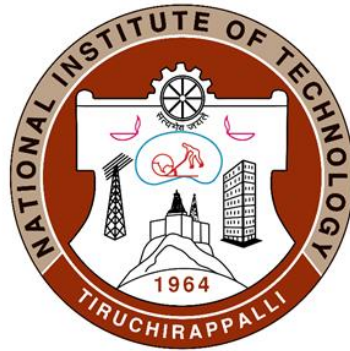


**WOMEN IN BUSINESS
EMPOWERING WITH SOURCING, PACKAGING, MARKETING,
SAFETY AND CERTIFICATION**

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

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 were participated. the people were mobilized the RESCAPES extension department. The program is for five days. Each day a group of people were give input on entrepreneur development skills.

Schedule

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

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



DAY-2- From Azhigiyanavalam 33 people were participated



DAY-3- From Thirupanjalee 39 people were participated



DAY-4-From Musuri 30 people were participated



DAY-5- From Trichy 40 people were participated



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



**HOLY CROSS
COLLEGE TRICHY**

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**

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



Co-ordinators

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National Institute of Technology
Tiruchirappalli – 620 015
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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/YHCKnJu497qXMHkK9>

For any queries kindly mail to thirumathikartnitt@gmail.com
For any clarifications, please contact:
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G Sowmiyanarayanan 7708413472

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