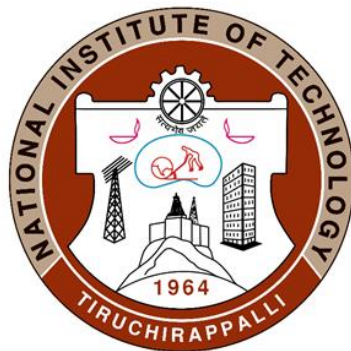# WOMEN IN BUSINESS
EMPOWERING WITH SOURCING, PACKAGING, MARKETING, SAFETY AND CERTIFICATION

organized by

INSTITUTE OF TECHNOLOGY
Tiruchirappalli
Department of Computer Science and Engineering & Instrumentation and Control Engineering NATIONAL INSTITUTE OF TECHNOLOGY
&
HOLY CROSS COLLEGE (Autonomous)
Tiruchirappalli

05-02-2024 to 09-02-2024

To empower the rural women, "WOMEN IN BUSINESS EMPOWERING WITH SOURCING, PACKAGING, MARKETING, SAFETY AND CERTIFICATION" program was organized by INSTITUTE OF TECHNOLOGY, Tiruchirappalli, Department of Computer Science and Engineering & Instrumentation and Control Engineering NATIONAL INSTITUTE OF TECHNOLOGY & HOLY CROSS COLLEGE (Autonomous) Tiruchirappalli. For this program 183 people participated. the people were mobilized by RESCAPES extension department. The program was for five days. Each day a group of people was given input on entrepreneur development skills.

Schedule

S.NO	VILLAGE NAME	DATE	NO OF PARTICIPANT	
1	Thinnakonam	05-02-2024	20	41
	Musiri	05-02-2024	21	
2	Azhagiyamanavalam	06-02-2024		33
3	Thirupanjalee	07-02-2024		39
4	Musiri	08-02-2024		30
5	Trichy	09-02-2024		40

DAY-1- 20 People from Thinnakonam and 20 people from Musiri Participated

DAY-2- From Azhagiyamanavalam 33 people participated

DAY-3- From Thirupanjalee 39 people participated

DAY-4-From Musiri 30 people participated

08-Feb-2024 10:50:34 am
Unnamed Road
Tiruchirappalli
Tamil Nadu

08-Feb-2024 10:50:41 am
Unnamed Road
Tiruchirappalli

DAY-5- From Trichy 40 people participated

Feb 9, 2024 11:49:16 AM
Tiruchirappalli
Tamil Nadu

Feb 9, 2024 11:13:11 AM
Tiruchirappalli
Tamil Nadu

WOMEN IN BUSINESS
EMPOWERING WITH SOURCING, PACKAGING, MARKETING, SAFETY AND CERTIFICATION

MINISTRY OF **SCIENCE AND TECHNOLOGY**

HOLY CROSS COLLEGE TRICHY

Scope of Programme

The objective of this course is to train Self-Help Groups for the promotion of products through E-Commerce mobile application. The program helps Self-help Groups to develop and enhance the skills in business and marketing strategies

Five-Day Workshop on

Women in Business: Empowering with Sourcing, Packaging, Marketing, Safety, and Certification

05 - 09 FEB 2024

Organized by

**Department of Computer Science and Engineering & Instrumentation and Control Engineering
National Institute of Technology
Tiruchirappalli – 620 015
&
Holy Cross College
(Autonomous) Tiruchirappalli**

Co-ordinators

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National Institute of Technology
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About NIT – Tiruchirappalli

Established in 1964 through collaboration between the Indian Government and the Tamil Nadu Government, the National Institute of Technology (formerly known as Regional Engineering College) operates under the Societies Registration Act XXVII, 1975. Achieving autonomy in finance and administration, it was granted Deemed University Status by UGC/AICTE and the Indian Government in 2003. The institute offers 10 undergraduate courses, 21 postgraduate courses in science, engineering, and technology, along with M.S and Ph.D. programs (hosting approximately 250 scholars) across all departments. Research and development activities have seen significant growth with funding from consultancies, DST, CSIR, ISRO, DRDO, DEITY, UGC, and AICTE. Faculty recruitment is conducted through a nationwide open advertisement process, reflecting the institute's cultural diversity, with students hailing from various states across the country

About Holy Cross College

Holy Cross College (Autonomous) Tiruchirappalli is a highly reputed Arts and Science College for Women in the state of Tamil Nadu. Situated at the heart of 'The Rock City' on the banks of the River Cauvery, Holy Cross College has a unique history of academic excellence. It is a Catholic Institution established in 1923 when higher education for women was considered almost a transgression. It has been in the fore front of women's education for 97 years and is marching towards the centenary.

Programme Contents

- Train Self-Help Groups for product promotion via E-Commerce mobile applications.
- Develop and enhance business and marketing skills for Self-Help Groups.
- Showcase products at the National Institute of Technology, Trichy.
- Guest lectures on Food Safety, Regulatory Requirements, Entrepreneur Development, and Machinery

Who Can Apply

People from registered Self-help Groups and women entrepreneurs can apply via mail (thirumathikartnitt@gmail.com) and spot registration is also available.

No Registration Fees for SHG and Women Entrepreneurs

Registration Link:

https://forms.gle/YHCKnJu49 7qXMHkK9

For any queries kindly mail to thirumathikartnitt@gmail.com
For any clarifications, please contact:
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