



विज्ञान एवं
प्रौद्योगिकी मंत्रालय
MINISTRY OF
**SCIENCE AND
TECHNOLOGY**



Tamilnadu Corporation For Development of Women

Rural Development & Panchayat Raj Department



Five-Day Workshop

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

08 – 12 JAN 2024



Organized by

Department of Computer
Science and Engineering &
Instrumentation and Control
Engineering
National Institute of Technology
Tiruchirappalli – 620 015

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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About NIT – Tiruchirappalli

Established in 1964 through a 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 Department

The department of computer science engineering offers an undergraduate program post-graduate program and research degrees (M.S. & Ph.D.) in various emerging fields of Computer Science 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.



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
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