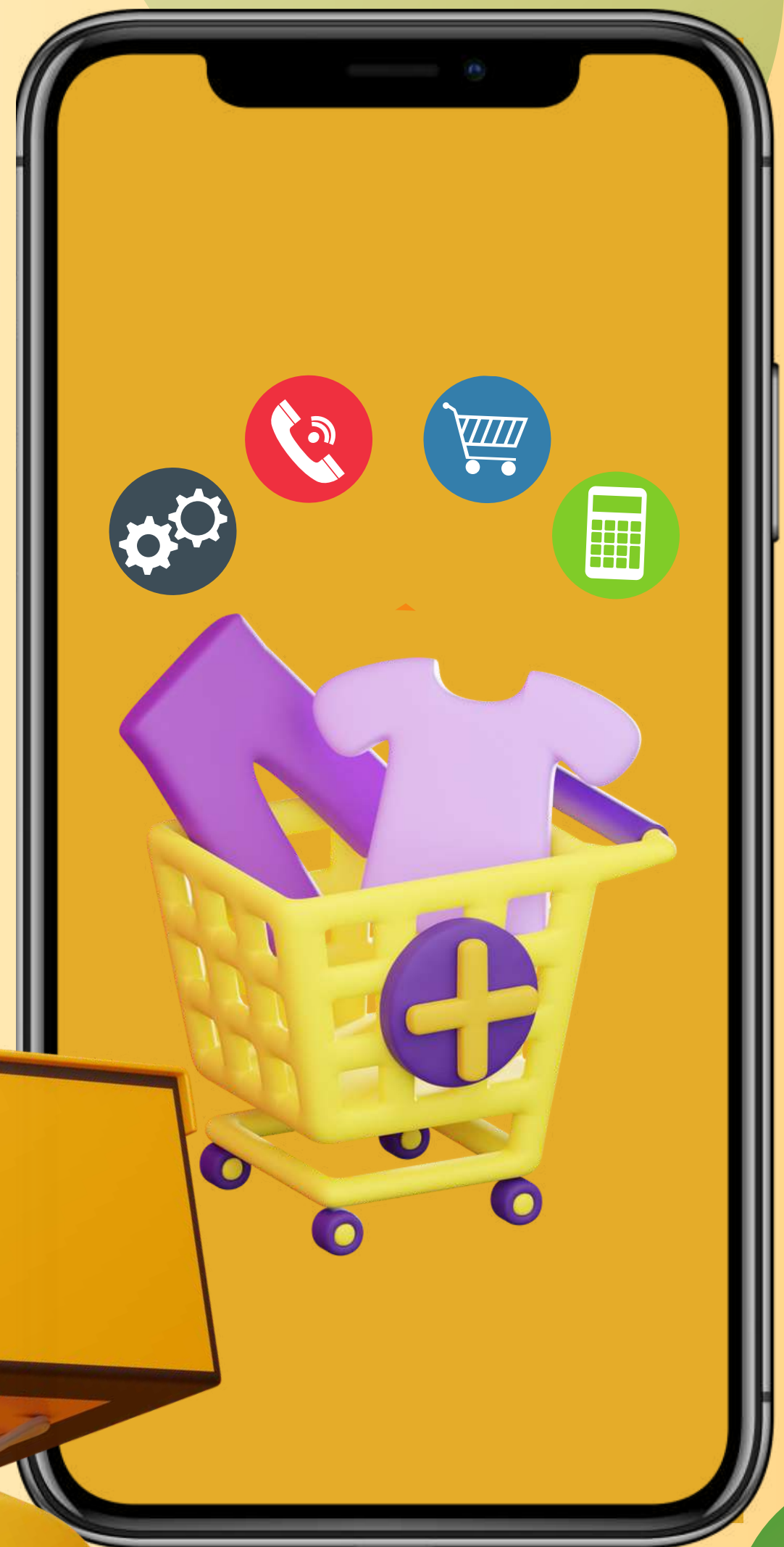


E-COMMERCE

► WeChat

PRAGYA PANDE

E-COMMERCE MANAGER
ICICI PRUDENTIAL LIFE
INSURANCE COMPANY LIMITED



MESSAGE FROM THE 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.



Prof. Dr. Uday Salunkhe
Group Director

As we begin a new journey with 2022, 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 terms of 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 118th 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 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 issue of **SAMVAD**, we bring to you half a dozen articles focusing on '**E-COMMERCE**' along with '**Talk of the town**,' where we have got some exclusive deals happening under the nose of our theme. Make sure you do not miss it.

In the past few years, e-commerce has become a multiverse of products and services ranging from calling an Ola ride to purchasing a luxurious Gucci bag online. Back in 2009, the Market value of e-commerce in India was about \$3.9 Billion. It has come a long way and is currently estimated to be at \$55 Billion in 2021. This number is expected to reach about \$350 Billion by 2030, growing at an exponential rate. E-commerce, one of the raging industries globally, indeed holds a lot of potential in every sector and for several entities ranging from small business vendors to big brands. The newspapers are filled with the announcements of new startups coming into this industry, creating jobs and various other opportunities, making it more crucial for MBA students to understand the gravity of e-commerce through the lens of the different business domains.

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

Best Wishes,
Team SAMVAD.

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PRAGYA PANDE

E-COMMERCE MANAGER

**ICICI PRUDENTIAL LIFE
INSURANCE COMPANY LIMITED**



1. Could you please take us through your journey from being a Welingkarite to date?

I joined Welingkar in 2016 and post-graduated with a marketing specialization. After WeSchool, I was campus placed with Indiabulls and began working immediately. I worked as a marketing manager for Indiabulls' lighting division. I managed the B2B business line's product offerings and brand marketing and activation. I also handled the brand's digital marketing, confined to the website and social media.

In addition to my job, I completed a six-month digital marketing diploma course. After three years there, I got an opportunity with ICICI Prudential Ltd. I started working at ICICI Prudential as an e-commerce manager in May 2021.

2. As you are an eCommerce Manager at an Insurance Company, can you brief us on how the Insurance sector is leveraging the benefits of the online selling concept?

Traditionally and even now, insurance has been considered as a push product. Usually, insurance policies have been sold by agents. The penetration of insurance in India is minimal but ever-growing. With the increase in purchasing power, digital literacy, and internet availability, even to the remotest of the village, the customer base is expanding exponentially. People are becoming more aware of the necessity of Insurance policies

E-commerce as a platform gives us the liberty to reach out to more people and profile our target audience better and then pitch the right product to them and give them effective after-sale services. Profiling our customer helps us in remarketing campaigns to push conversions.

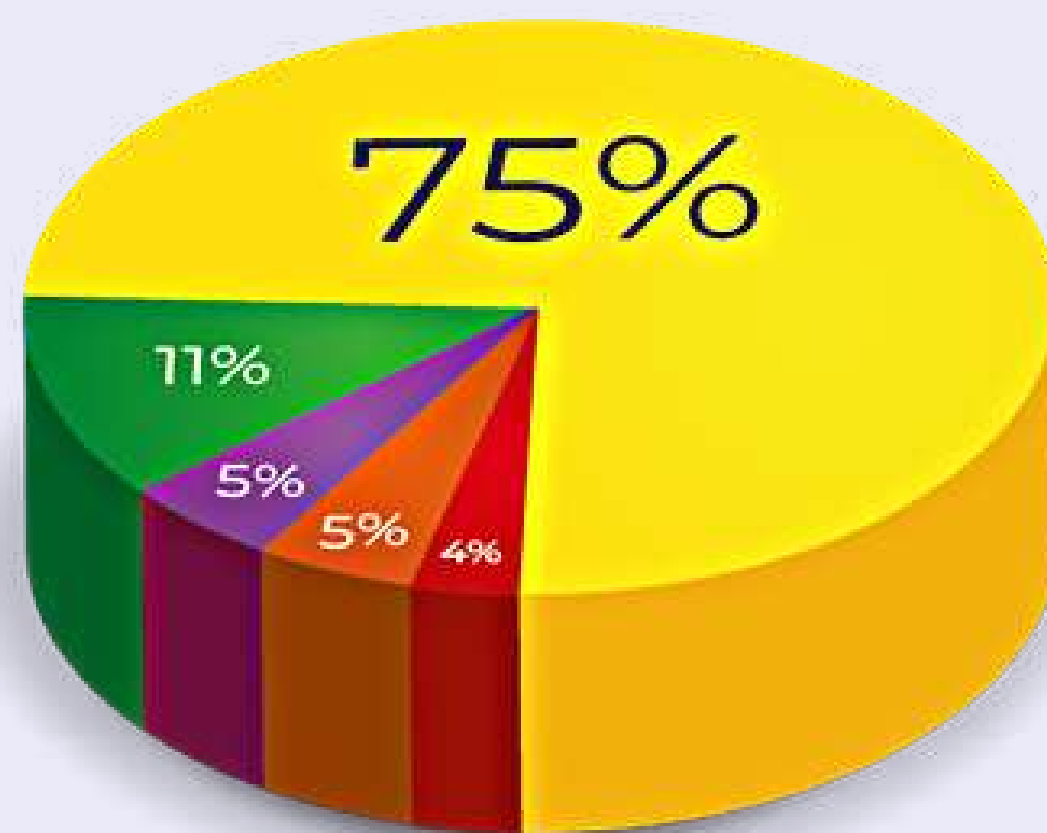


3. What are some significant challenges faced by the e-commerce sector?

Personal touch. It is easier to sell a consumer product online as everyone knows the need for soap, toothpaste, or lipstick. However, financial products are complicated, so people require assistance while purchasing them. For example, pure term insurance is a risk mitigation product, not an investment product. It's purchased to secure the future of your family in your sudden demise. There are no living benefits or returns. It is easier for an agent to outline its importance while talking to a customer face to face. However, if the customer is purchasing online, their awareness or, like we say, 'the intent to purchase' should be pretty high, and only then will it lead to conversions.

The second factor is that of trust. Again taking the example of a pure term insurance plan, the life cover is given to the customer's nominee on their demise. So, the buyer feels more at ease when he purchases the plan through an agent vis a vis online as there is a trust factor and recurrence involved that the agency will help in claims settlement for their family upon their absence.

The Biggest Drawback of Online Shopping

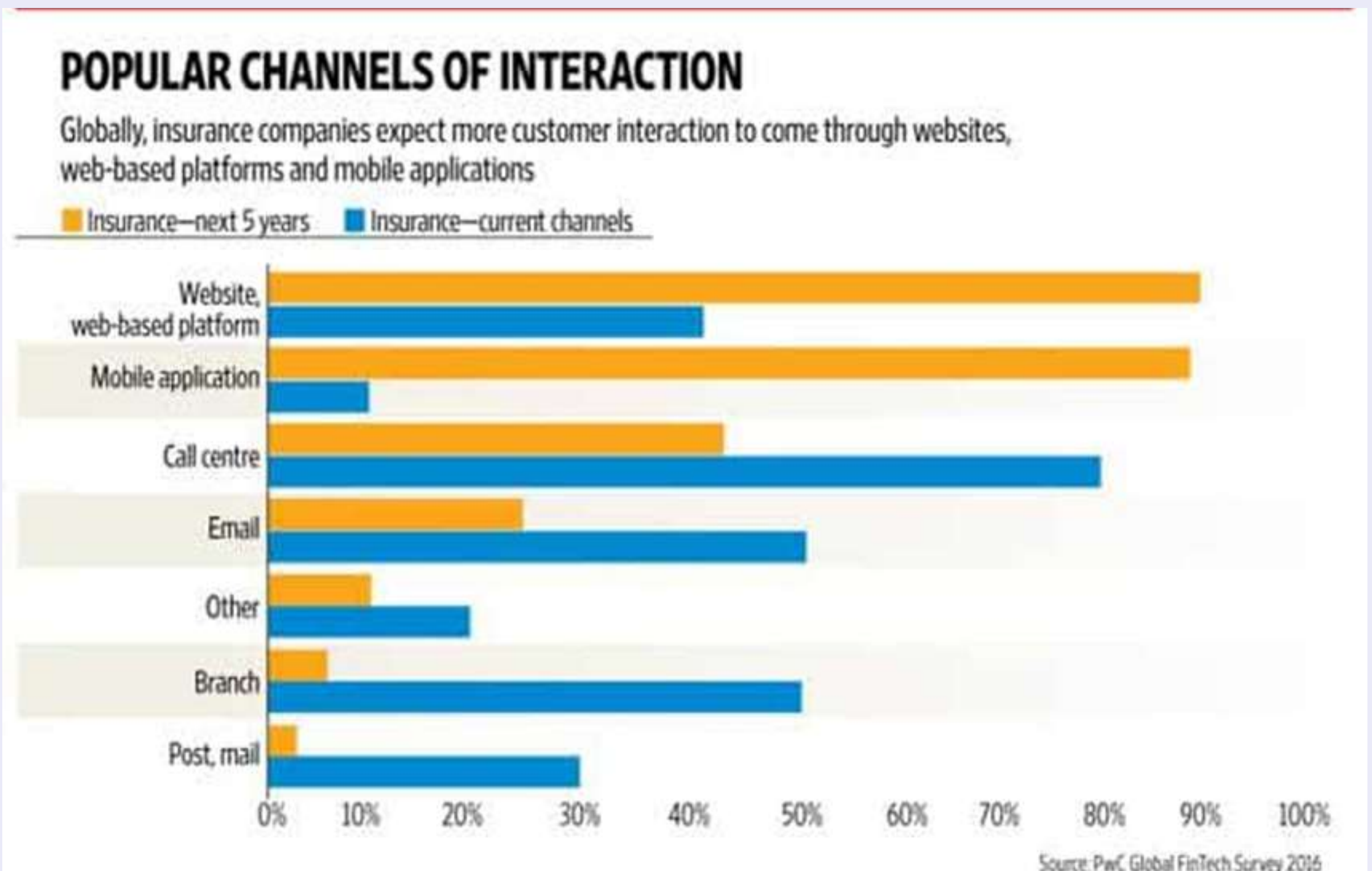


- Not able to touch, feel, and try a product
- Possibility of damage for fragile item
- Lack of interactivity
- Scam & fraud issue
- Delay in delivery

4. How can one take an offline business/product to an online platform?

Not specific to an industry, speaking in general terms, **any offline product is tweaked and revised to some extent to fit into the release of e-commerce. The most basic aim is to make the purchase journey for the customer/user as simple as possible.** Once the product/offer is finalized, we need to design the purchase flow for the user. There are skillsets and insights of UX /UI required to develop a wireframe (skeleton of the purchase journey/flow). After the UI is designed, an exhaustive requirement document is prepared, which is shared with the technology team along with the wireframe. The requirement document contains various logic, data flow charts, backend integration elements, etc

