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## E- learning series on " Building a successful online first brand" supported by Shopify - for NIFT Alumni and graduate batch of 2020

for more information kindly contact to :

Supriya Yadav  
Associate Professor, RIC & Link CC F&LA  
B.Design (Fashion & Lifestyle Accessories Department)  
National Institute of Fashion Technology  
Ministry of Textiles, Government of India  
NIFT Campus, MP Bhoj Open University, [Kolar Road, Bhopal-462016 \(MP\)](#)  
Land Line: (0755) 2493736/667/636 Extn: 221  
Mobile: 0-8770896476

----- Forwarded message -----

From: **UI Alumni Affairs** <[ui.alumni@nift.ac.in](mailto:ui.alumni@nift.ac.in)>  
Date: Mon, Nov 16, 2020 at 12:46 PM  
Subject: Regarding E- learning series on " Building a successful online first brand" supported by Shopify - for NIFT Alumni and graduate batch of 2020  
To: RIC <[ric.all@nift.ac.in](mailto:ric.all@nift.ac.in)>, All CCs <[cc.all@nift.ac.in](mailto:cc.all@nift.ac.in)>  
Cc: cac.all <[cac.all@nift.ac.in](mailto:cac.all@nift.ac.in)>, CPs <[cp.all@nift.ac.in](mailto:cp.all@nift.ac.in)>, Centre Directors <[directors.all@nift.ac.in](mailto:directors.all@nift.ac.in)>, Unit Incharge Industry <[ui.industry@nift.ac.in](mailto:ui.industry@nift.ac.in)>, Head Industry & Alumni Affairs <[head.industry@nift.ac.in](mailto:head.industry@nift.ac.in)>, Dean Academics <[dean@nift.ac.in](mailto:dean@nift.ac.in)>

Dear Colleagues,  
Wishing a very happy diwali from the Unit of Industry and Alumni Affairs, NIFT HO.

A unique learning opportunity has been developed for the Graduates of 2020 batch and all NIFT alumni, supported by Shopify. The series of masterclasses on online platform "**Building a successful online first brand**" will enlighten on the various facets of entrepreneurship. The speakers are established entrepreneurs who will elaborate on digital marketing and channels, branding, business plan, ecommerce and many more topics. A total of 6 online sessions are planned on weekends - 21.11.2020, 22.11.2020, 28.11.2020 and 29.11.2020.

**This is a request to kindly circulate this information to ALL THE GRADUATES OF 2020 and encourage their participation.** The following content in blue may be shared with the batch of 2020 graduates and also to all the alumni from previous batches.

**The RICs are requested to also post this information on social media platforms for the benefit of the alumni networks.**

Dear Graduates of batch of 2020,  
Hope this mail finds you well.

This is an invite to a **E-learning series** on "**Building a successful online first brand**" brought to you by **Shopify**, who has empowered more than 1M+ entrepreneurs worldwide. It's packed full of insightful sessions with industry leading experts and founders of leading home-grown brands.

Click [here](#) to register (No payment - it's free) and know more about the learning series. Can't attend? Still go ahead and register so you get access to the session recordings.

### Who is it relevant for?

Anyone looking to start their own private-label brand or already running their own brand. Working professionals who are looking to scale up the brand they associate with can also join.

**Food for thought:** While launching/scaling a home-grown private-label brand is challenging, thanks to ecommerce and online marketing, it just might be possible to turn a brand that began in a small store into a clothing brand that's beloved nationwide.

The session details are

Session Date	Session Time	Topic	Speakers	Brief Agenda
21-Nov	11 am to 1.30 pm	Brand Development, Entrepreneurship and D2C	Raul Rai, Nicobar	Things to consider when you're starting up– How to select a niche area for your business, Defining your customer, Business plan, Brand identity. Introduction to branding for D2C - What are the Dos & Don'ts (Relevant case studies)
22-Nov	11 am to 1.00 pm	The world of Digital & Ecommerce	Suneil Chawla, Cofounder Social Beat	<ul style="list-style-type: none"> <li>Understanding the basics of digital world: What &amp; How it works?</li> <li>Why is Ecommerce important in 2020?</li> <li>Implementing the suitable Ecommerce business model for your brand</li> </ul> Understanding Shopify basics, detailed briefing on how to set up an account & adding product, working with visual elements, Customising the themes, adding other sales channels, adding product feed and integrating 3rd party apps like Shiprocket, payment gateway, etc
22-Nov	5 pm to 7.00 pm	Build online store of your brand in no time using Shopify, Paytm and Shiprocket	Speakers from Shopify and PayTM	Understanding shipping models, methods & zones, Printing labels & costing, Introduction to online payments, set up shopify & Paytm payment methods, Collect taxes, customer support & Feedback
28-Nov	11 am to 1.30 pm	Scale your brand: Digital Advertising Strategies & Growth Hacks	Sundar R, Associate Vice President - Social Beat	Understanding how to use Digital channels like Facebook, Instagram etc to drive sales for your brand. Also, how Digital Advertising can be used as a useful tool to grow your sales.
29-Nov	11 am to 1.00 pm	AMA: Learn from the founders of leading home-grown brands	Divya Batra & Pragya Batra- Founders of Quirksmith Kirti Poonia - Okhai Sujata Biswas and Taniya Biswas - Suta	Founders to share their experience, learnings, challenges faced, mistakes made and how did they overcome failures
29-Nov	5 pm to 7.00 pm	Marketing your brand: Digital powered Growth in post-Covid times	Vednarayan Vedantham, Ecommerce Marketing Expert	Importance of building a home-grown fashion label that can help you express your unique individuality and craft. Some tips, secrets and useful insights from leading home-grown fashion brands.



## How to build a successful online-first fashion/lifestyle brand

6 power-packed sessions with industry-leading experts and founders of well-known home-grown brands



**Raul Rai**  
Co-founder, Nicobar



**Kirti Poonia**  
Head - Okhai



**Sujata Biswas**  
Co-Founder, Suta



**Taniya Biswas**  
Co-founder, Suta



**Suneil Chawla**  
Cofounder, Social Beat & DigiGrad  
Alumnus, IIM Ahmedabad (2007)



**Divya Batra**  
Co-founder, Quirksmith

**REGISTER NOW**

Thanking you for the support,

शुभकामनाएं,

With Best Regards,

रंजिनी जी | **Renjini.G**

इकाई प्रभारी - पूर्व छात्र कार्य | **Unit Incharge - Alumni Affairs**

उद्योग & पूर्व छात्र मामलों इकाई | **Industry & Alumni Affairs Unit**

27/11/2020

National Institute of Fashion Technology Mail - Fwd: Regarding E- learning series on " Building a successful online first brand" supported by Shopify ...

राष्ट्रीय फैशन टेक्नालॉजी संस्थान | **National Institute of Fashion Technology**

(वस्त्र मन्त्रालय, भारत सरकार ) | **(Ministry of Textiles, Govt. of India)**

**P: +91 8595914594**