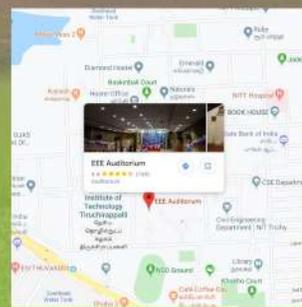


**ThirumathiKart**  
for SHG products

#### CO-ORDINATORS

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Scan it for direction

Five-Days  
Executive Development Programme  
on

**Marketing Strategies in the  
Digital Era: Self-promotion  
of SHG Products through  
ThirumathiKart**

**February 17-21, 2020**



सत्यमेव जयते

Department of  
Science &  
Technology,  
Government of  
India



Tamilnadu Corporation For Development of Women

Rural Development & Panchayat Raj Department



#### ORGANISED BY

Department of  
Computer Science and Engineering,  
National Institute of Technology,  
Tiruchirappalli,  
Tamil Nadu - 620 015.



## ABOUT NIT- TIRUCHIRAPPALLI

National Institute of Technology (formerly-Regional Engineering College) was started jointly by Indian Govt. and Tamil Nadu Govt. in 1964 and registered under societies registration Act XXVII, 1975. NIT bestowed as autonomous in finance and administration, hence granted Deemed University Status by UGC/AICTE and Indian Govt. in 2003. Institute offers 10 UG courses, 21 PG courses in science, Engineering & Technology besides M.S and Ph.D. (about 250 Scholars) in all departments. R&D activities funded by consultancies, DST, CSIR, ISRO, DRDO, DEITY, UGC and AICTE reached exponential growth. The faculty is inducted through a process of open advertisement throughout the country. The institute is an example of cultural unity with students drawn from most of the states in the country.



## ABOUT THE DEPARTMENT

The Department of Computer Science and Engineering offers an undergraduate program, post-graduate program and research degrees (M.S. & Ph.D.) in various emerging fields of Computer Science and Engineering. The vision of the Department is to produce creators of innovative technology. The Department is recognized for excellence in research, teaching and service to the profession.

## 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.

## PROGRAMME CONTENTS

- Marketing Strategies
- Digital era- An Awareness
- Self-promotion of SHG Products
- Women Empowerment
- Skills Management

## WHO CAN APPLY?

People from registered Self-Help Groups can apply via mail (spsgh@nitt.edu), and spot registration is also available.

## REGISTRATION FEE

**No registration fee for SHG**

## ADDRESS FOR COMMUNICATION

For any Queries kindly mail to [spsgh@nitt.edu](mailto:spsgh@nitt.edu)

For any clarifications, please contact:

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