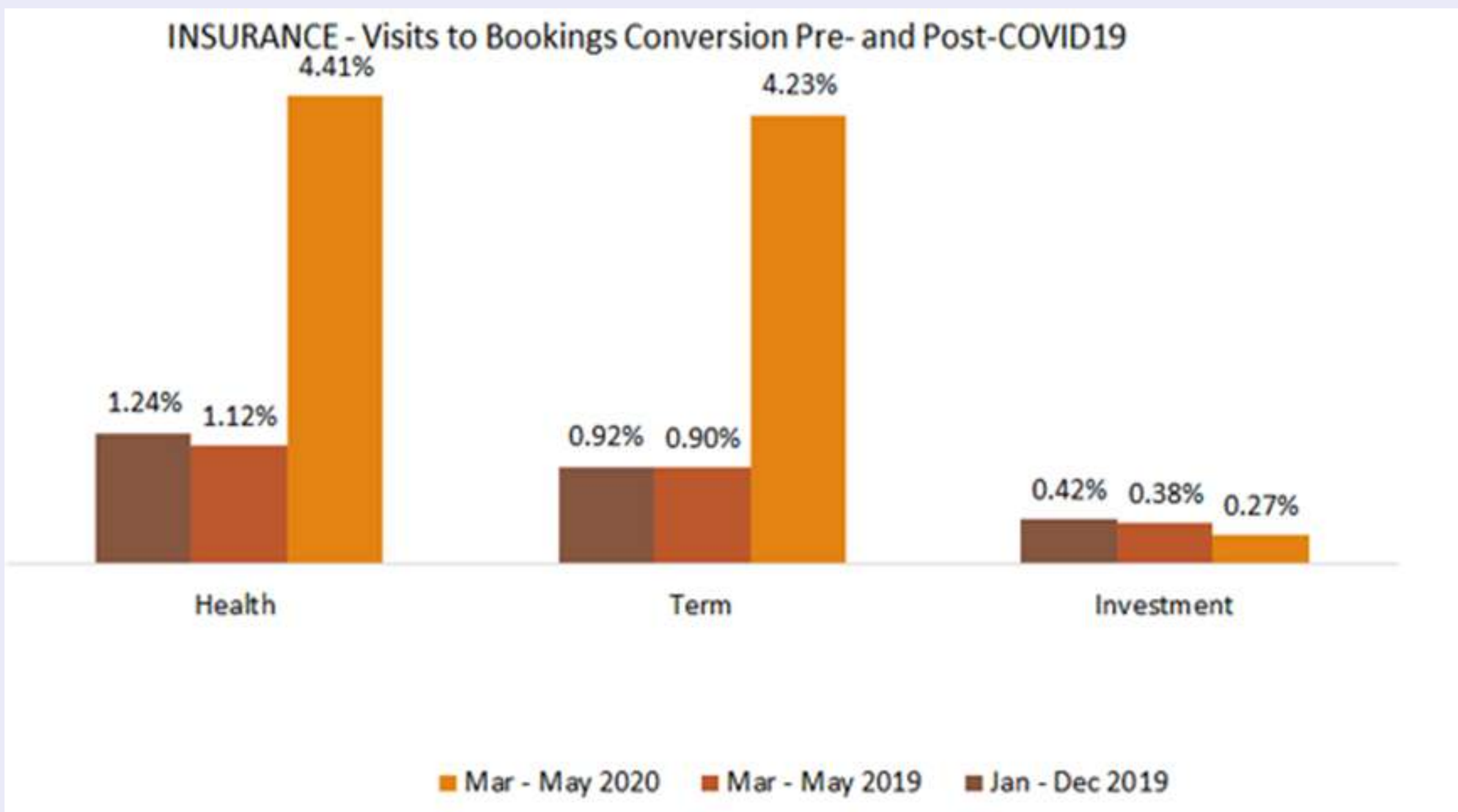
The technology/IT team starts developing and releases UAT (User Acceptance Test). At this phase, an enormous amount of testing is done by the IT team, business, and other teams involved to check the flow from the frontend and the flow of data and information on the backend. To simplify the journey, the backend integration must be made robust and fast because nobody likes the higher load time of web pages. We all are used to page loading within 2-4 secs. Anything more than that results in dropouts from the page. Finally, when all stakeholders approve the developed journey, it is released in production and made customer-facing for users to buy that product online.



5. Due to the pandemic, many consumers have resorted to online shopping. So, how has Covid affected online sales of insurance goods, in your opinion?

When the 2nd wave hit, there was an exponential growth in demand for Life Insurance products, especially those giving life cover. The organic traffic was very massive. Before the COVID outbreak, the percentage contribution of online sales was relatively more minor and almost negligible compared to offline sales through various channels.

But with the onset of the pandemic, offline sales dropped as agents and salespersons were not able to meet the customers physically, nor were customers able to go for medical tests. Thus emerged the online platform as an option. It also brought along with itself the facility of telemedical. Eventually, many products and policies which were earlier being sold only through offline channels were listed on online platforms.



6. What's your advice for the young professionals who would be starting their careers soon?

Have no bias about an industry or organization basis what you hear from your peers. Educate yourself and make conscious decisions. **When going for a job application, one tends to consider three things- salary, brand name, and profile and, usually, in this order. However, to grow your career multi folds you must reverse the order and focus first on profile, then brand name, and finally the money. If you get all these three in one, that's the best bargain.** However, avoid compromising on profile over CTC being offered.

When you join an organization, feel no shame in reaching out to people for their help. Everyone has traversed through the same journey as you. Reach out to alumni and talk to them to get more insights into the current industry trends and the different profiles in their organization. You must not yet be aware of any such job roles.

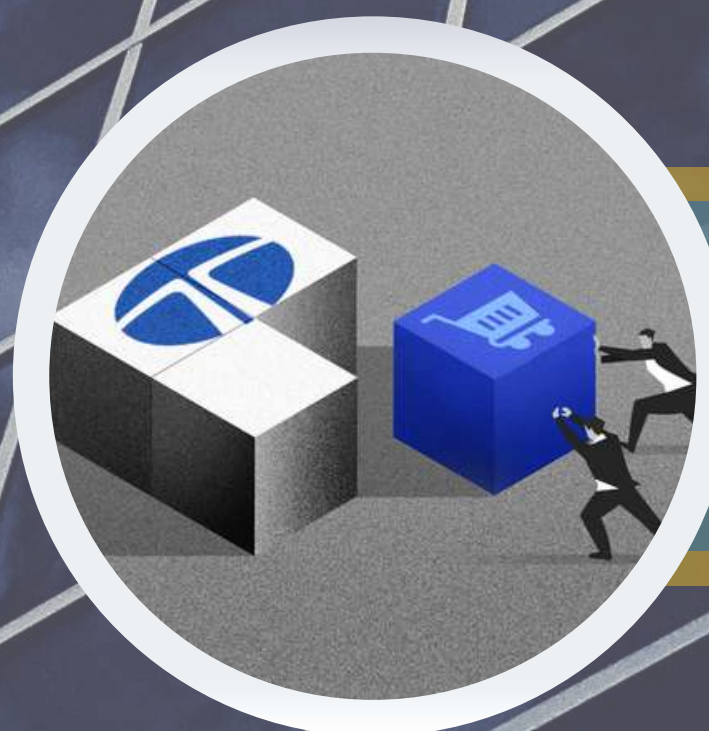
TALK OF THE TOWN

Tata CLiQ Luxury partners with BigBasket to launch a luxury gourmet store.



Tata Cliq is building a world-class experiential store collaborating with big basket to offer exclusive gourmet products.

The platform curates a wide range of luxury Indian assortments across select staples and specialties.



The store is rolled out in Mumbai and will be replicated in other metros in the coming days.

TALK OF THE TOWN

DGFT-eBay workshop on e-commerce for tea traders



सत्यमेव जयते

Department of Commerce
Ministry of Commerce and Industry
Government of India

The Directorate General of Foreign Trade (DGFT) under the Union ministry of commerce and industry, Invest India, and eBay organized a workshop to make tea traders aware of the latest technologies and developments in e-commerce.

Tea traders enrolled in the workshop were informed about the facts and figures of eBay and its work procedure on the e-commerce trading platforms and the benefits involved.



The Indian Tea Association (ITA) considers the planters' body an opportunity for tea companies to participate in this workshop to learn and explore the e-commerce business.

Smart logistics application in e-commerce



National Winner

Vishal Mourya

MBA'23

Symbiosis Institute of Business Management, Pune



What was the key to success in Alexander's military conquest of the world?

Well, the answer is logistics.

The word **logistics** gained prominence in army operations, especially during World War 2, and was concerned with the movement of supplies, men, equipment, etc., across countries. However, today, the term has acquired a wider meaning, greater importance in business function.

Logistics can be understood as the **physical flow of goods**.

What and why "smart logistics"?

Smart products or services are the ones which have taken part of peoples' ability and thus freeing them of doing work. The same construct can be applied to logistics services.

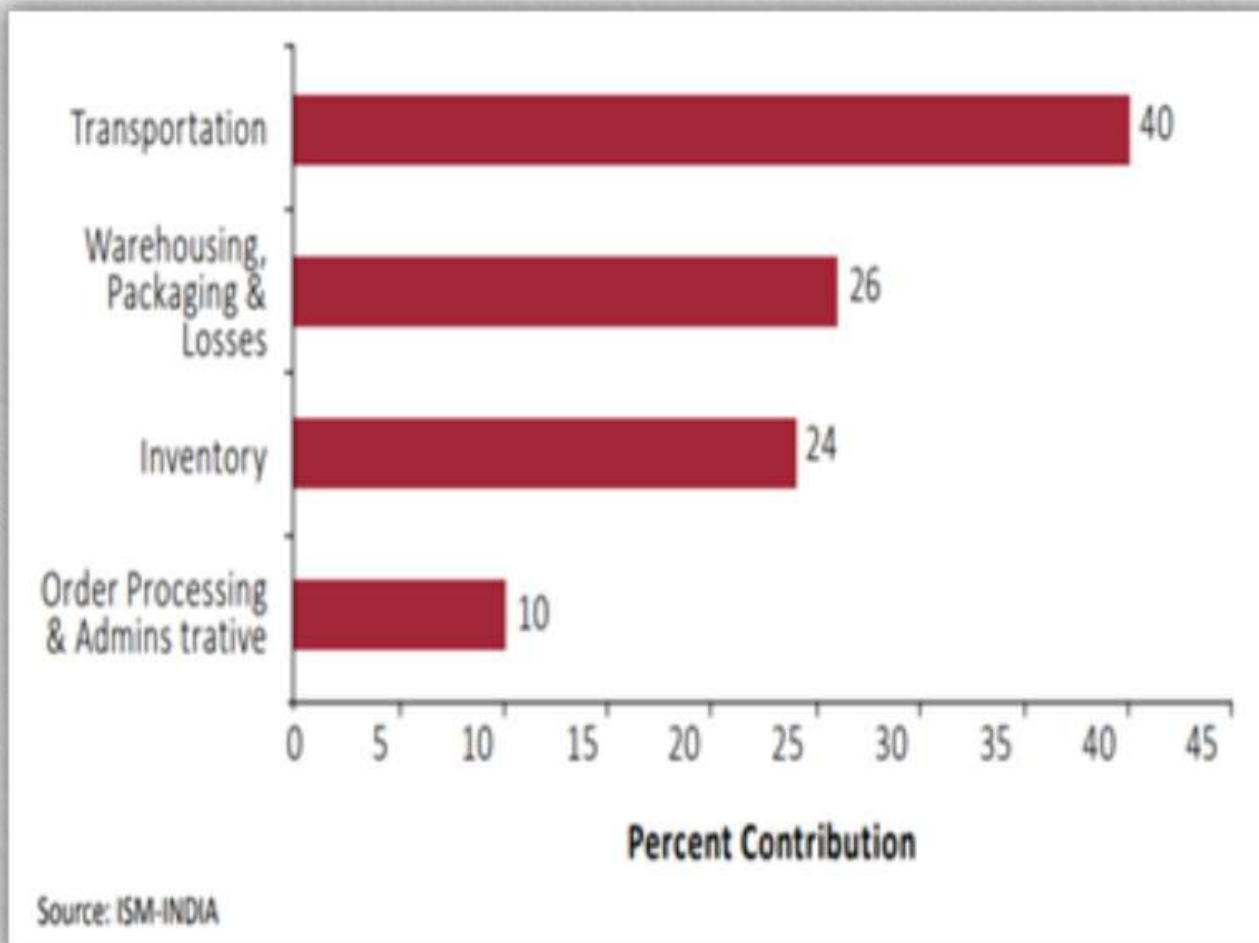


Figure 1 - Evolution of logistics

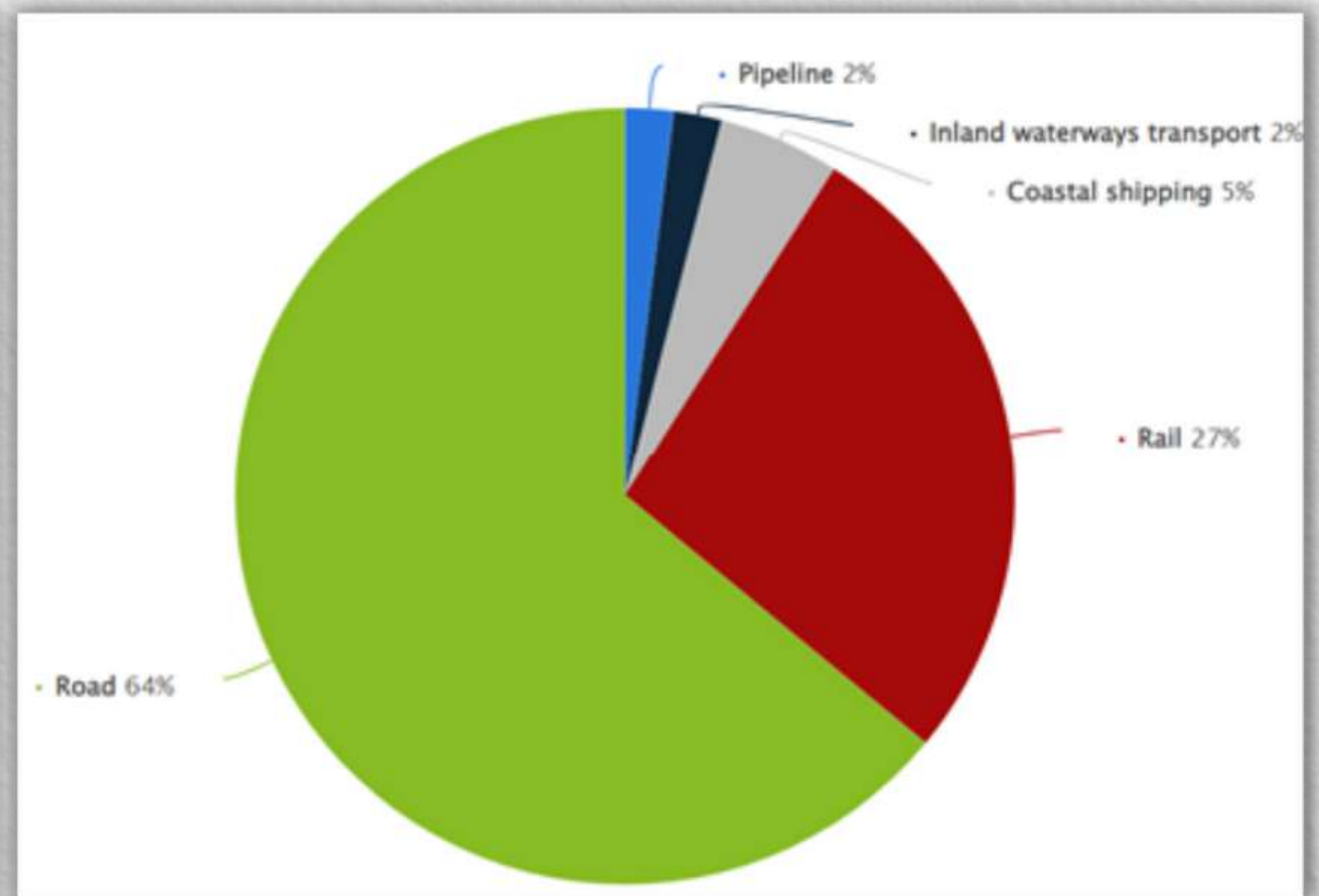
Smart logistics is a technology-driven approach to optimize all activities involved in distribution.

Logistics costs in India are approximately 14% of GDP, higher than that of developed nations like the USA, which have 8% of GDP. Moreover, developing countries like ours' fare poorly on reliability.

