

Workshop 17

Digital Transformation in the E-Commerce World

Addressed by Mr. Sahasranshu Pattanaik

Mr. Sahasranshu Pattanaik, a Senior Management Consultant at Deloitte and an alumnus of SIDTM, delivered a session on Digital Transformation in the e-commerce world. He shared his journey and provided insights on the ONDC project, a government initiative in India. The importance of building businesses from the ground up and utilizing the ONDC communication protocol for buyer-seller interactions was discussed. Mr. Pattanaik emphasized various key areas, including data analysis, sales and distribution, account management, research methodology, hypothesis testing, number crunching, P&L management, technology application, marketing, operations, finance, and project management. Additionally, he highlighted essential life skills such as people and stakeholder management, presentation skills, innovation, collaboration, critical decision-making, and effective communication. The session concluded with a short video showcasing the functioning of ONDC, followed by a Q&A session with the students.

