



CNLU NATIONAL MEDIATION

COMPETITION 2023

in association with

SINGHANIA & PARTNERS LLP AND PSL ADVOCATES & SOLICITORS

PRELIMINARY ROUND 1 | GENERAL INFORMATION

ABOUT THE DRAFTERS

YCM India



YCM India is India's first organization building a network of professionals, students, and mediators who are passionate about peacebuilding and making a career in new age dispute resolution to dispute prevention. YCM is India's first organization building life skills for dispute prevention to dispute resolution for youth and people who deal with youth. YCM enables people with skills to prevent a spark from turning into a raging fire in every domain of your life: professional or personal! You learn skills to prevent minor disagreements, arguments, and deadlocks from turning into full-blown disputes! Conflicts are inevitable so might as well learn skills to deal with them POSITIVELY! YCM FOCUSES on conflict management as "the" process for dispute resolution and dispute prevention. YCM TRAINS you in conflict management skills to navigate routine conflicts to arrive at outcomes acceptable to you. Learn intensive conflict management skills and get certified as a youth conflict manager and a youth mediator. YCM COLLECTIVISES the power of youth to build India's First network of youth conflict managers and youth mediators. Trained youth are setting up Youth-run centers across campuses of educational institutions, organizations, and beyond. It upskills to convert conflicts into growth spaces!

GENERAL INFORMATION

Alice and Ali are siblings and they together founded a fashion e-commerce app called Azoflip. They run it in a partnership style where both siblings share profits equally.

Alice is an App Designer who did her UG in computer programming from IIT Kanpur and did her PG in animation and web design from Columbia. Ali is a fashion influencer with over one crore subscribers on YouTube and forty lakh followers on Instagram.

Azoflip is a fashion e-commerce and review app that allows customers to order clothes, prebook limited edition clothes and review fashion brands. Unlike apps like Ajio and Myntra, Azoflip does not have its own warehouse, and brands enlisting under them will have to provide delivery services on their own.

When the idea of Azoflip came between the siblings, it was decided by them that Alice would design the app and Ali would help with marketing the app. Alice would bring in her expertise to design the app whereas Ali would use his social media presence to popularize the app and to get brands listed under them.

The structure of the business is such that brands have to pay a fixed fee of Rs. 25,000 to get enlisted and on over 500 orders they have to pay Rs. 150 on every order the brands receive from the app. Customers can either use the free version of the app or a premium version where they get additional features such as coupons, points, etc. for a price of Rs. 1,500 a year.

The business currently earns an average of Rs. 10,00,000 a month and this can be divided as Rs. 1,00,000 from app downloads, Rs. 5,00,000 from brands, and Rs. 4,00,000 from customers.

Ali now proposes to Alice a new plan to expand their business. He feels Azoflip must also have warehouses and in-house delivery agents who help pick and deliver orders between brands and customers. Alice however rejects this idea as she feels this is a high-budget idea that could potentially sink the business. This disagreement between the siblings has gotten to the point where both can't stand each other. Their legal counsels suggest they visit a mediator before things go haywire. The mediation table has Ali and Alice along with their counsels and 2 mediators.



Chanakya Centre for Alternative Dispute Resolution

Contact Us

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Or, **e-mail** us at events.ccadr@cnlu.ac.in.

For updates regarding the competition, visit www.ccadr.cnlu.ac.in/nmc-2023/.



The logo is a dark purple shield-shaped emblem. It features the text 'CNLU NATIONAL MEDIATION' in white, stacked vertically. Below this, a white horizontal bar contains the text 'COMPETITION' in dark purple. At the bottom of the shield, the year '2023' is written in dark purple.

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