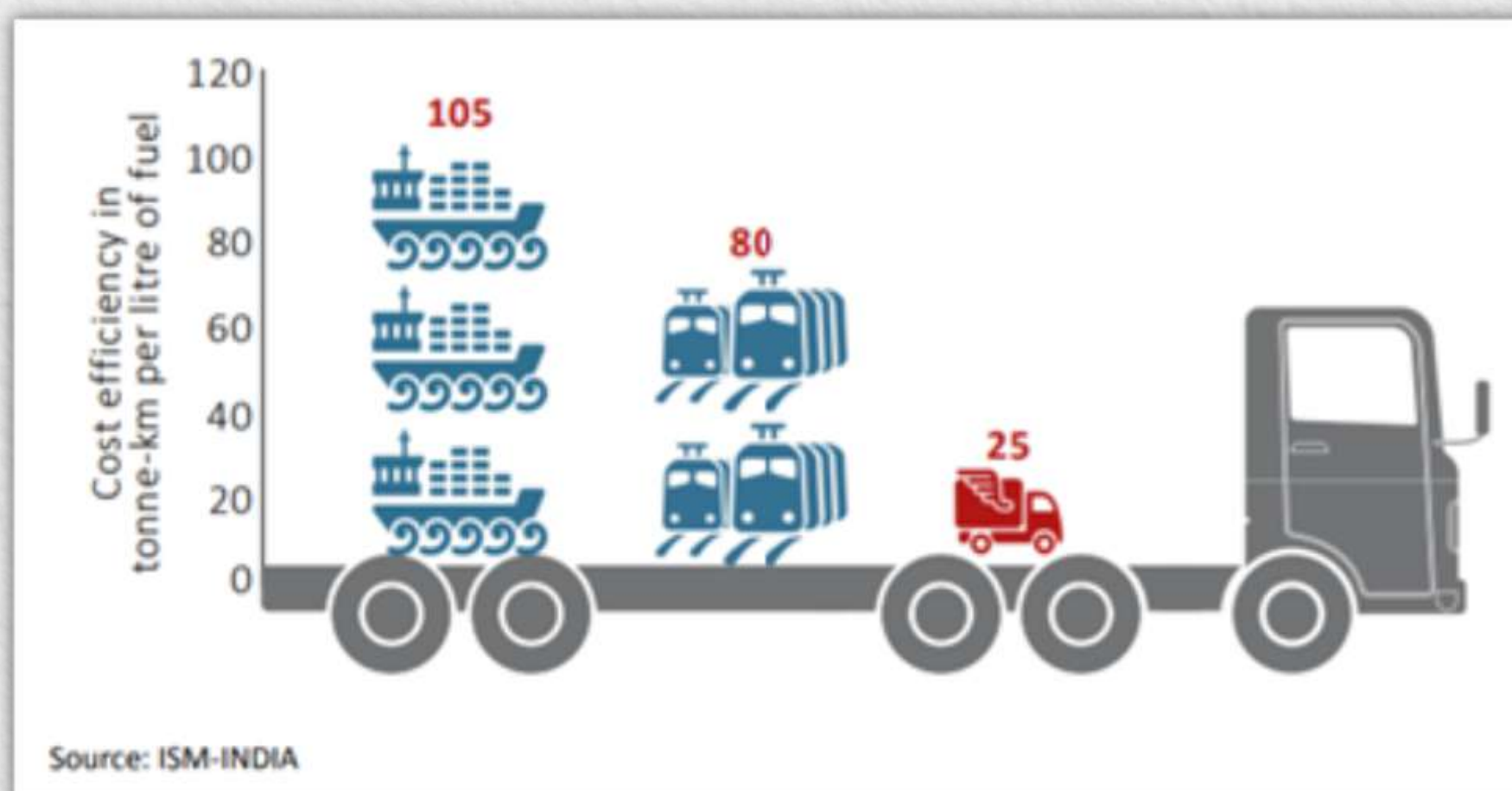
The accelerated **internet penetration** and consequent expansion of e-commerce calls for a transformational leap in the way goods are moved. The increasing emphasis on cost reduction, shorter lead times, visibility requires better tools and technologies by firms to enhance operations and efficiency, which can be achieved using smart logistics.



Cost contribution in logistics



Share of freight logistics



Cost efficiency of modes

Figure 2 - Overview of Indian logistics

Why do customers buy online?

If one were to list down the reasons why one prefers shopping online with respect to logistics, **convenience** and **shipping** ease would be the top two reasons, as substantiated by a global survey conducted by KPMG.

How do smart logistics help?

Logistics is mainly concerned with the movement of goods from the source to the consumption point. Therefore, logistics can be categorized into “**demand**” – things that move, including customer and the goods/services, and “**supply**” – things that do the move, encompassing warehouse, transport network, vehicles, and customer, as shown in figure 3.

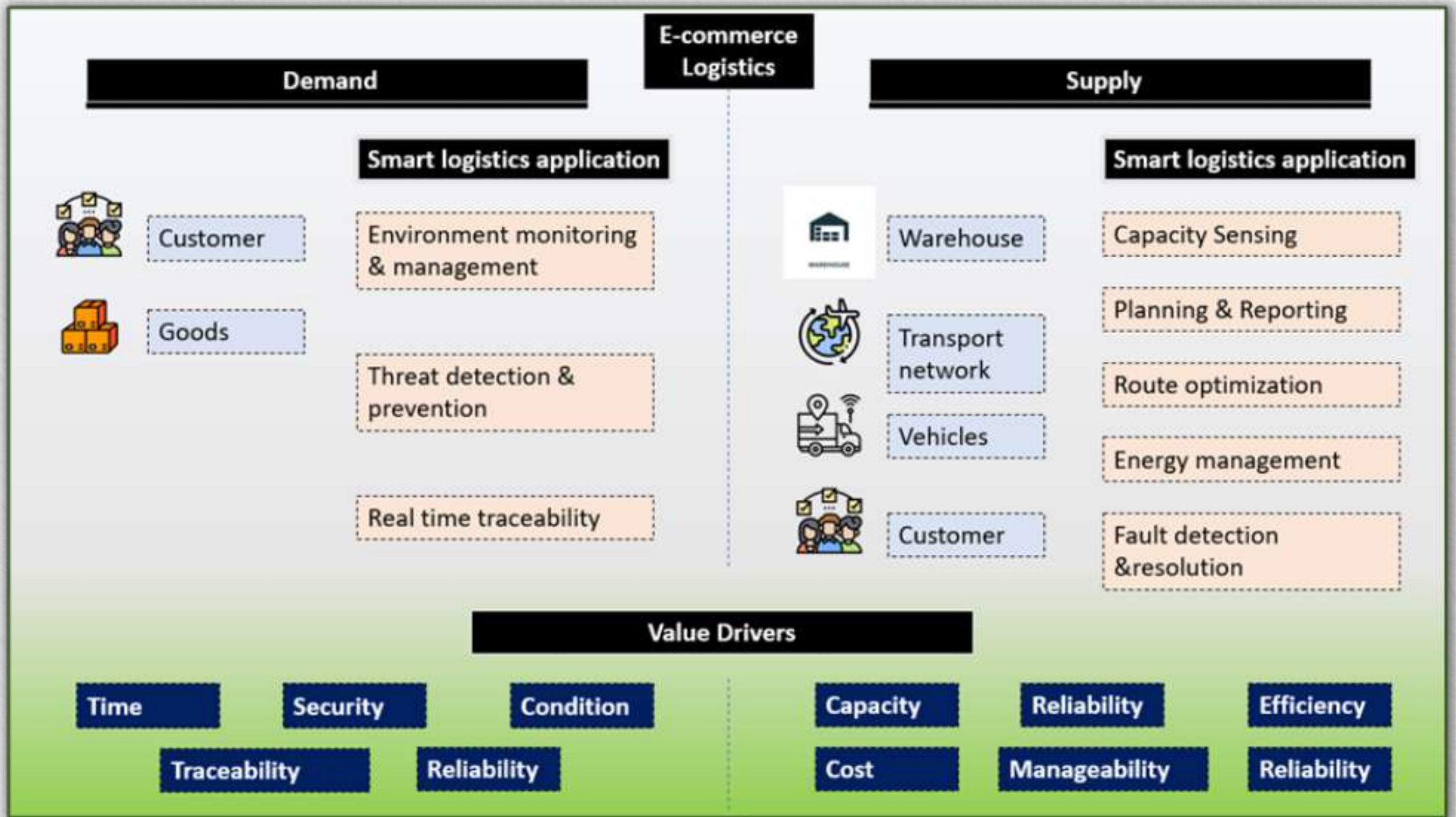


Figure 3 - Smart Logistics applications

The applications of smart logistics supported by evolving technologies like IoT, blockchain, etc., focus on improving the drivers on both demands and supply sides, thereby adding value to the customers, and businesses.

Table 1 - Smart logistics applications on the supply side

Capacity sensing	Systems that can detect and communicate open spaces in warehouse/parking lot
Planning & reporting	Systems that can detect and analyze events such as traffic accidents, allowing for more accurate delivery dates
Route Optimization	Tools that can map the shortest distance/most fuel efficient distance
Energy management	Tools that monitor and enable decision making about use of fuel, lighting, heating, cooling within facilities and fleets
Fault detection & resolution	Systems that can monitor fleets for faults, and maintenance needs, improving uptime for fleets

Table 2 - Smart logistics applications on the demand side

Environment monitoring & management	Systems that can monitor and adjust conditions like temperature, humidity at which a package is maintained
Theft detection & prevention	Tools that can detect unauthorized opening of shipping containers, helping to prevent and reduce theft
Real time accessibility	Systems that can track not only vehicles but also individual items

Let us look at some of the applications of smart logistics in E-commerce.

• Tracking and Visibility

Currently, the highest density of applications (use cases) is in the tracking and sensing area leading to real-time visibility, route optimization, and reducing network complexity, as the applications are based on the supply side only, which is owned by the logistics function of companies or Logistic Service Providers (LSP).

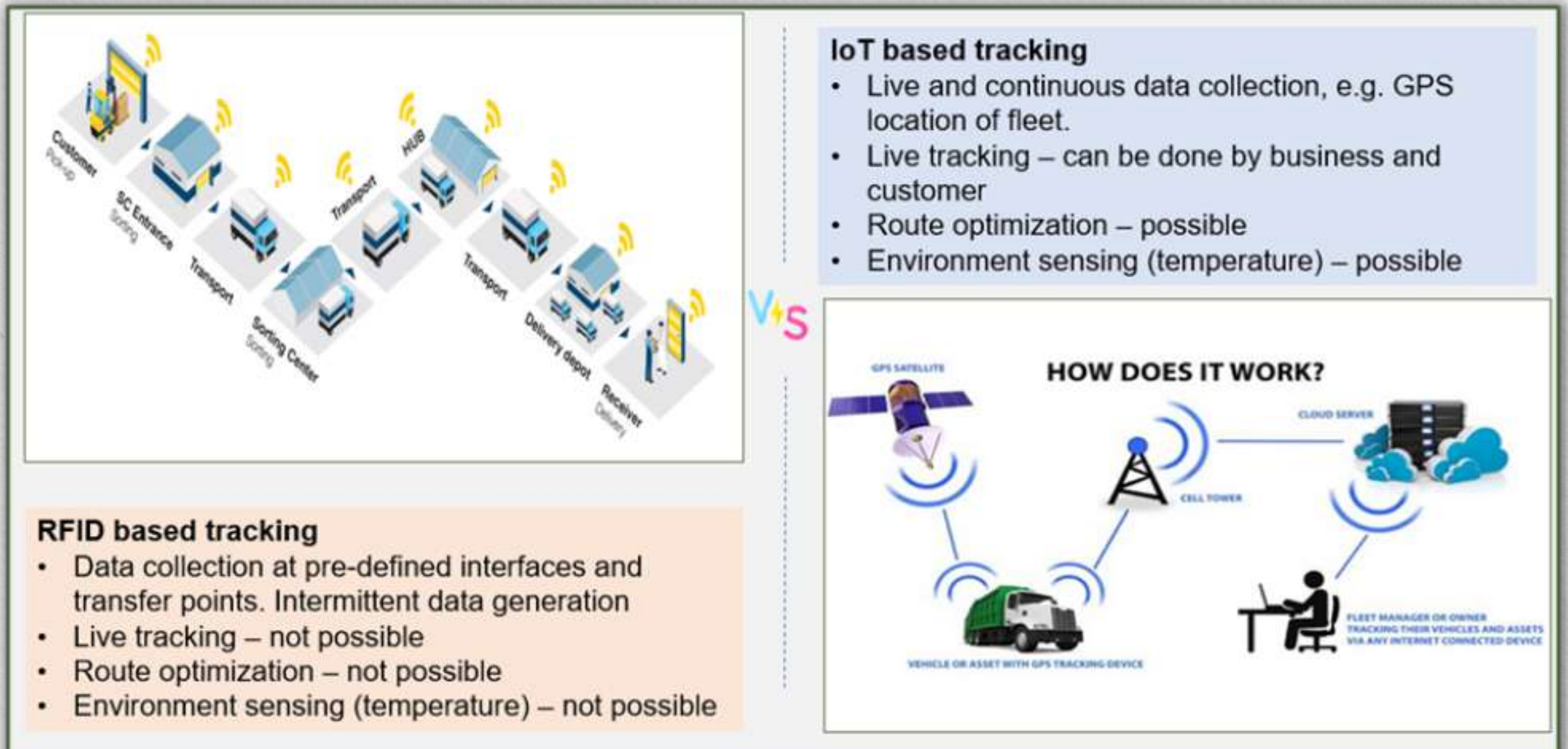


Figure 4 - IoT vs RFID tracking

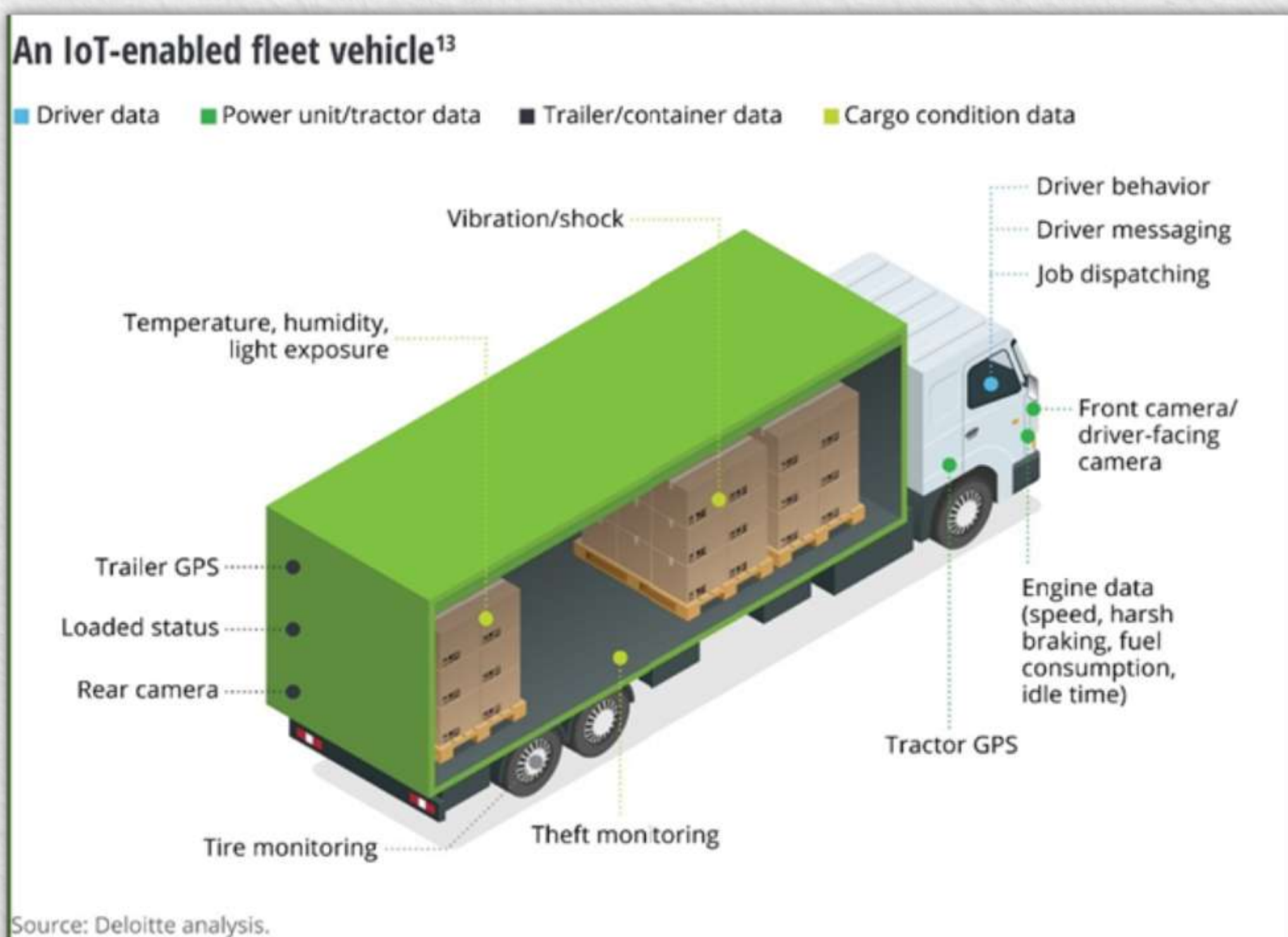


Figure 5 - IoT enabled fleet vehicle

Consider an example of the connected truck, which typically generates a large amount of data, as shown in figure 5.

