



## **Guest Session on 'E-Commerce by 100 Plus'**

E-commerce (electronic commerce) is the activity of electronically buying or selling of products on online services or over the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. With the world currently revolving around things like internet and technology, E-commerce proves to be the trending business. E-commerce sites provide customers the ease of shopping at home, and also with a greater variety of products. The growing relevance of E-commerce in today's world is something the aspiring business professionals should have in-depth knowledge of and a session for the same was conducted. The guest session on E-commerce was conducted by 100Plus on the 20th of February. 100 Plus aims to build an Assisted Ecommerce Platform- Hundred Plus, dedicated to Semi-urban and Rural women. They have also introduced "virtual retailing" in India, wherein women shall be appointed as virtual retailers(E-retailers), thus connecting brands to the corners of India and assisting customers in online shopping from Hundred Plus. 100 Plus has a vision to "Increase the Happiness Index of India by Reaching the corners of India and giving it access to Unlimited solutions (Retail Products/Brands/Services) with Knowledge and Ease of shopping, by Installing necessary enablers in the Retail Ecosystem."

The speakers for the guest session was Gaurav Bansal, CEO of 100 Plus and along with him, Anjali, HR of 100 Plus. The session began with the main speaker, Gaurav Bansal talking about the prevalence of internet and technology in today's world. The session moved towards the specific topic of E-commerce, its roles and how it's a blessing to the customers. Further into the session, the speaker talked about 100 Plus and how Ecommerce in India is ~3% of entire India's retail, with poor women participation(purchase) especially from rural and semi-urban India. He also talked about the start-up being recognized and awarded many awards. The session was concluded with an interactive Q&A round by the students where the budding entrepreneurs asked questions related to the challenges a benefits of E-commerce start-ups.