

## **POST ACTIVITY REPORT**

Seminar under

# **"The Colloquium"**

*..an educative seminar series*

*On*

## **E-Commerce**

**Venue:** Auditorium, Indian Diamond Institute, Katargam, Surat

Date: 26.06.2018

The Gem & Jewellery Export Promotion Council organized a Seminar, on topic of E-Commerce to spread awareness on online business to the manufacturers, traders and exporters of G&J industry of Surat.



The main moto of this seminar is to give exposure to the local traders on ongoing trends and advanced approaches of business. Make them aware of the benefits of digital platforms and how to utilize this modern medium of communication in building brand, selling of products and reach large span of customers.

This seminar covered Domestic Business as well as Cross Border Business, Retail Exports through internet; also the processes and legal formalities for the same.

Shri Dinesh Navadiya, Regional Chairman, Gujarat, GJEPC gave inaugural speech and welcomed the speakers with bunch of flowers. He further briefed the crowd on the moto of the seminar and also appealed them to consider online business and an important aspect of industry as this is going to play the vital role in future.



Smt. Jilpa Sheth, Dy. Director, GJEPC gave a brief introduction of both the speakers and invited speakers to share their knowledge from the GJEPC platform.

Shri Ankit Pareek, Regional Manager, eBay for Gujarat and Rajasthan provided information on online retail exports, opportunity, the process flow, cost structure etc.



He elaborated on what is e-commerce and why the e-commerce has become an essential part of the business, the e-commerce offers many benefits and much lesser investment to start a business. The cost related to middle man can be minimize and hence the cost effective products can be manufactured.



Shri Chirag Virani, executive director of B. Virani & Co. covered the business perspective and usefulness of digital platform for G&J sector.

He apprised the listener from industry prospective and the minor detailing involved in jewellery industry. He explained that the online business helps in curbing the massive cost in terms of Inventory, Manpower and Infrastructure. Hence, we can provide goods to direct consumer on much lower rate and at a same time we can maximize the profit range.



The session was interactive as many listeners raised the questions related to their experience and the seminar content.



Shri Rajat Wani concluded the programme with vote of thanks, the programme was followed by hi-tea. Total 120 members took benefit of this seminar.

