



AMITY UNIVERSITY

UTTAR PRADESH

AMITY DIRECTORATE
of
APPLIED ARTS/FINE ARTS/PERFORMING ARTS/ VISUAL ARTS

WEBINAR REPORT

on
-- CAREER OPPORTUNITIES IN FASHION E-COMMERCE INDUSTRY --

Organized by

AMITY SCHOOL OF FASHION TECHNOLOGY

DATE & TIME- 16TH JULY, 4PM

SPEAKER: Ms Mini Sharma, Vice President (Category growth & Ad monetization), LimeRoad

Attendees- 120

Faculty members- 17

OBJECTIVES:

1. Understanding E-COMMERCE INDUSTRY
2. Analysing Impact of pandemic on e-commerce industry
3. Imparting knowledge about career opportunities in e-commerce
4. Motivating students

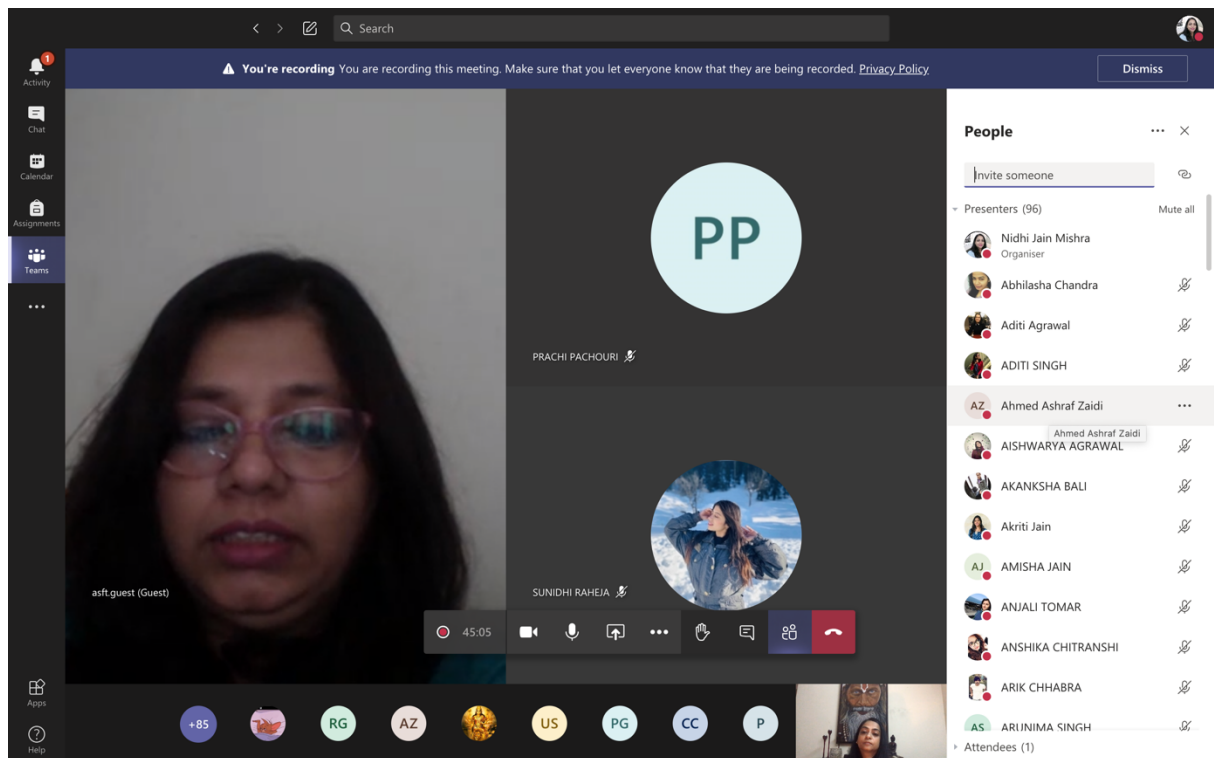
Speaker Profile:

Experienced Business Head with a demonstrated history of working in the apparel and fashion industry. Skilled in Sales & Marketing, Retail, Category Management, Management, and Brand Management, planning, Buying and sourcing. Strong business development professional graduated from National Institute of Fashion Technology Delhi. She has worked as product head at Reid & Taylor, Associate Director at Jabong and is currently working as Vice President (Category Growth & ad Monetization) at LimeRoad.

Major points discussed:

- 1) Overview of the growth of e-commerce industry in india
- 2) Unprecedented growth in the industry due to the pandemic
- 3) Various verticals of a fashion e-commerce

- 4) Job profiles for young fashion professionals
- 5) Skills and eligibility for various e-commerce job profiles



Microsoft Teams Meeting Interface

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People Panel:

- Presenters (106)
 - Nidhi Jain Mishra (Organiser)
 - Abhilasha Chandra
 - Aditi Agrawal
 - ADITI SINGH
 - AZ Ahmed Ashraf Zaidi
 - AISHWARYA AGRAWAL
 - AKANKSHA BALI
 - Akriti Jain
 - AJ AMISHA JAIN
 - ANJALI TOMAR
 - ANSHIKA CHITRANSHI
 - ARIK CHHABRA
 - AS ARIJINIMA SINGH
- Attendees (1)

Meeting Controls: 52:03, Mute, Video, Chat, Share, Hand, Help, End Meeting

Participant Avatars: +93, RG, CC, PG, US, AZ, P

Zoom Meeting Interface

Participant Grid:

- Top Left: Video of a woman in a room with a large portrait of a man.
- Top Right: Video of a man in a white shirt.
- Bottom Left: Video of a woman with glasses.
- Bottom Right: Yellow circle with the letter 'C'.

Meeting Controls: +76, SM, RG, PS, KK, SB, AZ (Ahmed Ashraf Zaidi), B C ANANT, UJWAL SINGH, P (prancy.ppta)