

# TRAINING REPORT

## MARKETING ORIENTATION TRAINING FOR WOMEN ENTREPRENEURS

<b>Title of Training</b>	Marketing Orientation Training for Women Entrepreneurs
<b>Date of Training</b>	15-01-24 and 16-01-24
<b>Duration of Training</b>	2 Days
<b>Venue</b>	School of Management Studies,CUSAT
<b>No: of Participants</b>	27
<b>Participants' Profile</b>	Women Entrepreneurs and Potential Women Entrepreneurs
<b>Resource Persons' Profile</b>	Mr. Subilal K, Trainer, Digital Marketing Dr. Nimisha Bhaskar,Food Safety Officer, Kalamassery Circle Mr. Rajesh K.K, Industries Extension Officer,Taluk Industries Office, Mini Civil Station,Thrippunithura Dr. Raji P. Assistant Professor, FISAT (Startup Co-Founder)

### **OVERVIEW**

The two day training programme of Marketing Orientation Training for women entrepreneurs with an objective of providing expertise to them in the field of marketing was held at School of Management Studies, on 15<sup>th</sup> and 16<sup>th</sup> January,2024,as a part of RUSA funded project “Capacity Building of Women Through Entrepreneurship Development Programmes: Design, Implementation and Impact Assessment” carried out at School of Management Studies, Cochin

University of Science and Technology. A primary level training was provided to the participants at Kerala Agricultural University, Vellanikkara, Thrissur under the said project and a group of enthusiastic women from the primary training was selected for this training to impart them knowledge on various aspects of marketing. The training, an extension of a prior primary-level session held at Kerala Agricultural University, Vellanikkara, Thrissur, catered to a select group of enthusiastic women who exhibited potential for growth and impact within their entrepreneurial pursuits. A total of 27 participants participated in this training. The participants were either women entrepreneurs or potential entrepreneurs. The purpose of the training was also to educate the participants on all aspects of entrepreneurship, thereby providing them an impetus to start or scale up their enterprises, along with an orientation for marketing. The training covered various topics of marketing including digital marketing, e-commerce, Importance of Food Safety, Marketing channels for small businesses and useful schemes for women entrepreneurs. The trainers used an interactive training approach to make sure that the participants accurately received and grasped the material in along with disseminating it. And to make sure of this, instructors held interactive sessions with attendees and maintained an open forum for comments, questions, and recommendations. These discussions and interactive sessions were supported through training material such as post training evaluation, presentations, hands-on training and hand-outs on entrepreneurial opportunities.

The overarching objective of the training was to equip participants with a multifaceted understanding of marketing principles and strategies. This, in turn, aimed to catalyze the development and growth of their businesses. The curriculum covered a spectrum of marketing-related topics, including digital marketing, e-commerce, food safety, marketing channels, and government schemes supporting women entrepreneurs. The training incorporated an interactive approach, ensuring active participation and effective absorption of the material.

The trainers adopted a pedagogical approach characterized by interactivity and engagement. Through a combination of lectures, hands-on activities, and group discussions, the participants were encouraged to not only comprehend theoretical concepts but also to apply them in practical scenarios. This interactive format facilitated a dynamic exchange of ideas and experiences, fostering a collaborative learning environment.

## **PROCEEDINGS**

### **DAY 1**

#### **INAUGURAL SESSION**

The training commenced with an inaugural session, setting the tone for the two-day program and highlighting its significance. It was inaugurated by Dr.P.G.Sankaran, Vice Chancellor, Cochin University of Science and Technology. His presence underscored the institutional commitment to supporting initiatives that empower women in entrepreneurship. He appreciated the move to provide marketing awareness for women entrepreneurs and also assured further cooperation assistance for the women entrepreneurs. Dr.V.P.JagathyRaj (Director, School of Management Studies, CUSAT), Dr.Sangeetha K.Prathap (Principal Investigator of the RUSA Project), Dr.K.Ajitha (Director, Women's Studies Centre), Dr.Devi Soumyaja ( Co-Investigator of the RUSA Project) were among the dignitaries who attended the function.

#### **SESSION 1: INTRODUCTION TO DIGITAL MARKETING FOR SMALL ENTERPRISES & TECHNIQUES FOR SCALING UP YOUR BUSINESS**

Mr. Subilal K, Trainer, Digital Marketing took the first session on introduction to digital marketing for small enterprises & techniques for scaling up business. He introduced various channels of digital marketing starting from the basics. He explained the usefulness of digital marketing and how it can be used to market the products to a large group of customers. He also elaborated the relevance and effectiveness of digital marketing in the present times. The session was very much interactive and the participants were able to openly express their view points and queries. This exchange of ideas not only enriched the session but also created a collaborative learning environment.

#### **SESSION 2: IMPORTANCE OF FOOD SAFETY IN BUSINESS**

The post lunch session on Importance of Food Safety was taken by Dr.Nimisha Bhasker , Food Safety Officer, Kalamassery Circle. She took a class on the importance of food safety while running an enterprise on food processing. She discussed about the way of packaging, labelling and its importance in a food processing business. She also explained the process through which

one can obtain FSSAI License. The participants had a lot of queries on the topic which was later explained to them clearly by the trainer. Innovative ideas in food packaging and labelling was also introduced to the participants. Silvi Tom., participant of the training programme expressed gratitude to the trainer for taking a very useful session. The innovative ideas introduced during the session, particularly in food packaging and labeling, left a lasting impression on the participants.