An end-to-end connected transportation ecosystem, where information flows throughout the value chain, can be generated by uploading data from such IoT-enabled fleets to data systems, typically cloud-based. This information can be utilized for route optimization, fleet management, real-time tracking, performance management of drivers, safety, and cost optimization.

Real-time tracking information can be provided to the customer to improve visibility and gain the customer's confidence.

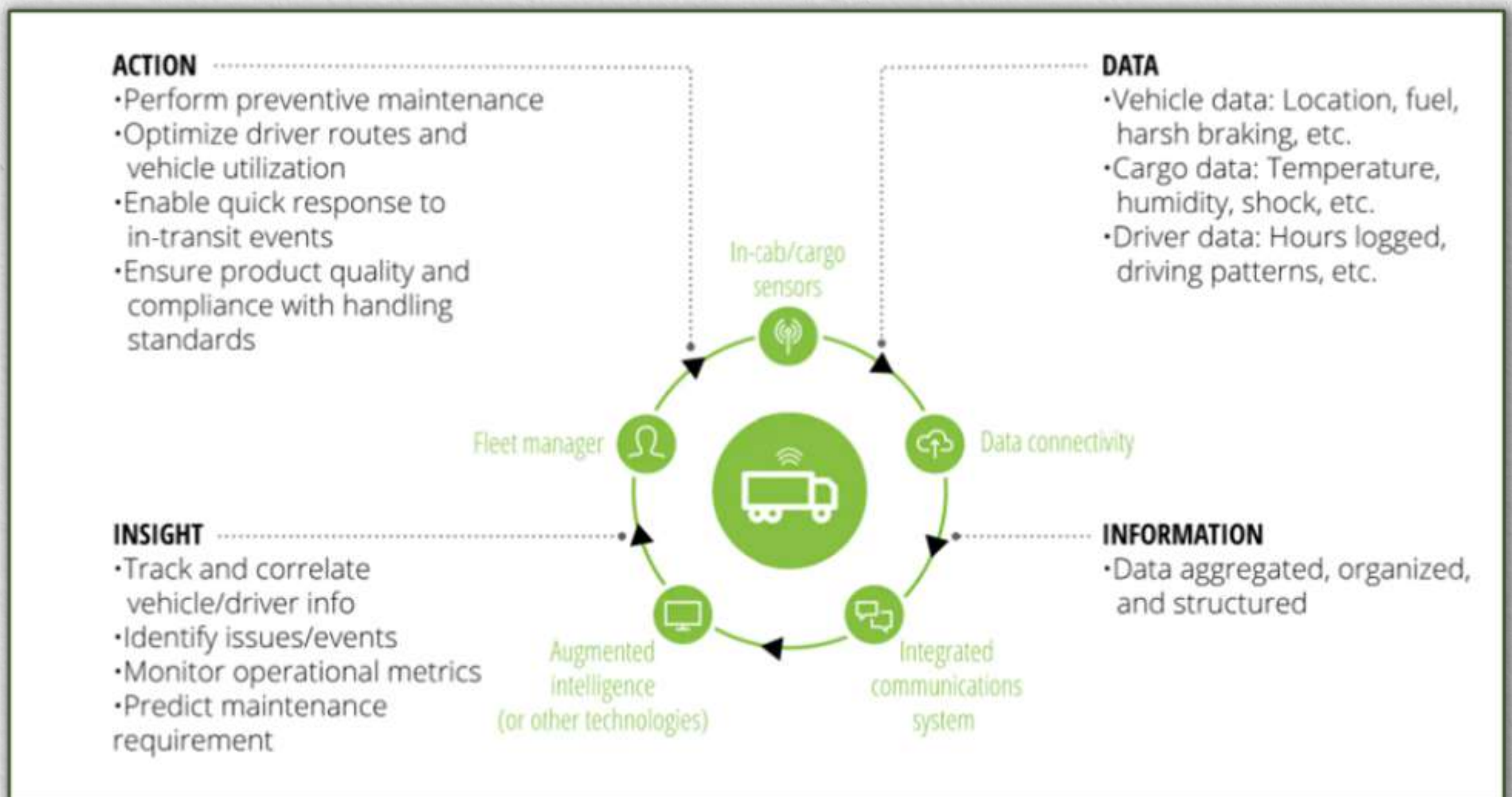


Figure 6 - Information flow in the transportation ecosystem

The telematics data from connected fleets can be fed into predictive analytics algorithms that leverage AI. They can provide insights on vehicle management, predict breakdowns, maintenance requirements, which can be used for route optimization, emergency response in case of an accident, preventive and scheduled maintenance of the fleet, thereby providing immense value.

For example, DHL's solution for fleet management, **'SmartTrucking'**, gathers fleet data using sensor-enabled trucks. This information is then transferred to the centralized control tower, where the use of AI, predictive analytics, and data science helps to make dynamic routing decisions and allocation of the fleet, resulting in improved value drivers of visibility and scheduling efficiency.





Similarly, at terminals (trucking stations), real-time information about incoming cargo, based on live tracking technologies such as GPS, such as storage space requirements, quantity, time of docking, etc. This invaluable information can help terminals plan and manage capacity and outgoing and incoming shipments to maximize efficiency.

Another area in E-commerce, which has seen rapid proliferation, is the **pharmacy** and **cold chain sensitive** items such as dairy, meat, and other perishable items. However, the movement of such items through the supply chain involves a high risk of losses along with a burden of complying with stringent regulatory laws. Measuring the losses and pinpointing the reason for loss has been impossible for e-commerce players.

Smart logistics using IoT-enabled sensors can help ensure product quality and safety and improve operational efficiency and find issues causing losses using analytics and sensor data.

A global life sciences company working with DHL has used IoT (powered by smart sensors) enabled pallets, which track movement, location, shock, temperature, delay. This enabled the company to increase reliability to nearly 100% and bring about a 6-7% reduction in life-cycle costs.



• Smart Warehouse

It would be impossible to leave Amazon out of any description of smart logistics. It has revolutionized customer convenience with its lightning-fast deliveries – a modern miracle, with deep learning and robots in the fulfillment centers.



Amazon has considerably automated its warehouses, with humans required for tasks where dexterity and problem-solving skills are essential, i.e., storing and picking. It has a supersmart army of robots that are controlled by a cloud-based AI traffic control system, with route optimization enabled for each robot.

Similarly, labeling robots have increased efficiencies and reduced error rates.

With their innate designs, robots are built for speed, carrying capacity, and accuracy. For example, the drone being used currently can move at **3m/hr**. Speed and can carry up to **450 kg**. With its robot army, fulfillment centers can hold **50%** more stock and can retrieve goods thrice as fast as humans with greater accuracy. This has had a cascading effect on the bottom line as the fulfillment cost has been reduced by **40%**.

With Amazon investing heavily in drone research and development, further automation and improvements can be expected in the near future.

While smart logistics has found ubiquitous applicability at the supply side, last-mile delivery remains the final frontier.



With easing drone regulations and advancing technology, last-mile delivery would be transformed, sooner than later. At the same time, electrification of the fleet, and the use of blockchain technology can bolster sustainable logistics for the E-commerce sector, transportation being the single largest contributor to carbon emissions.

Social media thrust in e-commerce space



National Runner Up

Akshay Thakkar & Nancy Gupta
PGDM Retail Management'23
S.P. Mandali's, Prin. L.N.
Welingkar Institute of
Management Development and
Research, Mumbai (WeSchool)



If eCommerce is the cake, it would not be incorrect to say that Social Media is a cherry on the cake. Various social media platforms have been a great way to connect with customers for eCommerce marketers.

Shopping and using social media to research the brands have become a habit of the consumers.

- According to a report by Statista, more than 2.14 billion people have bought goods and services online in the year 2021. (Bagadiya, n.d.)



- Research by Global WebIndex shows that 57.6% of the world's population uses social media globally. The average daily usage is 2 hours and 27 minutes.

Hence, the data clearly shows that Social Media has become a boon for eCommerce platforms. However, before moving towards the conclusion too early, let's understand the broad perspective of Social Media eCommerce Marketing.

What does Social Media eCommerce Marketing mean?

Social Media eCommerce Marketing means using the set of social media statistics and tactics any eCommerce platform can use to market its business. The strategies could vary from company to company, depending upon the business model and goals. For example, an eCommerce platform can leverage social media to generate more traffic to the website. Apart from that, various eCommerce businesses directly sell on social media. Also, one eCommerce may focus more on communicating with customers, both pre-purchase and post-purchase.

Difference Between Social Commerce, Social Selling, and Social Media eCommerce Marketing

There are thin lines among Social Commerce, Social Selling, and Social Media eCommerce Marketing that make a difference among these three.

- **Social Commerce**

Various social media platforms have created sub-platforms to sell their services and goods. For example, anyone can sell their products on Facebook Shop, Instagram Shop, Product Pin, and other social media platforms.

- **Social Selling**

Social selling is mainly used to recognize, connect with and nurture sales prospects using social media platforms.

- **Social Media eCommerce Marketing**

On the other hand, the main objective of Social Media eCommerce Marketing is to focus on multiple critical areas such as brand recall, customer service, advertisement, social listening, and to name a few.

How is eCommerce leveraging social media?

There are many advantages of using social media marketing for eCommerce platforms. Here are some of the prominent areas which can be the base of social media marketing.

1. Brand Recalling and Brand Recognition

Content is the king, and strong brand awareness is a must if one needs success on an eCommerce platform. The disheartening truth is that if people don't know about the brand, the brand won't generate revenue.



Hence, social media can be an extremely beneficial tool to inform prospective customers about the brand and its goods and services.



For Example, Amazon India's Great Indian Freedom Sale is a perfect example of a successful campaign.



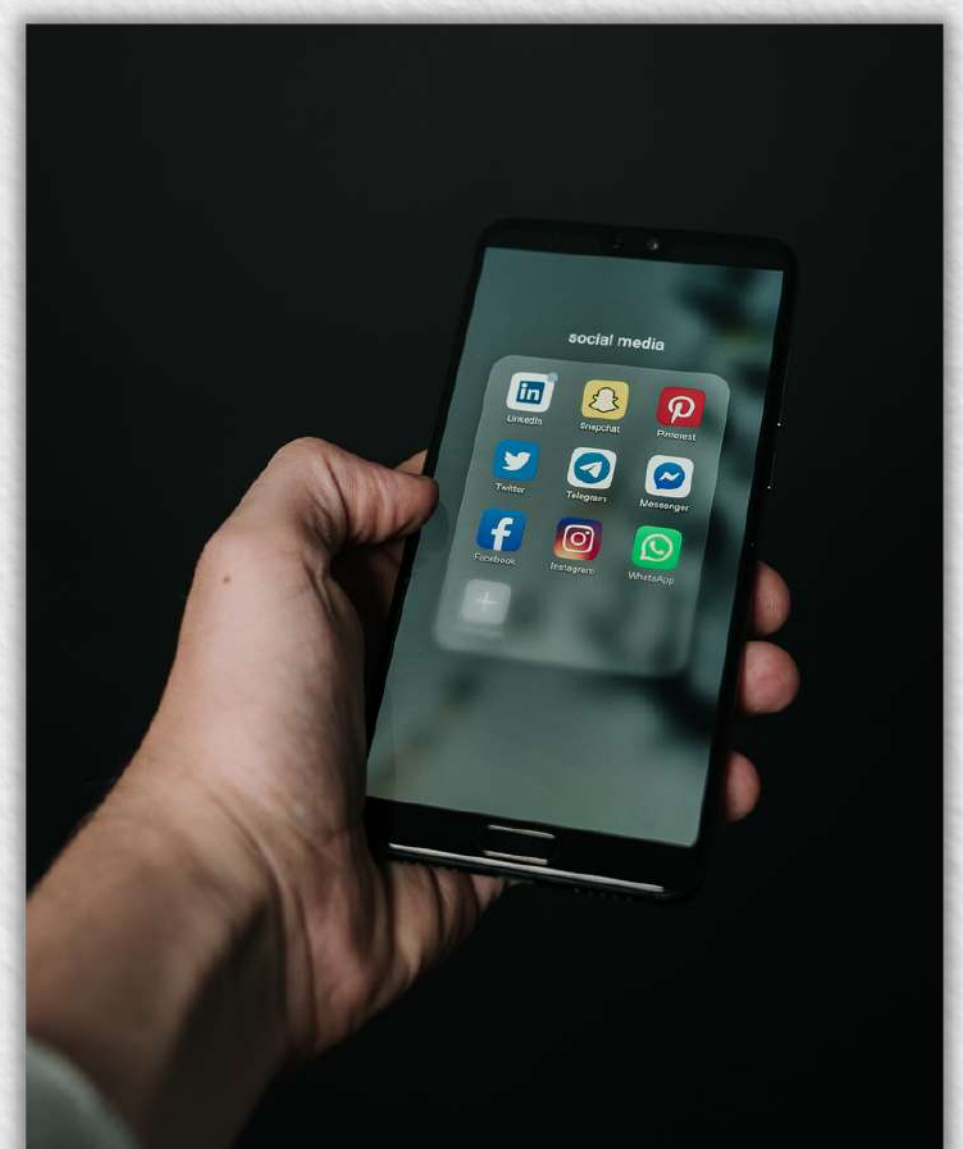
2. TROUBLESHOOTING

Social media is mainly used to reach new prospective customers. However, it is inevitable not to forget existing customers. Every eCommerce platform has a dedicated telecommunication support team that takes care of the queries and problems of the customers.

However, social media has also emerged as an ad hoc customer service channel.

