FICCI Ladies Organization (FLO), a National Body, a division of the Federation of Indian Chambers of Commerce and Industry (FICCI) organised a Workshop on "ADDING E-COMMERCE EDGE TO YOUR BUSINESS" here in the city at Indian School of Business. The Workshop was conducted by Professor Amit Mehra, Associate Professor at the Indian School of Business. Amit Mehra is a faculty member in the Information Systems area at the ISB. Sixty members of the FLO participated in the workshop.

The workshop is organised to enable the participants to understand how to enter the ecommerce segment, how to increase the pace of their ecommerce business, and everything else which they need to know for making it big in the ecommerce segment. Mr Amit Mehra of ISB who is a specialist in this field.

Electronic commerce is trading in products or services using computer networks, such as 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.

Monika Agarwal while welcoming the gathering said, we can buy and sell almost everything at our doorstep with the magic of e-commerce in this 21st century. E-commerce has changed our lifestyles entirely because we don't have to spend time and money in travelling to the market. Today there is a scope for online business in all sectors, she informed.

E-commerce is one of the cheapest means of doing business. There is no time barrier in selling the products. One can log on to the internet even at midnight and can sell the products at a single click of mouse. E-commerce reduces delivery time and labor cost. It also saves the time of both - the vendor and the consumer.