

## Dear Reader,

E-commerce has become an indispensable part of our lives, fuelled by rising smartphone usage and affordable data prices. As on September 2023 there are 918 million internet subscribers in India, which is 65% of the Indian population. The rural subscriber base too is growing rapidly, standing at 375.66 million subscribers, close to 41% of the rural populace. With close to 100% pin codes becoming e-commerce adoptive, it is possible to reach the length and breadth of the country.

In India, more than 12 million sellers earn their livelihood by selling or reselling products & services. With ecommerce growth in the country, ONDC (Network for Digital Commerce) a private, non-profit company, an initiative by the Government of India aims to develop open e-commerce. Open Commerce aims at eliminating complexity, removing trade barriers and providing equal opportunities to all stakeholders across the supply chain. The mission is to dramatically increase e-commerce penetration in the country, enabling all types & sizes of sellers, especially small businesses in rural areas. In two years since launch, ONDC has onboarded over 2.3 Lakh sellers & service providers.

Live commerce is the new kid on the block. It is a mix of live streaming and online shopping. Much like shopping on a TV show, where you can interact, but built into the comfort of your phone. It has hugely been successful in China and the retail industry there has been taking advantage of it for close to a decade.

E-commerce is abuzz with activity, creating a big change in the way we shop. What are your views on ONDC and Live Commerce? Do you see any new trends in ecom? Do write in and share your thoughts [editorrktimes@rkgroup.biz](mailto:editorrktimes@rkgroup.biz).

**Editor**  
RK Times  
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## BUSINESS NEWS



Krazyfox ([www.krazyfox.in](http://www.krazyfox.in)) a social media company merges with RK Group entity Realkart Klues. The team excels in social media management, influencer marketing, meme marketing, and content creation to deliver unparalleled results for clients. They are passionate about transforming brands through innovative digital strategies. Instagram: <https://www.instagram.com/krazyfox/> / LinkedIn: <https://www.linkedin.com/company/krazyfox/>



## The Leadership Team Grows At RK Group



**Bhavya Janardhan,**  
Head HR, RKW

Bhavya has 17+ years of experience across a complete spectrum of HR functions from employee workforce management, formulation, and implementation of HR policies, which have significantly impacted people management. In the past, she has worked for Tektronix Engineering Development (India) Private Limited, AMETEK Instruments India and KPIT.

She is known for her strong people connect & driving initiatives around building organization capability. Bhavya is from Bangalore and she is an avid reader.



**Sourish Mitra,**  
CFO, Wishery

Sourish has over 18+ years of experience in FMCG, Pharma, Oil & Gas and Biotech. He has worn various hats in his previous assignments from Strategic Business Planning & Analysis to Budgeting and Forecasting, Project management, Fund Raising, Pricing, Product Costing, and Credit controlling, Accounting, and Reporting and Audit management. He has expertise in identifying and delivering process enhancement and profit improvement programs.

Sourish has worked with Coke, Paper Boat, Shell, Novartis and Associated British Foods.



**Ashok Ayengar,**  
CTO, Great Kapital

Ashok comes with rich experience of 25+ in the IT industry. He was Principal architect in Aadhaar (world's largest identity database), where he worked closely with the Govt of India and built the enrolment system, which is responsible of generating the 12 digit Aadhaar number.

Ashok has been an early contributor to the UPI system during its incubation at NPCI. Ashok has worked with companies like Mindtree (Now LTI Mindtree), Khosla Labs, Novopay, LG India, ShopX. Ashok is also a professional musician (Sitar).

## Office Festivities



Reflecting on the recent festivities, our offices across Bangalore, Kochi, and Gujarat were abuzz with cultural celebrations. From vibrant Ugadi in Bangalore to the heartfelt Vishu in Kochi and the Ram Navami extravaganza in Gujarat. Employees came together to embrace the spirit of these traditional events.



## Plantation Drive



The amazing team at the Bangalore hub rolled up their sleeves to plant trees with. It also turned out to be a hands-on lesson in sustainability and the role we can contribute in preserving our planet's health.

## World Health Day



This world Health Day an epic exercise challenge was hosted with hula hoops, skipping ropes, planks, crunches, and push-ups. Winners were awarded gifts related to good-health.

## Earth Day



In celebration of Earth Day, a successful e-waste collection drive was organized. A passionate team actively participated by contributing their unwanted electronics gadgets.

## All Hands

All Hands is a monthly connect at RKW on business updates, rewards & recognition and monthly celebration. In May the All Hands session had Akshay Shah, Director RK Group give a business overview on Great Kapital. He brought great energy and valuable insights, keeping the audience engaged. His passion for the business shone through. It was a great learning opportunity for RKW employees to understand the business and financing solutions offered by Great Kapital. The April All Hands was all about recognizing the immense talent at RKW.



## Blood Donation Camp



In partnership with Lions Club International District 317E, a blood donation camp was held at RKW. 34 generous donors gave the gift of life to this noble cause.



## Fire Safety Training



A fire safety drill was organized at Koramangala with the primary purpose to educate on fire safety procedures. It is an important safety measure to ensure that everyone in the building knows what to do in the event of a fire.