3. Direct Selling on Social Media Platforms

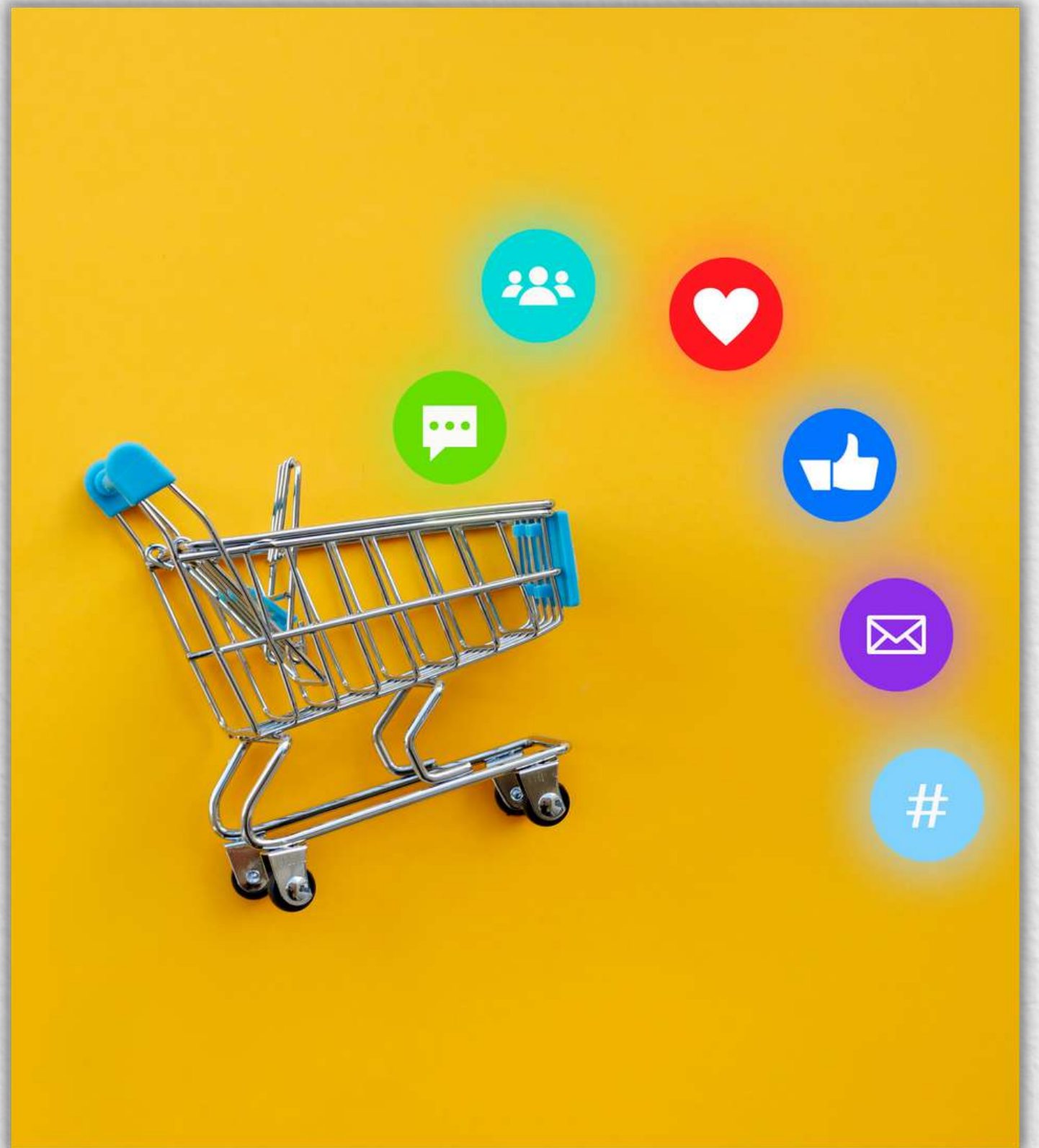
It is the point where social media eCommerce marketing overlaps social commerce. Tons of brands across the world use this tactic to broaden their reach. Social media platforms such as Facebook, Instagram, and Pinterest have native shopping solutions for business accounts. Also, a few of the significant benefits of using this tactic is that it creates a memorable, interactive, and social shopping experience for customers.



4. Publicity

According to a report by the social pilot.co, (Coppola, 2021)

- More than 2.13 billion people can be contacted through adverts on Facebook.
- More than 1.15 billion people can be contacted through adverts on Instagram.
- More than 189 million people can be reached with adverts on Pinterest.



One of the significant benefits of social media advertising is that most platforms allow brands to use advanced targeting tools. These serve the target-oriented ads that will support the brand's goals.



5. Social Listening

Social listening is different from customer service. In this process, brands scan their brand or products and conversation related to the brand. Knowing what people are talking about the brand and products is inevitable as it is an invaluable source of insight.

Ecommerce Platforms Top Social Media Campaign

eCommerce in India has evolved a lot. Various social media campaigns are the witness of it. Here are some of the best social media campaigns that grabbed much attention on social media. A campaign such as Aur Dikhao by Amazon, Bech De by OLX, and #GiftABookWithFlipkar left no stone unturned when it came to creating a buzz on social media.



Amazon.in @amazoninN Follow
 Kyunki asli maza toh chunnein mein hain! Tell us what makes you go #AurDikhao :) amazon.in/ref=tsm_1_tw_3...
 4:00 PM - 6 Apr 2015
 6 11

OLX India @OLX_India - Apr 6
 #KeematBhiKuchKeemtiBhi Enjoying 'Ma ke haath ka khana' with Ma on dining table is the best because...
 2 3



Flipkart @Flipkart - Apr 23
 Getting a book is like meeting a new friend. #GiftABookWithFlipkart is back! Details here: bit.ly/GiftABookWithF...
 168 80

Conclusion

The online landscape is constantly changing. Hence, it is vital to check the social selling strategy and look at new data relevant to the particular industry. Pandemic-like situations have only pushed brands further into the eCommerce radius, and the platforms which are adapting to the change are the ones who will be the showstopper.

The dawn of sustainable e-commerce

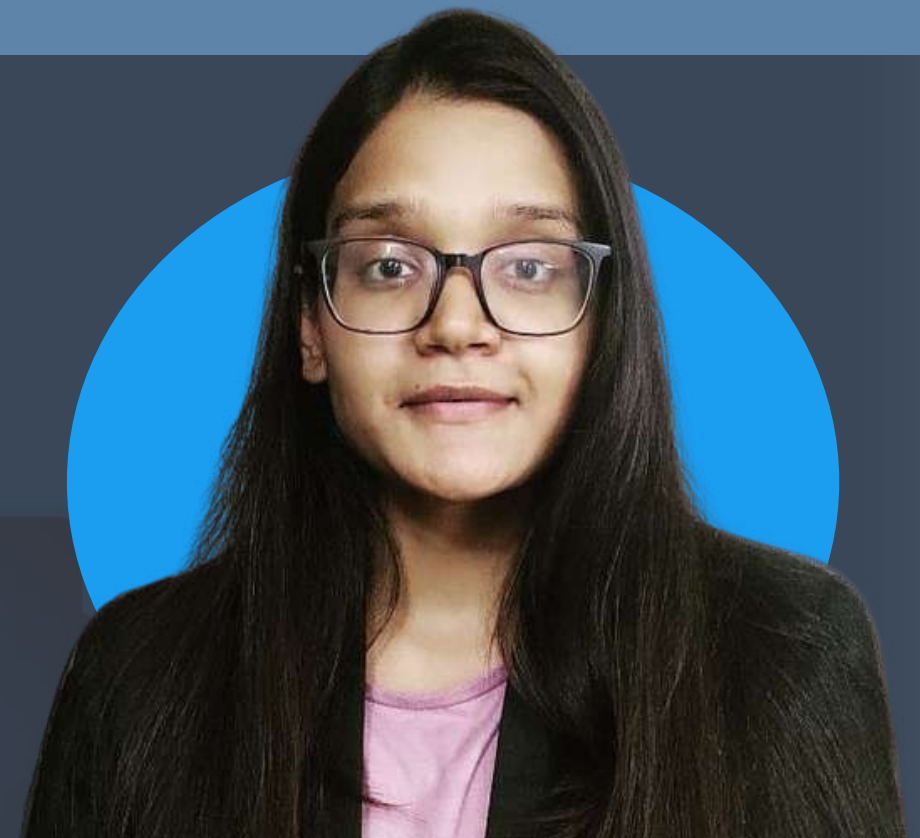


National finalist

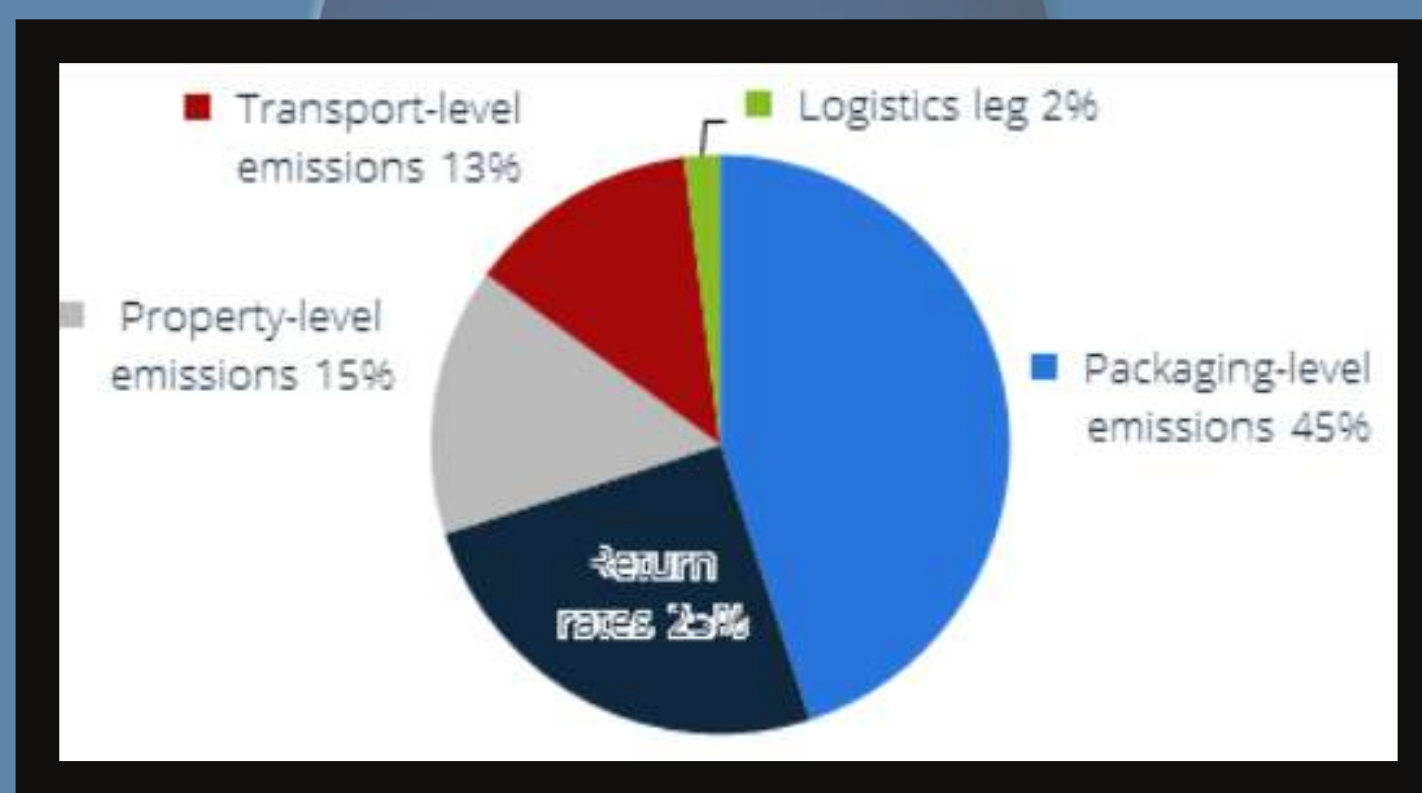
Karishma Agarwal

PGDM

International Management
Institute (IMI), New Delhi



Almost every other firm leaves a carbon footprint due to its operations. Even a green industry like technology has a significant carbon footprint. Till now, e-commerce companies have focused on offering clients discounted goods to take market share away from traditional brick-and-mortar stores. Aside from savings, they've been concentrating on improving the delivery network's speed and efficiency and providing clients with straightforward payment alternatives and durable packaging. While important to the business, all of the following acts contribute to increasing or decreasing these companies' carbon footprint. Below is a pie chart representing the breakdown of estimated e-commerce greenhouse gas emissions as of 2020 by source.



Online marketplaces pay extra importance to the packaging of the dispatched products. For that, an extra layer of corrugated box, foam/plastic/bubble wrap around the product is added to secure it from damage during transit. This activity alone contributes to 45% of the total carbon footprint realized by e-commerce platforms. Second, the highest contributor to greenhouse gas emissions is the 'return rates.'

Second, the highest contributor to greenhouse gas emissions is the 'return rates.' High return rates lead to higher emissions as transportation emits many greenhouse gas.

Consumers are becoming more aware of the significance of environmental sustainability. They are buying more carefully as they become more aware of the environmental impact of their lifestyle choices on the world. More than 70% of GenZ respondents and 80% of millennial respondents expect brands to become more sustainable and are willing to vote with their wallets, according to a global survey conducted by Nielsen with nearly 30,000 respondents.

For internet stores, sustainability is not an afterthought. The rise of environmental sustainability is humanity's reaction to the destructive nature of capitalism's "grow or die" mentality. The concept of sustainability in e-commerce can vary from business approaches to product packaging, and its importance will grow in the following years.

In e-commerce, environmental and sustainability consciousness has long been a trend. Online retailers have been pondering subjects like corporate social responsibility and eco-friendly supply chain practices for some time now to handle increasing demands for sustainability from their customers properly. Many stores have already given their items an ecological makeover and entered the green market with furniture, home accessories, and groceries for conscious buyers.

Some of the primary elements that influence the carbon footprint of purchases conducted on e-commerce platforms vs. those operated through traditional channels

In E-Commerce, Carbon Footprint...

