

Report on Third Session of the 'CONFAB'

The third session of Confab was held on Thursday, 2nd February 2017. The speakers of the day were Mr. Sugam Jain and Mr. Parinay Itkan, co-founders of Shyplite.com. It was a one hour session followed by an internship drive by Shyplite.com.

About The Speakers

Mr. Sugam Jain is a Business Economics graduate from B.R. Ambedkar College, University of Delhi. He is the co-founder of GoPaisa.com and Shyplite.com (a platform to enable e-commerce logistics).

Mr. Parinay Itkan is also a Business Economics graduate from University of Delhi and has done Post Graduate Diploma in International Marketing from Delhi School of Economics. He has co-founded Shyplite.com.

About the Session

The session began with a welcome speech by our honourable Principal Sir, Dr. Manoj Sinha. Mr. Sugam Jain started the session with questioning the students about Start-ups. He advised students to choose Start-up as a career after carefully evaluating one's strengths and weaknesses, and not just following the current trend. He discussed the problems faced by start-ups such as human resource management, capital constraints and forming a reliable team.

This was followed by Mr. Parinay Itkan taking over the dais, covering the topics such as the choice between job and post-graduation, teamwork and marketing. He explained in detail the working of Shyplite.com and his role in the company. He also discussed the USP of his company and how they have managed to create a unique service in the market.

In the Q & A round, both the speakers answered questions on strategies for a sustainable start-up, marketing policies etc.

After the one hour session, an Internship Drive was conducted for the interested students.

About the Internship

Shyplite.com is a B2B SaaS platform providing an automated single window multi-carrier integrated environment which enables e-retailer to automate their logistics for better productivity.

Duration: 6-8 weeks

Location- Saket, New Delhi

Open Positions – Business Development Interns (4)

Stipend – Rs. 5000 per month

Core Responsibilities:

1) Seller On boarding

- 2) Understanding customer's requirement and giving actionable feedback.
- 3) Generating leads and looking for potential expansion markets.
- 4) Evaluating their requirements and providing them solutions as needed.

Selection Details

A total of 8 students appeared for the internship. A group discussion was held in the first round on the Topic "E-Commerce" after which 4 students were shortlisted for the Personal Interview Round.

Finally, two students were selected for the Internship Program.







