

# eBay joins hands with NIIT for e-commerce certification prog

NEW DELHI: eBay has partnered with IT talent development firm NIIT to start a certification programme for the e-commerce sector in a bid to address skills gap, increase employability and create job opportunities. The programme will cover topics like the process of selling, inventory management, customer service, marketing, etc.

It also aims to address the growing demand for

qualified professionals and entrepreneurs as the e-commerce sector grows at a scorching pace in the world's second-most populated market. According to Technopak KPMG IAMA study, Indian e-commerce sector is projected to scale the \$76 billion mark by 2021 with demand for employees pegged at a staggering 1.4 million.

However, only 27 per cent of the fresh gradu-

ates will be employable by 2020, the study said. "The ePro certification programme will not only build an employable workforce, but will also aid government's endeavour to skill 500 million people by 2020, who can contribute towards the 'Make in India' campaign," eBay India Managing Director Latif Nathani said here.

According to eBay India Online Business Index, the

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online domestic entrepreneurs employ an average

of 4.8 full time staff and 1.6 part time staff. This is projected to increase to 5.2 full time staff and 2.1 part time staff. The ePro certification will help to bridge this gap as well, he added. "With the changing face of retail, where online platforms are gaining popularity among consumers, we perceive immense opportunity in the e-commerce space," NIIT Limited Group President (Skills and Careers

Group) Shivan Bhargava said.

The ePro certification programme will address skills gaps of the people, enabling a vast system of qualified resources that are not only employable in overall offline/online retail industry but will also enable them to look for opportunities in sales, operations, merchandise, payments and logistics. It will cover topics like Intro-

duction to e-commerce, Marketplaces & eBay, Process of Selling, Inventory Management, Customer Service, Marketing and all such aspects that will enable merchants to sell online, Bhargava added.

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