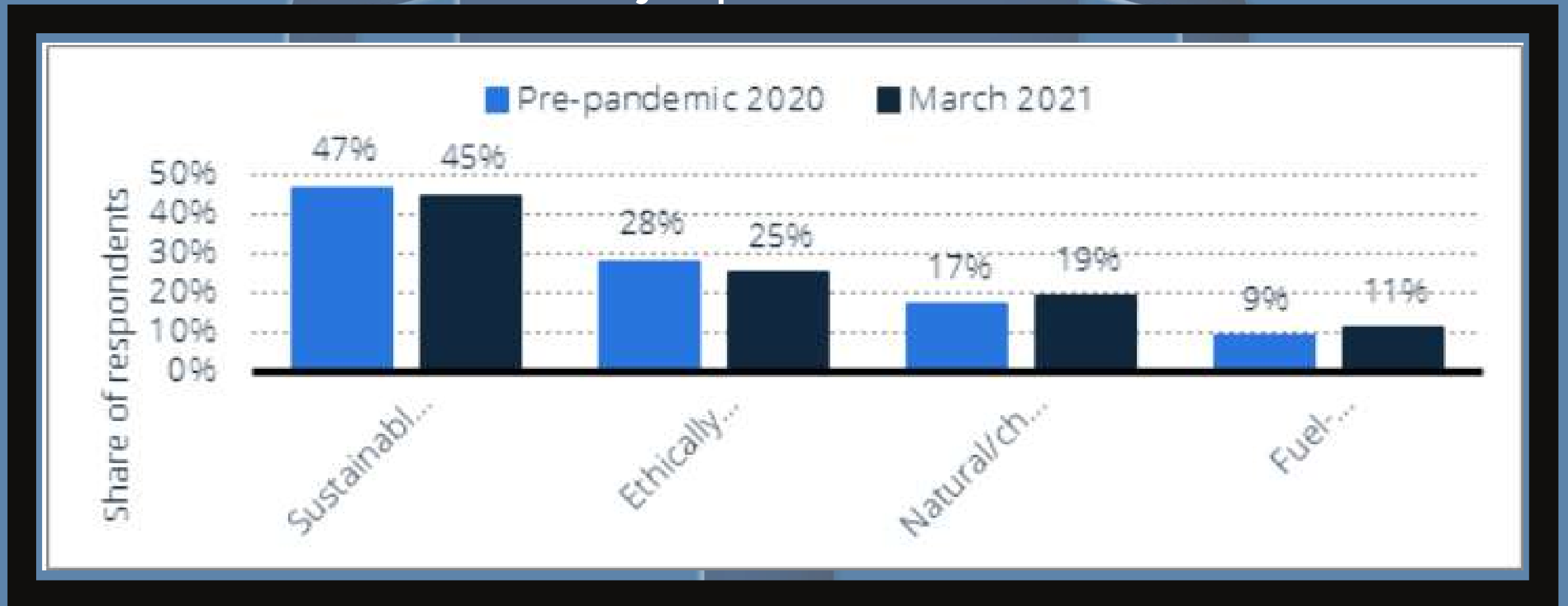
...Increases Due To:	...Decreases Due To:
<ul style="list-style-type: none">• Packaging• Energy Intensive Devices• Impulse Buying• Massive Data Centers• Need For Faster Transportation	<ul style="list-style-type: none">• Efficient Delivery• Reduced Visit To Stores• Online Payments• New-Age, Eco-Friendly Delivery Methods• Smart Logistics Tie-Ups

The infographic is titled "In E-Commerce, Carbon Footprint..." and is divided into two columns. The left column, titled "...Increases Due To:", lists five factors: Packaging, Energy Intensive Devices, Impulse Buying, Massive Data Centers, and Need For Faster Transportation. The right column, titled "...Decreases Due To:", lists five factors: Efficient Delivery, Reduced Visit To Stores, Online Payments, New-Age, Eco-Friendly Delivery Methods, and Smart Logistics Tie-Ups. The infographic includes icons for a laptop, a shopping cart, and a smartphone.

The usage of non-plastic packaging material, including organic materials, which emits less carbon footprint in the environment, has become profound in an online marketplace. The driving factor in e-commerce is the efficient mapping of supply chain management. The introduction of technology in operations has helped organizations create a sustainable marketplace with minimum depletion of natural resources without burning a hole in their customers' pockets.

FUTURE OF SUSTAINABILITY IN E-COMMERCE

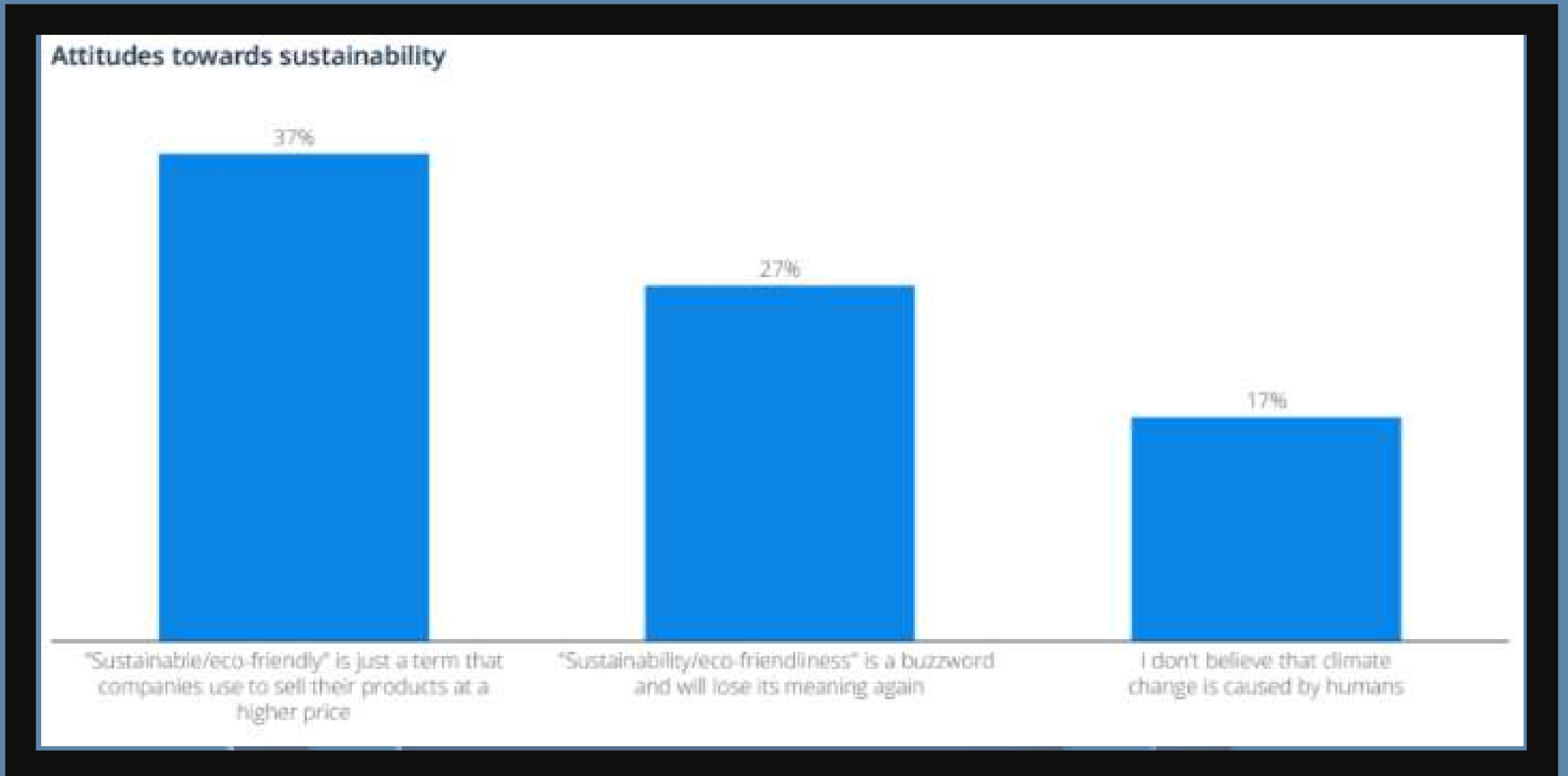
Share of consumers who value sustainable e-commerce before and after COVID-19 in the U.S. in 2021, by aspect



The above graph makes it clear that post-pandemic consumers value natural and organic products more, which is beneficial for their health and the environment. As the customers are becoming more conscious of the environment, creating a transparent online marketplace that offers safe and sustainable products that add value to the environment while keeping the cost differentiation under control has become the main challenge for businesses.

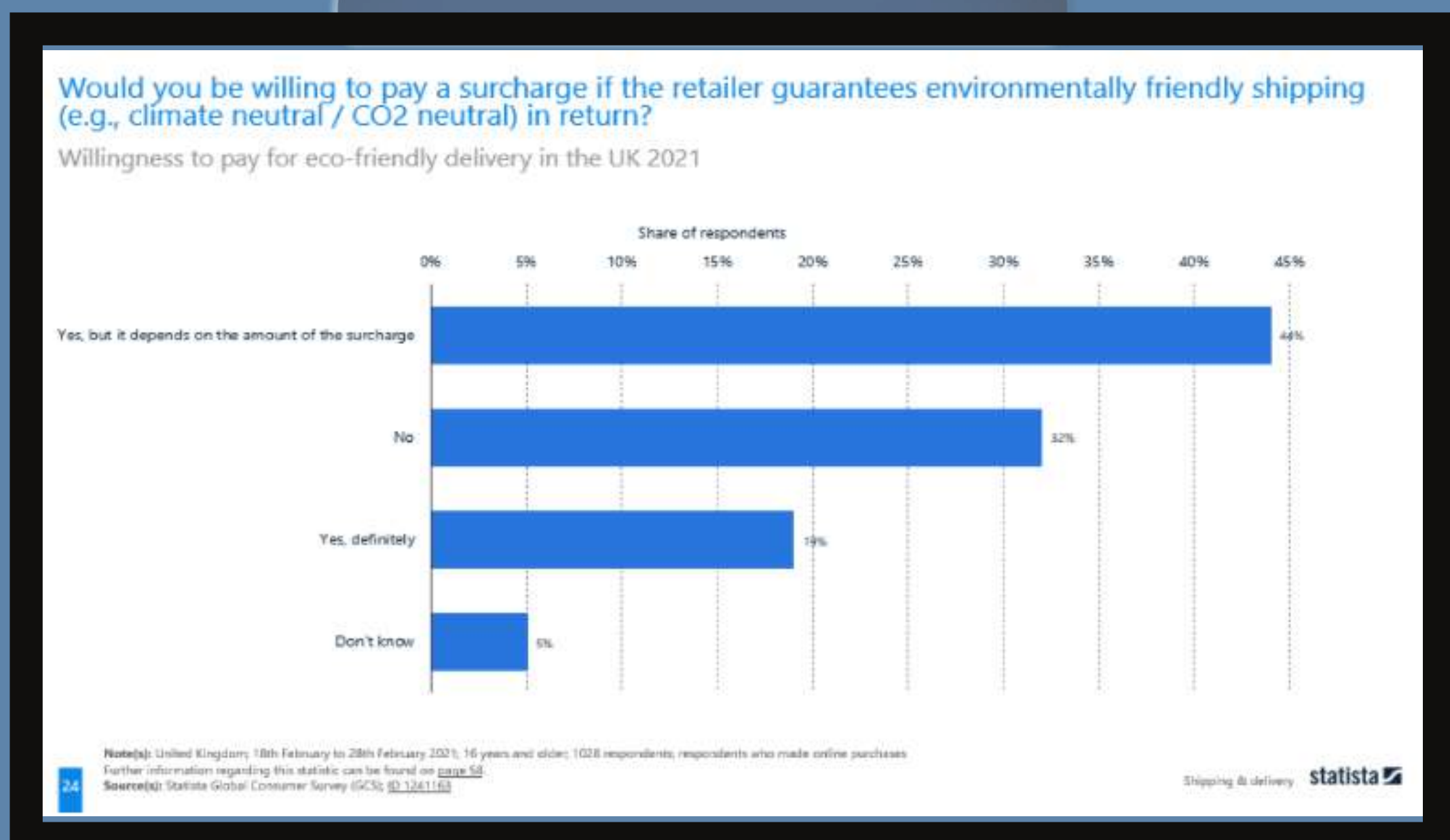


Nearly 40% of consumers are suspicious about the eco-friendliness claims made by companies



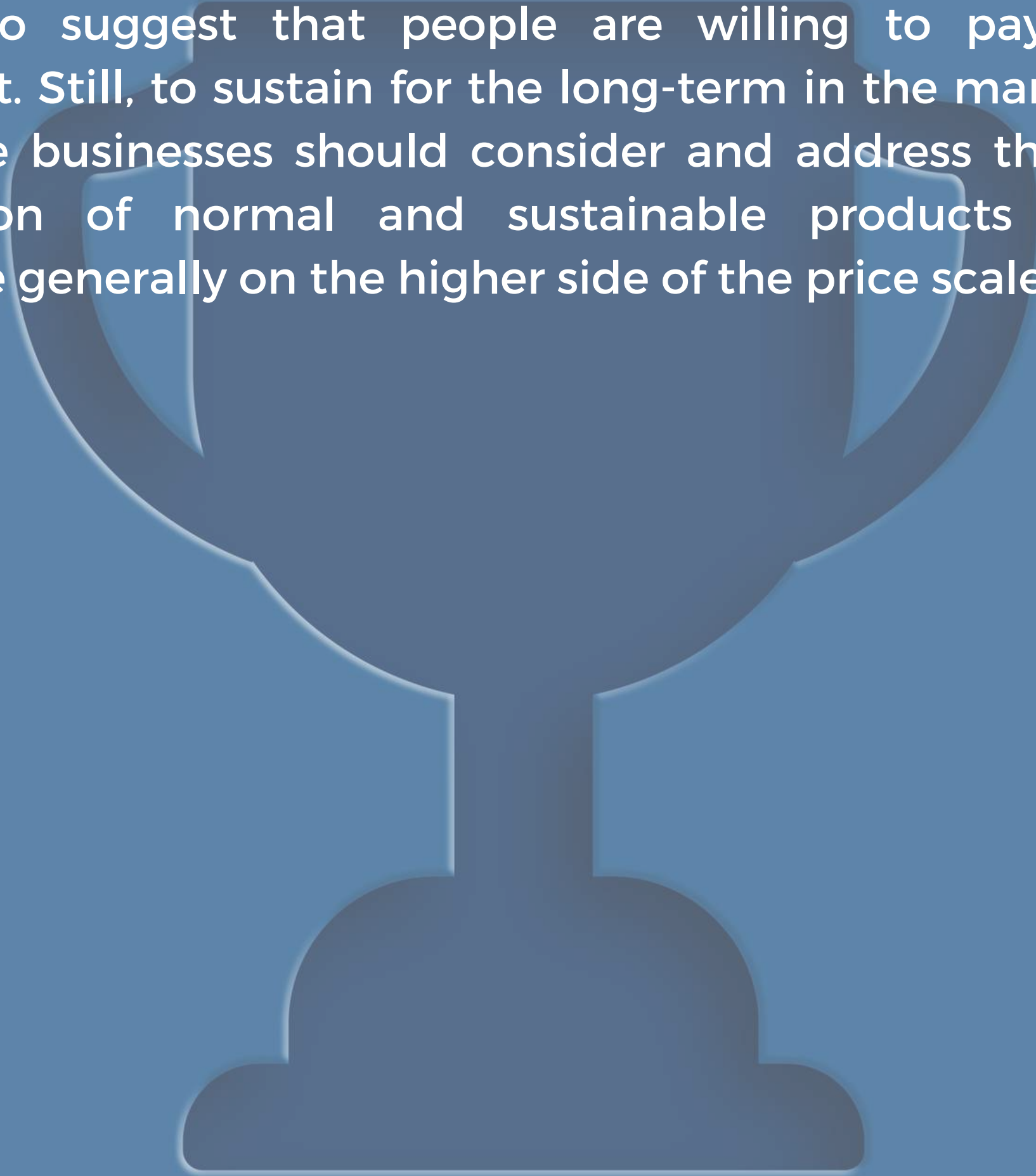
As the green movement grows, customers are becoming more conscious of environmental issues and e-commerce's role in environmental preservation. They value ecologically efficient shipping and fulfillment and the long-term design of fair and durable products. If a business delivers true promise and value while maintaining the authenticity of its customers, the customers would go that extra step and pay for the benefits of the environment suggests that the people are ready for sustainability in e-commerce.

According to a survey of the people who purchased online, more than 60% were willing to pay a surcharge for environmentally friendly delivery.



CONCLUSION

With the rise in awareness, people are looking towards sustainability. They are ready to adapt to the changes offered by e-commerce platforms, given that the media do justice to their offerings and keep in place the environmental and societal values. Trust issues are there among the customers and hence gaining customer trust is a critical factor. The above findings also suggest that people are willing to pay extra for the environment. Still, to sustain for the long-term in the market, sustainable e-commerce businesses should consider and address the issue of price differentiation of normal and sustainable products as sustainable products are generally on the higher side of the price scale.