### **SESSION 3: HOW TO BOOST YOUR SALES THROUGH E-COMMERCE**

#### **(PRACTICAL ASPECTS)**

The third session was carried out by Mr.K.Subilal, Trainer, Digital Marketing. He led a practical session that emphasised the role of digital marketing techniques in business management. Participants were taught the importance of developing and implementing a marketing plan that focuses on the correct market mix in order to maximize profit potential. The participants shared the current status of entrepreneurship and business activities and their expectations regarding their business. He explained about digital marketing platforms, the scope of sales through such platforms and asserted the importance of marketing the products to the appropriate group of customers. He also taught them various practical aspects including setting up business account in whatsapp and using various social media platforms and aspects for digital marketing. Savitha V.P., a participant from the training expressed gratitude to the trainer for the useful class.

## **DAY 2**

### **EXHIBITION OF SAMPLE PRODUCTS**

The second day kicked off with an exhibition showcasing sample products brought by the participants. This interactive session provided an opportunity for participants to display their entrepreneurial products, fostering peer-to-peer learning and networking. Visitors were allowed to enter the hall and see the products.

### **SESSION 4: SCHEMES FOR WOMEN ENTREPRENEURS**

The first session of day 2 was taken by Mr. Rajesh K.K, Industries Extension Officer on the schemes for women entrepreneurs. The session provided the participants with many useful

insights on helpful schemes for women entrepreneurs that could help them to set up and scale up their enterprises. He also specified various schemes of financial and training assistance which would be useful for their entrepreneurial journey. His presentation covered financial and training assistance schemes, offering participants a roadmap for navigating the entrepreneurial journey. Beema Beevi, an entrepreneur from the training class thanked the trainer for his valuable guidance.

### **SESSION 5: MARKETING CHANNELS FOR SMALL BUSINESSES**

The Second session of second day was taken by Dr. G Antony, Retd. Professor of SMS, CUSAT. He emphasized the need of marketing for women entrepreneurs and introduced them to various channels of marketing. He explained innovative methods and techniques of marketing for the women entrepreneurs to succeed in their business. He also took a class on scaling up the business and bringing dynamism to the business rather than being static. Laila E.D., a participant from the training class thanked him for the helpful class.

### **SESSION 6: INTRODUCTION TO E COMMERCE PLATFORM -SEVAFARM**

The last session of the training was taken by Dr. Raji P. Assistant Professor, FISAT (Startup Co-Founder). She introduced the participants to an innovative e-commerce platform “Sevafarm” developed by students and faculty of FISAT. She discussed the scope and importance of e-commerce and offered them assistance for marketing their products through the platform. She also explained the process of registering and marketing through the e-commerce platform.

### **VALEDICTORY SESSION**

The Valedictory Session was inaugurated by Dr. V. Meera, Registrar, CUSAT and was presided over by Dr. D Santhosh Kumar, Associate Professor, SMS, CUSAT. The feedback session, presented by Mrs. Lissy A J, an entrepreneur, reflected the overall satisfaction of participants. Mrs. Lissy, like other participants, expressed gratitude for the training program and acknowledged the organizers, particularly Dr. Sangeetha K Prathap, for providing a valuable opportunity. The session concluded with the distribution of certificates by the Registrar, symbolizing the successful completion of the training program.

The Marketing Orientation Training for Women Entrepreneurs emerged as a transformative experience for participants, providing them with a nuanced understanding of marketing principles and strategies. The interactive nature of the sessions, coupled with practical insights from experienced trainers, enriched the learning experience. The exhibition and valedictory session not only celebrated the achievements of participants but also provided a platform for networking and continued collaboration.

### **TRAINING SCHEDULE**

<b>Day 1</b>	<b>15/01/2024</b>
9:00A.M. – 10.00 AM.	Registration
10:00A.M.–10:30A.M.	Inauguration
10.30 AM- 11.00 AM	Introduction to digital marketing for small enterprises & Techniques for scaling up your business Mr. Subilal K, Trainer, Digital Marketing
11.00A.M.–11.15A.M.	Tea Break
11.15A.M –12:30P.M.	Introduction to digital marketing for small enterprises & Techniques for scaling up your business Mr. Subilal K, Trainer, Digital Marketing
12:30P.M. – 1:30P.M.	Lunch Break
2 P.M. – 3.00 P.M.	Importance of Food Safety in Business Dr. Nimisha Bhaskar Food Safety Officer, Kalamassery Circle
3:00 P.M. – 3:15 P.M	Tea Break
3:15P.M. – 5.00 P.M	How to boost your sales through E-commerce (Practical aspects) Mr. Subilal K, Trainer, Digital Marketing

<b>Day 2</b>	<b>16/01/2024</b>
10:00A.M.–11:00A.M.	Schemes for women entrepreneurs Mr. Rajesh K.K, Industries Extension Officer Taluk Industries Office, Mini Civil Station, Thrippunithura
11.00A.M.–11.15A.M.	Tea Break
11.15A.M –1 P.M.	Marketing channels for small businesses Dr. G Antony, Retd. Professor, SMS, CUSAT
1P.M. – 1:30P.M.	Lunch Break
1:30 P.M. – 3.00 P.M.	Introduction to E Commerce Platform -Sevafarm Dr. Raji P. Assistant Professor, FISAT (Startup Co-Founder)

3:00 P.M. – 3:15 P.M	Tea Break
3:15P.M. – 4:00 P.M	Valedictory Session Certificate Distribution and Wrap Up

**PHOTOS**



**Inaugural Session**





Mr.K.Subilal taking session on Digital Marketing



Dr.Nimisha Bhaskar taking session on Food Safety





Dr.Antony taking class on different channels of marketing.



Mr.Rajesh K.K. taking a session on Schemes for Women Entrepreneurs



Certificate Distribution