



# INTEGRAL UNIVERSITY, LUCKNOW

## Center for Career Guidance & Development

*Creating Possibilities.....Enabling Growth*

### Event Report

#### Seminar on: - E-commerce Retail Entrepreneur Development

The seminar on E-commerce Retail Entrepreneur Development, held on **November 7, 2023**, aimed to equip final year students of **BBA, B. Com, MBA, and M. Com** with valuable insights into the dynamic world of online business. Conducted by the Center for Career Guidance and Development at Integral University, in collaboration with the Department of Commerce and Business Management, the seminar focused on providing students with practical knowledge and strategies for establishing successful ventures in the e-commerce sector. A total of **131 students** attended the session.

The seminar, spearheaded by **Mr. Azam Kazmi**, the proprietor of Tech Digitization, delved into various facets of e-commerce retail entrepreneurship. Mr. Kazmi, an expert in the field, shared his expertise on product selection, market analysis, shipping cost calculations, brand building, and choosing the right platform for online sales. Students gained insights into the comprehensive process of launching an online business, from product content creation and photography training to product listing, packaging, and marketing techniques.



**Mr. Azam Kazmi, Founder Tech Digitization, Lucknow,  
making a presentation**

Mr. Kazmi illuminated the students about the vast landscape of the e-commerce industry. He highlighted top marketplaces for Indian exporters, including the UK, US, Canada, Spain, Italy, and France. Additionally, he identified emerging markets like Saudi Arabia, UAE, Japan, and Australia. The discussion further encompassed top-performing product categories such as furniture, beauty, toys, luggage, and kitchenware, along with emerging categories like apparel, jewelry, home goods, sports equipment, and books.

A significant aspect covered during the seminar was the Amazon Global Selling Program in Uttar Pradesh. Mr. Kazmi showcased the success stories of the 12,000 exporters from Gautam Buddha Nagar, Ghaziabad, Meerut, Kanpur, and Muradabad. These exporters dealt in a variety of products, including marble craft, stoneware, brassware, woodcraft, and leather goods. He encouraged students to consider the immense potential for online business in Lucknow, focusing on products like Banarasi Chikankari embroidery, handmade carpets, Lucknow Zardozi, and more.



**Students attending the session**

During the seminar, Mr. Kazmi highlighted common reasons for startup failures, urging attendees to be vigilant. He emphasized the importance of avoiding pitfalls such as inadequate market research, poor financial management, and a lack of adaptability. These insights served as a practical guide, offering a roadmap for aspiring entrepreneurs to navigate the challenging initial phases of establishing an online business.

A significant focus was placed on product marketing techniques, with Mr. Kazmi delving into diverse avenues. He provided insights into leveraging popular platforms such as Facebook, Instagram, Quora, LinkedIn, and Google. The seminar

detailed the significance of backlinks in enhancing online visibility, underlining the multifaceted approach required for successful product promotion in the digital era.

The seminar was meticulously coordinated by **Dr. Nazia Akhlaque** from the Department of Commerce and Business Management, and **Ms. Huma Iqbal** from the Center for Career Guidance and Development. Mr. Kazmi shared his experiences on navigating challenges in the e-commerce sector, offering participants a realistic view of the potential hurdles. From supply chain disruptions to changing market trends, the seminar provided insights into strategies for overcoming challenges and achieving sustainable success. The E-commerce Retail Entrepreneur Development Seminar provided a platform for students to gain practical knowledge, insights, and motivation to embark on successful ventures in the dynamic realm of online business.