HRM in e-commerce startups



National finalist

Parul Singh

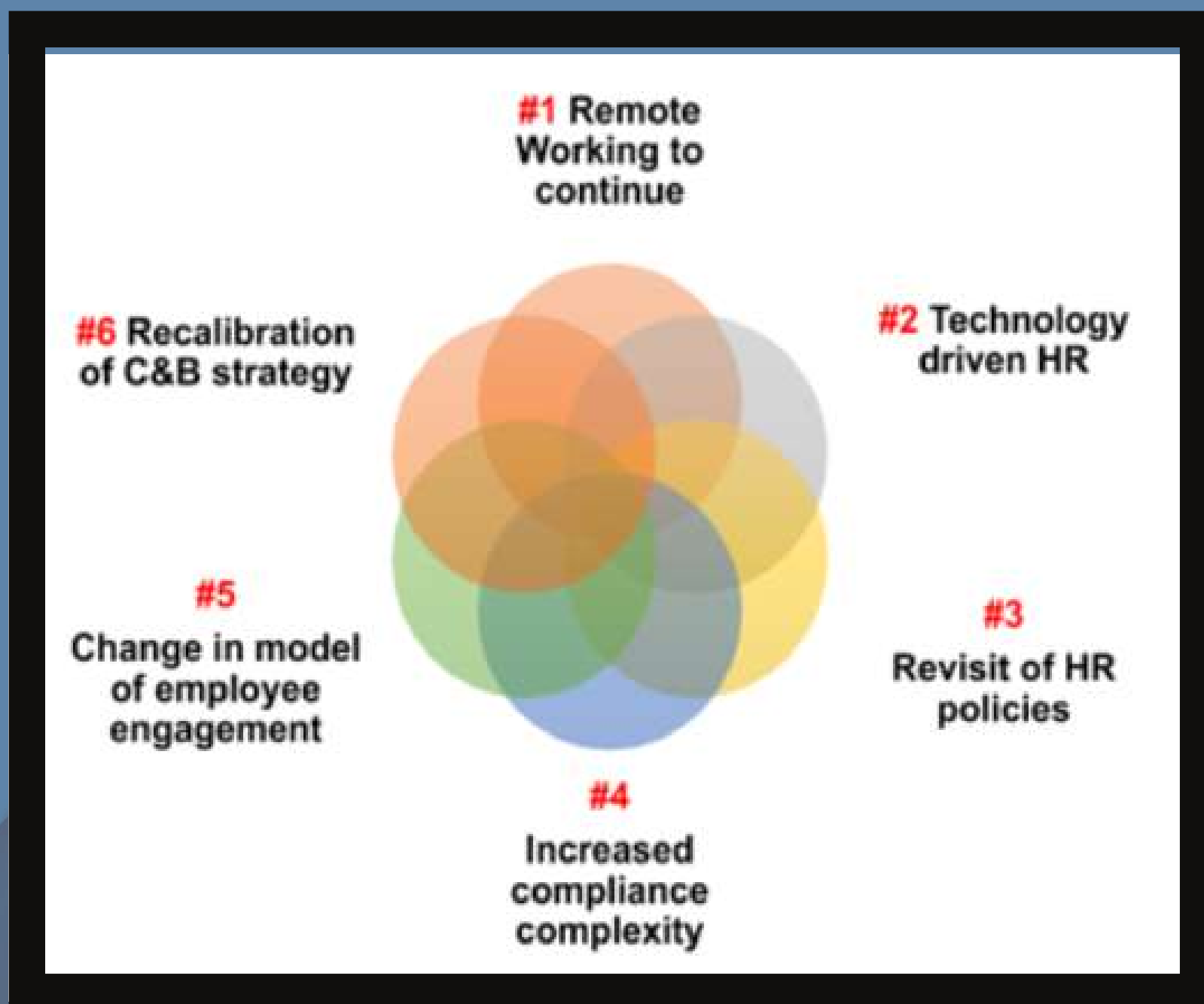
IMI-K Institute (IMI)



An expansive thread of e-commerce startups highlights the need for improved organizational initiatives that further boost employee engagement. With the extensive presence of strong cords within the business arena, e-commerce startups are getting grizzly about their Human Capital Management Framework. Initiatives that drive high return on investment are the most sort after. Moreover, the negotiation doesn't rest upon traditional strategies. The binding notion that exemplifies resilience and growth persists primarily due to the exchange of value for recognition.

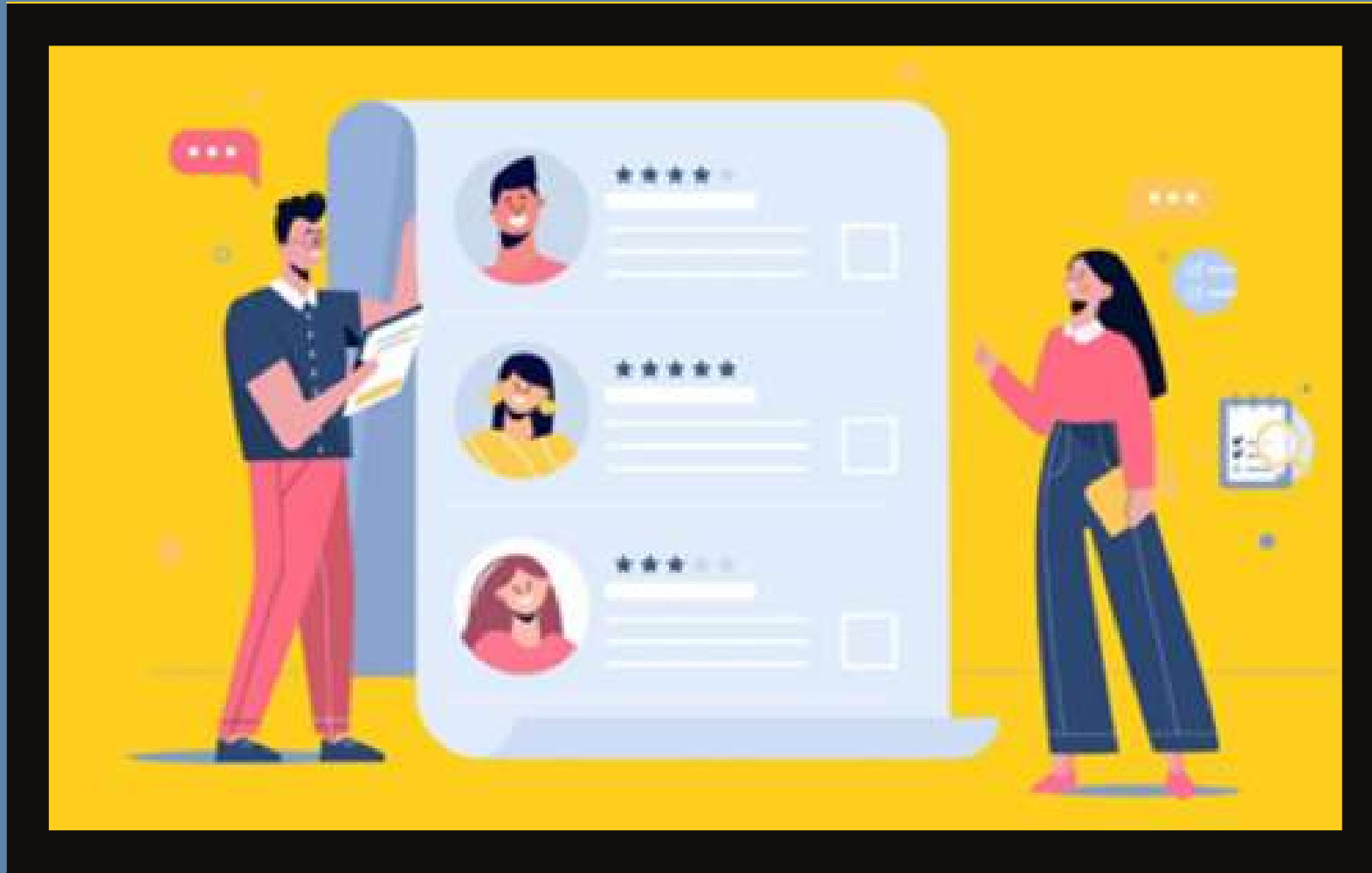
Interestingly, the e-commerce business arena seems to be the most unpredictable, with an inflicting upsurge for dynamic and innovative solutions. As per the Global Hurun Unicorn Index, India holds the third rank with the most number of unicorns, with Bengaluru as the seventh biggest unicorn hub in the world. The diverse Indian market supported by technological advancement is leading the country's startup culture. Moreover, multiple funding sources in the presence of youth demography support the cause.

The trajectory of events does not imply predictive analysis and a prescriptive approach but a portion of reliability and sustainability. E-commerce startups are stuck in the endless loop of talent management and diversity within the firm.



Firms are actively resorting to appreciation initiatives that are non-monetary and recognize impactful work, overall trying to boost employee morale—this advent to rewards and recognitions that incentivize effort and deliberations. With overgrown podiums that host trailblazing additions to the ever-expanding industry, challenging environments are created to cater to the talent pool. The HR gets responsible for attracting diversity, working upon industry landscapes, and inventing initiatives that cater to definite needs.

Adding on to that, HR plays a key role in imparting brand awareness by promoting the “one team, one player” initiative. Furthermore, the alignment of individual goals to the organization’s long-term strategic initiatives corresponds to the ability to look at the bigger picture. With the dilution of traditional career advancement opportunities, HR in the e-commerce business arena has an exciting role to play. This transcends into a configurative display of inclusion and participative fervor, where HR will help employees gain ground over training programs by way of constructive interactions and fun endorsing motives. With the advent of a Global Talent marketplace which promotes talent allocation and collaboration by design, HR in e-commerce startups has worked towards creating innovative profiles that appreciate global talent and skill patterns.



Source- Surveysparrow

With the emergence of molecular and micro-niche segments that engage e-commerce startups in an ideal situation of lust for long-term existence, HR has to keep improvising upon its operational abilities, ever ready for improvisation and optimization. This doesn't imply occasional presence but continual improvement.

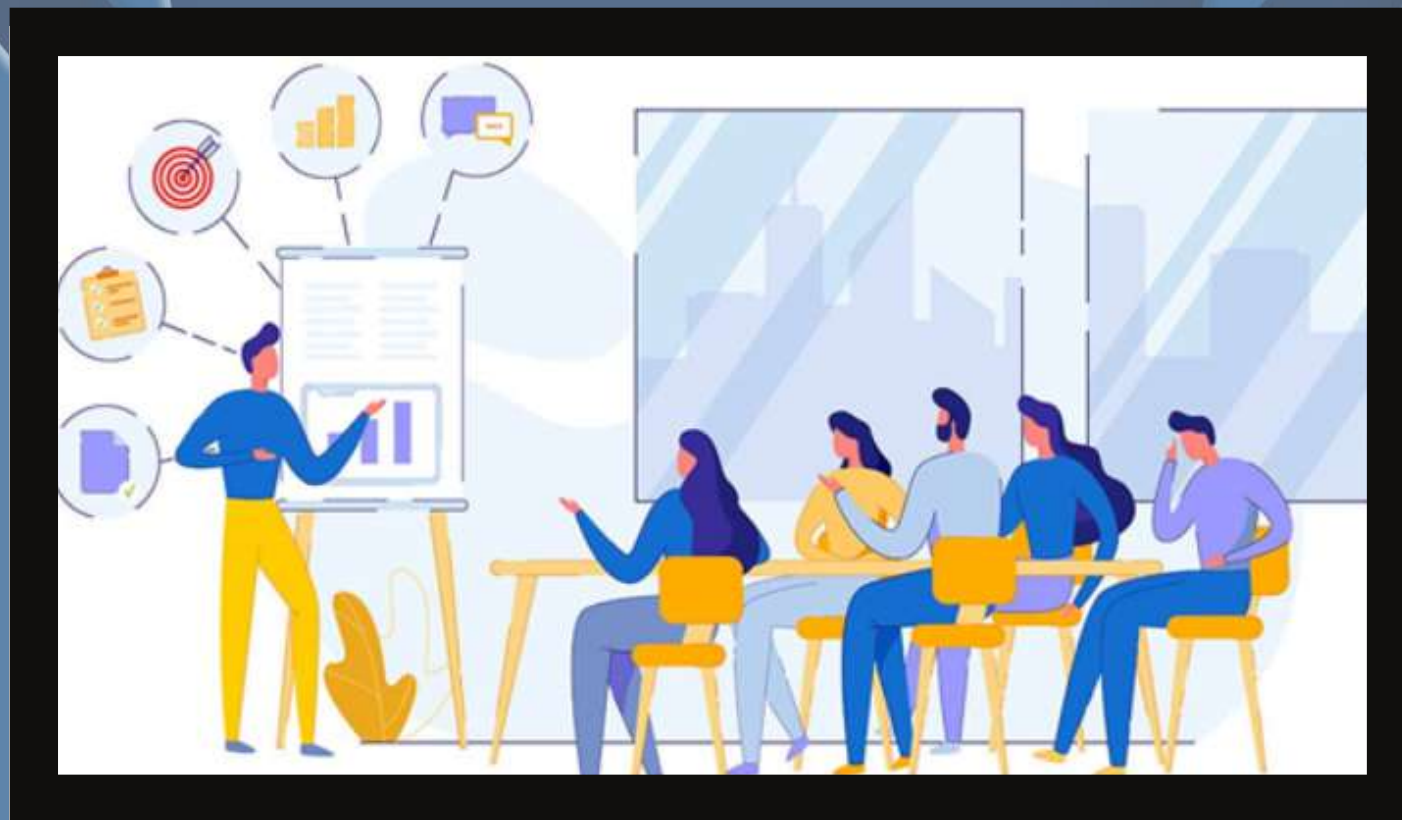
HR has a strong influence in establishing strategic workplaces that account for smart negotiations into building an action response environment that promotes collaborative effort and sustenance. Cross-functional teams working on diverse projects to devise efficient solutions driven by technological advancement will have the support of flexible work schedules that account for stress and friction.

Data integration and organizational and workflow analysis help HR penetrate, creating workflow diversification in the e-commerce arena where startups can create hybrid matrices that prevent the organization from iterating traditional models. Employees have the freedom to work on different projects without streamlining their exposure.



Moreover, the incubators and startups promote technology-driven HR strategies that compensate for redundant practices. HR operations get transformed to automated funneling that impart a leveled training, helping to deliver value in an optimized manner. The upscaling has resulted in a shift from people analytics to data literacy, where impactful decisions are taken based on a data-driven approach.

With remote working, backtracking employee productivity has taken on a new trend. Many technologies geared startups have improvised employee productivity mapping by way of automation. Recordkeeping, payroll, team management, training, and development are all being shifted to the cloud. Moreover, virtual coaching has helped senior management gain ground over fast pacing aspects such as skill-building and employee relations. The reimagination of such critical parameters enables the division to work efficiently towards streamlining change management.



Calibrating the overall trend, HR at e-commerce startups is initiating indulgence of curious minds to a large spectrum of skills beyond the narrow fit. This involves improvisation of the task force to the curious space of adaptability and resilience. The post-pandemic scenario has taken the arena to better career advancement experiences with ample scope for skill upgrades. The dynamism of HR is paving the way for redefining business scope in e-commerce startups. But the challenge of retaining talent persists. Despite massive disruptions brought by the pandemic, the leadership successfully created technology-driven pathways that helped HR adapt and retain its functionality in the long run. The fundamentals remain the same, realizing potential through inclusive initiatives that bind the employees to a collective goal. Growth and sustenance are induced by way of transformation and integration. The HR processes at e-commerce startups will continue to grow paramount, improving upon descriptive analysis of human capital.

