NATIONAL INSTITUTE OF TECHNOLOGY TIRUCHIRAPPALLI 1964

विज्ञान एवं प्रौद्योगिकी मंत्रालय
MINISTRY OF SCIENCE AND TECHNOLOGY
सत्यमेव जयते

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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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
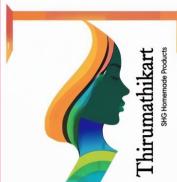

About Holy Cross College

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
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