



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

"EPCH HOUSE" POCKET-6 & 7, SECTOR-C, L.S.C., VASANT KUNJ, NEW DELHI-110070

Tel: 91-11-26135256

Email: compliancecell@epch.com

Fax: 91-11-26135518, 26135519

Web: www.epch.in

EPCH ORGANIZED AWARENESS SEMINAR ON "E-COMMERCE LED EXPORT - CHALLENGES & OPPORTUNITIES AT RAJIV GANDHI BHAWAN, NEW DELHI ON 30TH NOVEMBER'2013

The Export Promotion Council for Handicrafts (EPCH) organized a seminar on "E-Commerce Led Export - Challenges & Opportunities" at Rajiv Gandhi Bhawan, New Delhi on November 30, 2013 to make the exporting community aware of the benefits of E-commerce led exports so that the same can be practiced in day to day business operations by them. The seminar discussed in length the intricacies, procedures and system involved in e-commerce led exports. The following were present during the above seminar:-

Mr. Navin Mistry	-	CBT Head, eBay, Mumbai
Mr. Animesh Singh	-	Business Head, Jabong.com, New Delhi
Mr. Vijay Kaushik	-	M/s Ticker Plant
Mr. Rakesh Kumar	-	Executive Director, EPCH
Mr. Prince Malik	-	Member-COA

The seminar was chaired by Mr. Rakesh Kumar, Executive Director, Export Promotion Council for Handicrafts (EPCH). The speakers including Mr. Navin Mistry, CBT Head, eBay, Mumbai gave a detailed presentation on e-commerce led exports, Mr. Animesh Singh, Business Head, Jabong.com, New Delhi gave a presentation on domestic opportunity through on e-commerce, Mr. Vijay Kaushik of M/s Ticker Plant gave the tips for creating a website and also promoting it through various search engines. Over 45 participants comprising member exporters, buying agents and their representatives took part in the seminar. The presentations highlighted the size of online market for home products in India; Inclination for exporters towards the domestic market where business size is increasing many folds each year; e-commerce opportunity for exporters; Safety and security mechanism and payment transactions etc.

During opening remarks, Mr. Rakesh Kumar, ED-EPCH stressed on the importance of E-commerce in present scenario of Retail exports. He further emphasized the need for E-Commerce to provide safe and secure business to the exporters. He was of the view that since India is amongst youngest countries in the world having 3rd largest population of internet users in the world; business through web portals offers huge opportunity to the exporters to widen their scope of business.

Mr. Mistry from ebay.com said on the occasion that the trend in the world trade is now electronic and based on internet, emails and similar system, e-commerce led exports have acquired added importance as these are not only found to be speedy but also less cumbersome.

Mr. Animesh Singh, Business Head (Home & Furniture) of M/s Jabong.com apprised the gathering about his portal and highlighted the features which are available to the visitors. He further stated the benefits of doing business with Jabong.com which included easy reach to fast growing online community, unlimited shelf place for products & services and 24x7 availability of shopping online.

Mr. Vijay Kaushik of M/s Ticker Plant also emphasized on the branding of website through google and gave vital tips for creating and launching of a new website. He made a detailed presentation on the use of key words, video clips to increase the visibility of website.

The seminar on ecommerce led exports was found to be of great benefit to the exporting community and most of the participants expressed keen interest in this system of business. Many questions were raised about the subject and were answered by the experts present at the seminar.

After detailed deliberations, the following major questions were asked from the dais:

QUESTION-ANSWER SESSION:

Q1. What is an eBay store?

Ans: eBay is an ecommerce solution that helps to reach to the millions of buyers worldwide who shop/visit on eBay. There are exclusive marketing and merchandising tools, great customization features to build a strong brand that keeps customers coming back. An eBay Store creates a central shopping by showcasing all merchandise in one location where buyers can learn more about the products and policies.

In addition, an eBay Store subscription package provides eBay sellers with a range of options for easy selling and maximum profitability.

Q2. What are the benefits of eBay store?

Ans:With the whole world becoming electronic, there are huge benefits of having eBay store. With eBay Stores, sellers can choose the subscription package that's most profitable for the way they sell. The vast majority of higher-volume sellers who sell more than 50 items per month can get significant savings with dramatically reduced upfront costs compared to eBay standard fees.

Q3. From the prospect of a buyer, what is the maximum limit of value and volume of purchase through online portals?

Ans: There is no limit in terms of volume. However, in terms of value, a buyer can purchase goods to a maximum limit of USD 10,000 per transaction. In addition, there is scope of having more subsets of transactions, if the buyer is further interested in buying.

Q4. What are the requirements for opening an eBay store?

Ans: To open an eBay store, an eBay seller's account, with credit card is required. In addition, the seller must have a Verified Premier PayPal account.

Q5. Generally, RBI takes a long time to verify Pay Pal Account, What is the alternate method?

Ans: This is actually a year old problem and has been solved as of now.

Q6. In case of same category of products from different suppliers; what is the method of sequencing?

Ans: Sequencing is done on the basis of feedback received from the buyers. It is not dependent on the fee charged for registration. There is no role of eBay in pushing a product on top.

Q7. There can be fraud from either of the sides i.e., buyer's side or seller's side. What is the method to regulate and combat such problems?

Ans: There is a DRP (Dispute Resolution Programme) system at eBay and it is done from both the sides: Seller's Side and Buyer's Side. There is a strong safety team which generally takes feedback from the buyers and sellers individually, based on which the score is prepared and indicated over there to show the authenticity of both the sides. The dispute rate on eBay is less than 0.2%.

Q8. How is the order-vs-supply met by Jabong.com?

Ans: Jabong.com follows both inventory model and a managed marketplace model. In inventory model, products are sourced from brands and stored in the Jabong warehouse. In managed

marketplace model, Jabong doesn't store the inventory but takes care of the fulfillment, Customer Service, and Returns if any.

Jabong.com offers same-day delivery in Delhi/NCR and within 48 hours in top 10 cities and within 2-3 days in other cities and towns.

Jabong's logistic operations launched JaVAS as a separate service independent of Jabong. JaVAS covers around 50-55 cities and a majority of its customers are e-commerce players, though there are some offline players as well.

Q9. It has been observed that when a seller contacts Jabong.com for listing their 10 products (say for example), the seller does not receive any reply. Is there any criterion for listing the products in Jabong.com?

Ans: It is always suggested in the benefit of a supplier to list maximum of the products on the portal so that guarantee transaction takes place. A minimum of 100 products should be listed at least.

Q10. What are the important things that should be taken into account so that it increases the probability of finding it quickly through search engines?

Ans: The following points should be taken care while designing the website of the company:

- Use of Key words: Depicting relevant and high frequency key information in the website.
- Use of Short Video Clips: To introduce the product and process of manufacturing should be clipped in a small video of 3-4 min.
- Regular updating of the content of the website