Nykaa's journey from meagre start-up to listing on the stock



National finalist

Neha Sharma

PGDM-BIFS

Goa Institute of Management

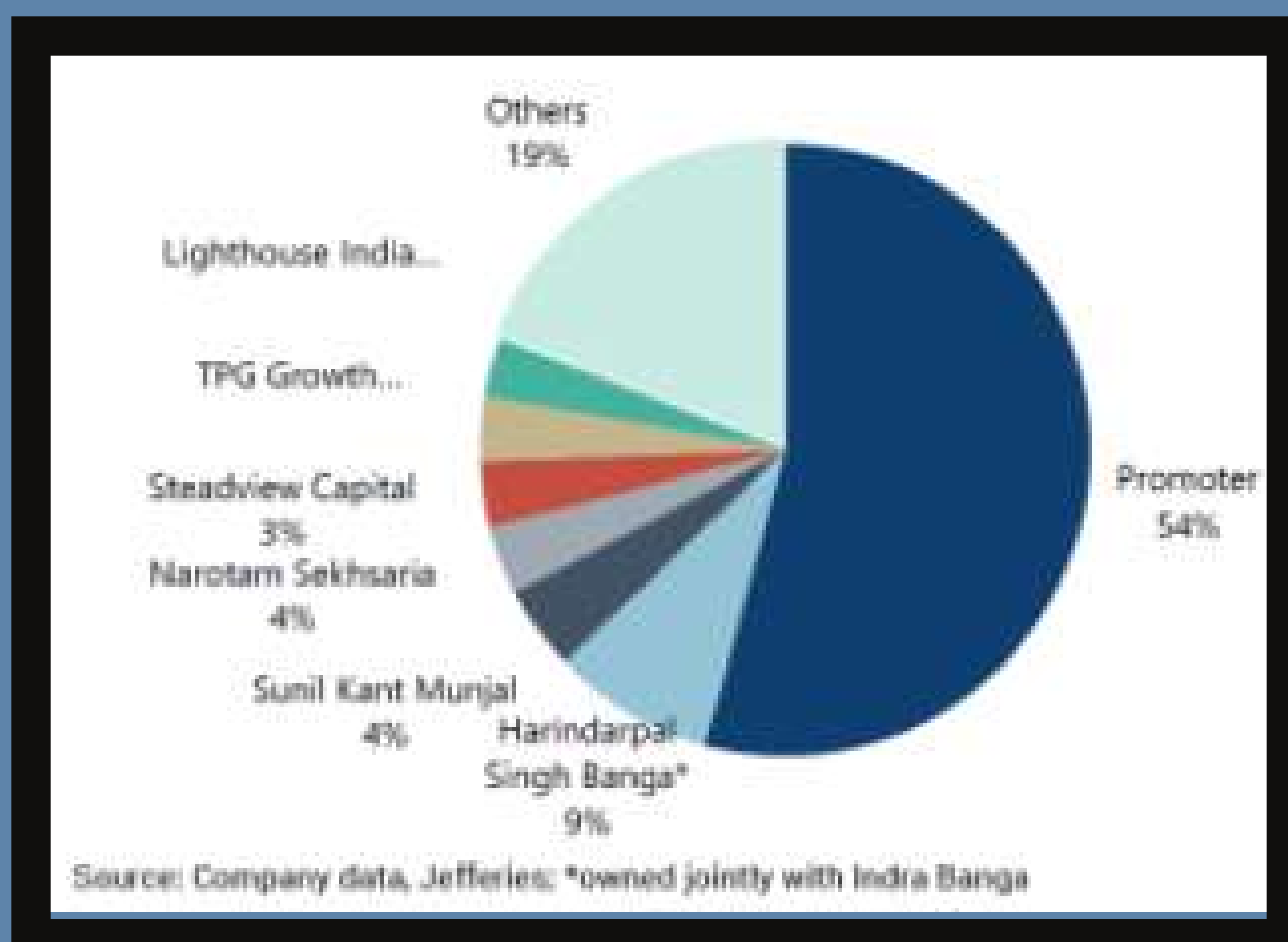


"I was never a good swimmer, but I was always the first to jump in. The thought, what if I break a leg? never occur to me."

-Falguni Nayar-

The Heroine

Falguni Nayar was associated with Kotak Mahindra Capital as a managing director. She helped establish Kotak's overseas subsidiaries in the United Kingdom and the United States. By 1997, she was the Head of Kotak's International Business. It was the time in India when the private capital market was very active. The country's start-up ecosystem was taking its baby steps. Later, Falguni was put in charge of Kotak's Institutional Equities Business, where she spent a lot of time taking companies like PVR Cinemas (in 2005) and UTV Software Communications Ltd. (in 2015) public.



The Start-up NYKAA (or Nayika in Hindi) means actress or, as Falguni says – “You are an actress of your own life.” Nykaa started as an Indian e-commerce platform in 2012. Those were the days when beauty products for many meant only ‘Kajal’ and ‘Lipsticks.’ The market was ripe, waiting for disruption, and Falguni was keen to build a brand. The majority of the Indian population was unaware of the other products in the makeup and cosmetics category that Falguni came across while window shopping in London and New York. She wanted to introduce this new world of beauty to the Indian population and teach them how to use these products. She was convinced from the very beginning that the new generation would buy more online and rely more on reviews and peer recommendations rather than visit the brick-and-mortar stores. Building a start-up business from scratch was not very easy. Her focus was on brand message and its virality.

Initial Funding

Like many other start-ups, the initial funding was through family savings until they turned to investors in 2014 to improve the customer experience and expand their business. The early investors were High Net worth Individuals from India and angel investors like Sunil Kant Munjal of Hero Group and Rishabh Mariwala of Sharrp Ventures.

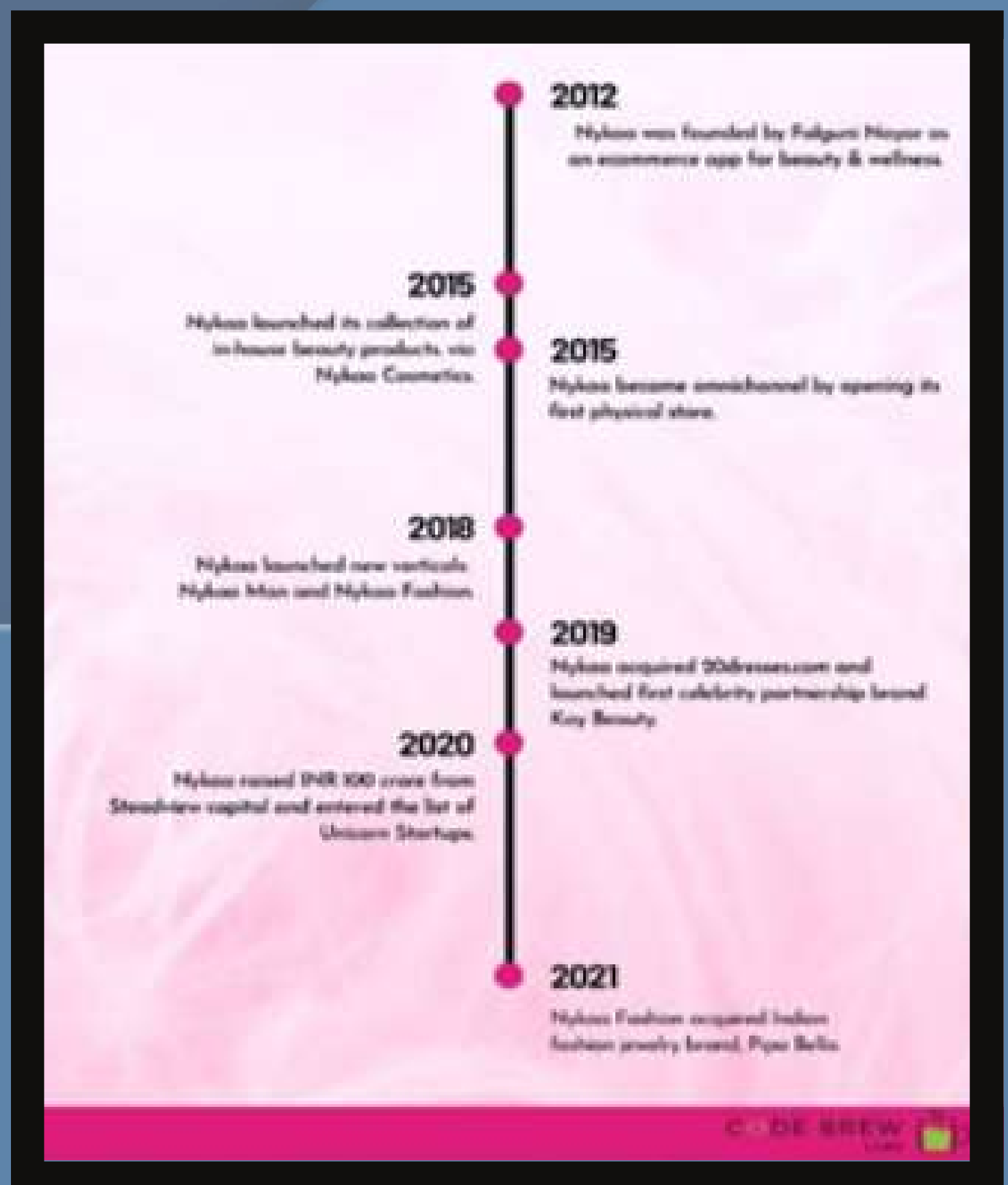
The Struggles

Exactly when Nykaa was scaling up, there were challenges in terms of the team falling apart. At the beginning of 2013, five of its seven-member team had quit the company, and the start-up was shipping just ten orders per day. Even investors were reluctant to put their money in an online beauty brand. And that was when Falguni’s daughter, Adwaita Nayar, came forward as a Just-in-time resource. Adwaita has played an essential role in making Nykaa one of the industry leaders in the e-commerce world. She is also responsible for the brand’s physical presence around the country.

Acquisitions and Partnerships

- In 2015, the company expanded its presence by selling products other than beauty and cosmetics. Since 2015, Nykaa has been hosting the 'Nykaa Femina Beauty Awards' in partnership with Femina (India).
- In 2019, Nykaa launched Kay Beauty - its first celebrity partnership brand, with actress Katrina Kaif. In the same year, it acquired a private women's styling platform - 20Dresses.com.
- In 2020, Nykaa Man was launched. The company expanded into fashion by launching Nykaa Design Studio, aka Nykaa Fashion. By the end of the year 2020, Nykaa Fashion launched its first offline store in New Delhi.
- In 2021, Nykaa Fashion acquired Pipa Bella, the Indian fashion jewelry brand.

In March 2020, Nykaa raised US\$ 13 million from Steadview Capital and became the first unicorn start-up in India valued at US\$ 1.1 billion, headed by a woman. The company delivered orders worth Rs 17.1 million in the year 2021. Besides the website and app, Nykaa now has 84 stores across the country. It also has a presence in Mauritius, Dubai, and London and plans to expand to other the Middle East and European countries.



Listing on stock

Falguni is an ex-investment banker and has taken several companies public. She was very well aware of the values that the public market brings to a company in terms of long-term sustainability for the business, corporate governance, and, most importantly, the shareholders. Experts believed in the business model and were optimistic about listing gains and gains in the long term. The company outlook and industry outlook both were positive. Nykaa has retained its customer with a retention rate as high as above 70%.

The main objectives of IPO as mentioned in the Red Hearing Prospectus were –

- To set up new warehouses and subsidiaries of Nykaa E-retail, Nykaa Fashion, and FSN Brand.
- To enhance brand awareness and visibility, repayment of borrowings of Rs 156 Cr for the company and its subsidiary Nykaa E-Retail.
- And general corporate purposes.

This IPO created hype since the day it filed its DRHP and investors were eager for the allotment date. Shares of FSN E-commerce Ventures, the parent company of Nykaa, made a stellar debut on the stock exchanges, both BSE and NSE. The issue was subscribed 82 times, with retail bidders' portion oversubscribed by 12.24 times. The company's shares were listed at Rs. 2,018, a premium of 79.38% on NSE. On BSE, the scrip was listed at Rs 2,001, a premium of 77.87% over its issue price of Rs. 1,125.



From a time when more than fifty investors rejected Nykaa's idea to Nykaa holding India's most successful IPO ever, the journey has been nothing less than a roller-coaster ride. After Nykaa's listing, the Nykaa herself, Falguni Nayar, became India's richest self-made female billionaire.

Manthan Hackathon

The Government of India organized it, wherein teams had to work on problem statements and provide innovative solutions. Let's take a look at the journey of the team **WeRockers**.

Team WeRockers



Sai Ranjani N



Karan Prajapat



Shivani Thakur



Anushka Agarwala



Malvika Parulekar

1. Give us a short description of your competition.

The competition was based on a problem statement stating that we have to develop a technique or solution to extract contact details, mentions, ISP address, geolocation, VPN, and address, of terrorists from several social media platforms. We used a web scraping technique to solve the problem.

2. There are many competitions on D2C. How do you choose which ones to apply to? Do you prefer to play to your strengths or experiment?

During the Foundation Program of WeSchool, one of the teams called InnoWE informed us about this competition. We all realized that our core interest lies in solving real-life problems; hence, we participated in the competition.

3. How did you form your team? Did you try to include people from diverse backgrounds, or did you prefer teaming up with those from similar experiences?

InnoWe team helped us put our team together, and our team members were from diverse backgrounds. It was fun to work with the unknown.

4. How do you manage differences of opinion?

We always gracefully agreed to disagree on our views and approaches at various levels, but our focus was to win the competition. So we naturally came over our differences unitedly to achieve our common goal and worked towards winning this prestigious competition organized by the Government of India.

5. Any Key learnings you would like to share.

During the competition, we got the opportunity to learn about various techniques used in web scraping, API development, storytelling, and improving a whole new set of skills from our mentors, Dr. Sonal Daulatkar Ma'am and Dr. Subodh Deolekar Sir.

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Call For Articles



The banner features the 'we school' logo in the top left and the 'SAMVAD' logo in the top right. A central blue circle contains the 'dukaan' logo. The main text reads 'SAMVAD: Call for Article' and 'RETAIL' in large, bold letters. Below this, the date 'Date: January 31st, 2022' is displayed. Two white boxes contain the text 'Prizes Worth ₹ 2000/-' and 'Register Now on D2C'. At the bottom, there are social media icons for Instagram (@samvad.weschool), LinkedIn (Samvad WeSchool), Facebook (SamvadWE), and Twitter (@samvad_we), along with an email icon and the contact address 'Contact Us: samvad.we@gmail.com'.

We invite articles for the next 119th issue of SAMVAD

The theme for the edition: **'Retail'**

The articles can be from Finance, Marketing, Human Resources, Operations, or General Management domains.

Submission guidelines:

- Word limit: 800 - 1200 words.
- The cover page should include your name, institute's name, course details & contact no.
- The references for the images used in the article should be mentioned clearly and explicitly below the images.
- Send in your article in .doc or .docx format, Font size: 12, Font: Constantia, Line spacing: 1.05' to samvad.we@gmail.com.
- Please name your file as: __<section name e.g. Marketing/Finance>
Subject line: <Your Name>_<Course>_<Year>_<Institute Name>
- Ensure that there should be no plagiarism of more than 5%, and all references should be mentioned clearly.
- Clearly provide source credit for any images used in the article.<!-- EndFragment--> </body> </html>



JEAN PAUL AGO

L'Oreal CEO

“Ecommerce isn't the cherry on the cake, it's the new cake”

JOEL ANDERSON

Walmart CEO

“You can't just open a website and expect people to flood in. If you really want to succeed you have to create traffic.”



MEG WHITMAN

Hewlett-Packard CEO

“Communications is at the heart of e-commerce and community.”



amazon

Flipkart



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G GROFERS



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& Learn

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make my trip



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