasks into smaller, achievable goals to stay on track. During high-pressure periods like exams or project deadlines, I rely on the 80/20 rule—focusing on tasks that offer the most impact. I've also learned the importance of saying no to avoid burnout and delegating tasks effectively in team settings to ensure smoother collaboration and better time utilization.

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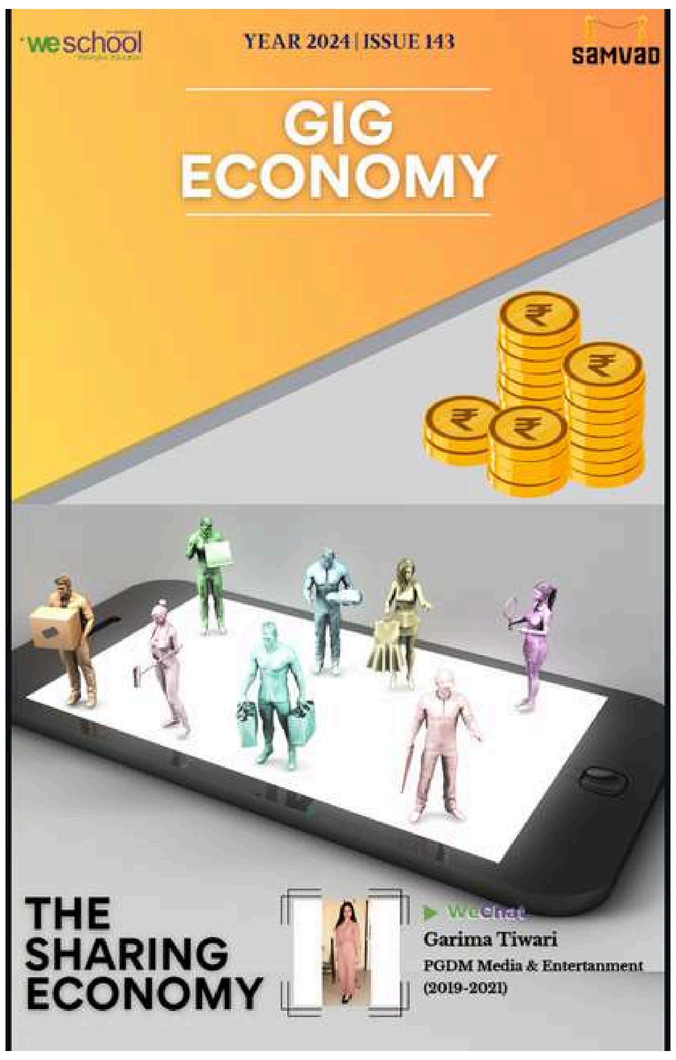

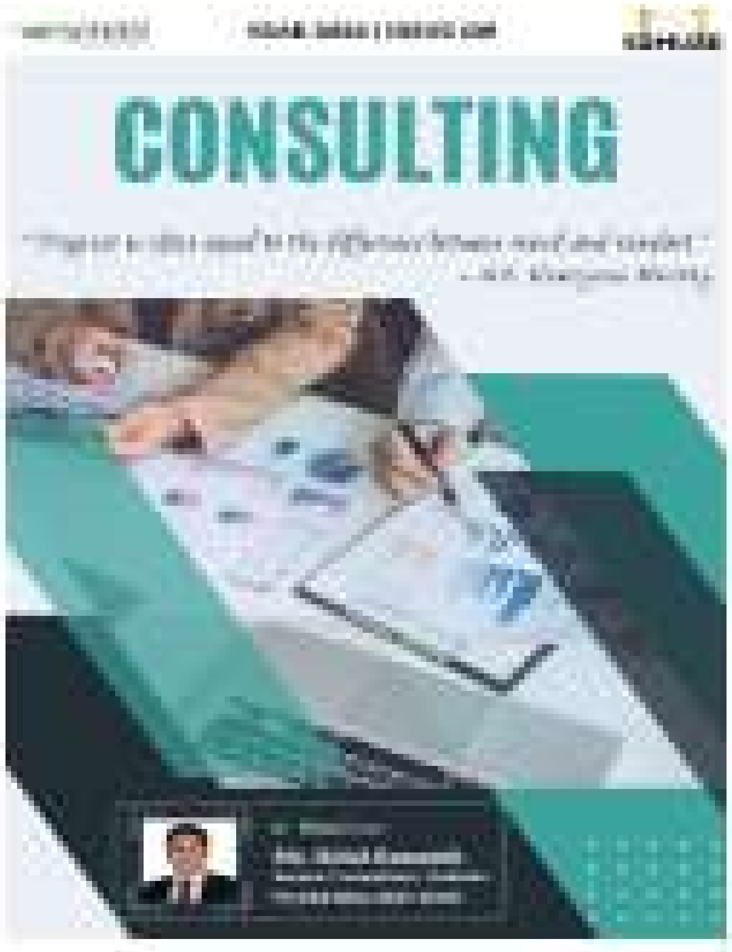

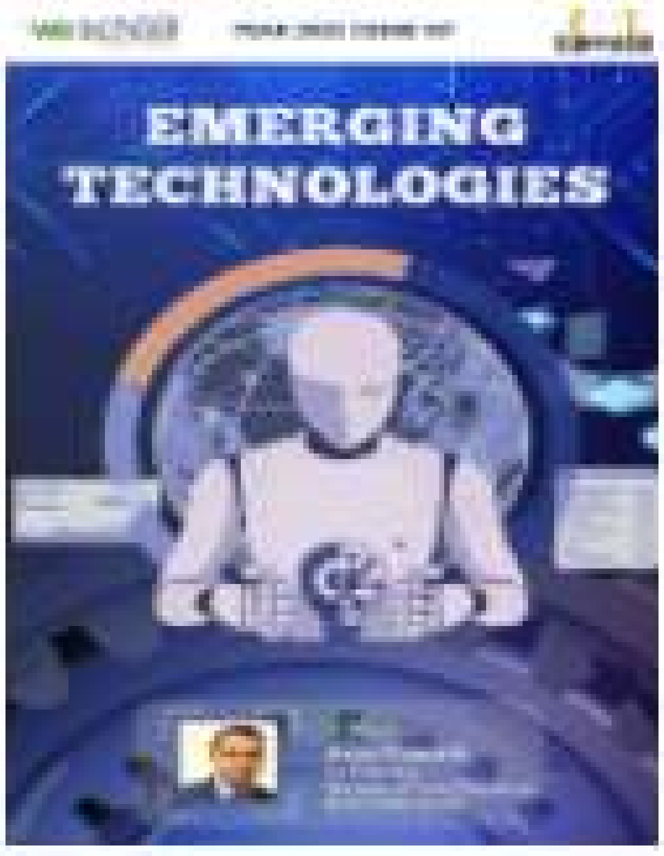

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