

Workshop on E-Businesses in India: Issues and Challenges

Online business in India has enjoyed phenomenal growth in last five years and the trend of online marketing is set to see greater heights in coming years. However, there are several questions surrounding the growth of the online business, especially the small and medium ones, due to increased competition with the entry of global players. Although it is easy for any aspiring entrepreneurs to launch an online business, but it is very difficult to survive, innovate and grow in the increasing competitive environment. In this context, the study conducted by CIRC was specifically designed to understand these challenges especially the barriers to growth and innovation in micro, small and medium online business in India. The workshop aims to bring together researchers, policy analysts and industry experts to discuss our research findings and to have a dialogue on the issues and concerns in the e-business sector in India.

The workshop will be followed by a brief award distribution ceremony for the annual **CIRC Essay Writing Contest, 2015**. The winning essays will be felicitated with commendation certificates and prizes.

We would be delighted to have you as a participant for the workshop. We are certain that your participation will add immense value to the deliberation process

Venue:

India International Centre (New Building - Kamladevi Block: Seminar Room
2&3)
40, Max Muller Marg, New Delhi 110003.

Time:

26th June 2015, 06:00 – 08:00 PM