## Annual Townhall 2023-24



The annual townhall was held on Friday 17th May to review the previous year and provide business updates for the upcoming year at Westbury. Annual awards were also presented to employees who had shown excellence in the past year.

## Achievement In Sports



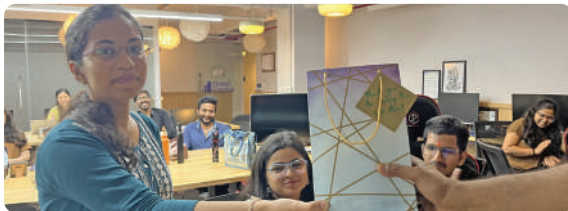
Goutham C P is a shining example of excellence, balancing a successful career as a Quality Analyst at Westbury Kommerce and a passion for motorsports. This year he clinched the National Champion title in the Gypsy class. Goutham's journey is a testament to his commitment to excellence in both his professional and personal pursuits.



## Fun Friday April 2024



## Mother's Day Celebrations May 2024



## Townhall

New Prospects And Business Plans Were Discussed At The Great Kapital Townhall And 5 Employees Were Awarded For Their Contribution As Part Of The Rewards And Recognition

## "Chat with Chaat" Friday

What could be a happier ending to the week than tucking into a delightful plate of chaat with colleagues. That's just what the Great Kapital team gets down to every Friday evening.



## CSR RK Trust

### Kalandri Foundation

On May 9, 2024, RK Trust, in partnership with The Teachers Foundation, facilitated an enriching event at Shree Mahaveer Govt. Girls Senior Secondary School, Kalandri. This initiative which is a part of RK Trust's CSR commitment, brought together passionate educators and The Teachers Foundation team to engage in discussions aimed at enhancing pedagogical techniques, classroom management, and overall professional development. A highlight of the event was the active involvement of students who eagerly participated in various interactive activities. They shared their ambitions, wanting to pursue careers as doctors, engineers, teachers, lawyers, and more.

[https://www.instagram.com/reel/C6vW3pQyebw/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/C6vW3pQyebw/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)



### Samaj Seva Shivir

On May 29, 2024, at Ujwala Farm, a Samaj Seva Shivir was hosted. Forty-six girls from Shree Mahaveer Govt. Girls Senior Secondary School Kalandri learned about permaculture and organic farming techniques, gaining valuable insights into sustainable agricultural practices.



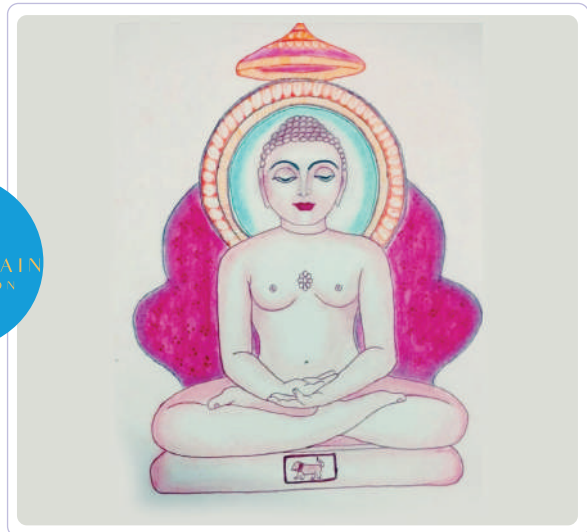
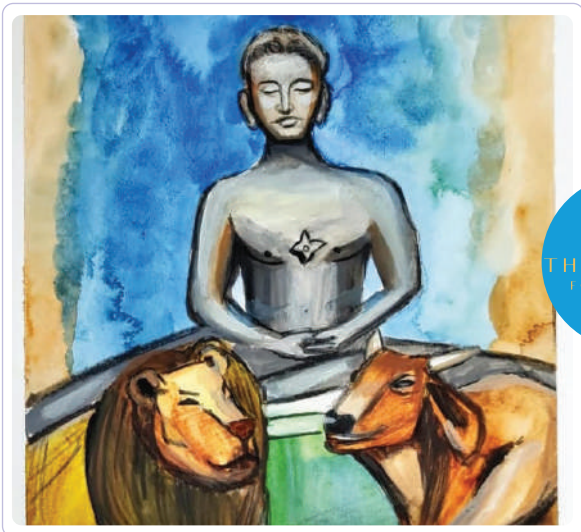
### Hikvaari Gaadi "The Moving School"

On June 1, 2024, free tuition classed for the children of Kalandri were launched in "the moving school". This small but impactful initiative by RK Trust highlights the immense value on learning. Children of all ages came to study in the scorching heat of Rajasthan which was close to 51° C.



### The Jain Foundation

On the occasion of Mahaveer Janm Kalyanka an online painting competition was held. Show casing our winning entries. <https://www.youtube.com/watch?v=C7YwrUHWODM&t=8s>



### Thought For The Month

**"It Isn't The Mountains Ahead To Climb That Wear You Out; It's The Pebble In Your Shoe."**

- Muhammad Ali