

**DST –Sponsored
Four Weeks
Women Entrepreneurship
Development Programme
On**

**Self-Employment through Skill-
Building on Digital Marketing
Start-ups for Rural S&T
graduates and diploma holders**

17.02.2025 to 15.03.2025

Registration Form

Name:.....

Degree:

Address:.....

.....

.....

.....

Phone:.....

Mobile:.....

Email:.....

Registration Fee : FREE

Accommodationrequired: Yes /No

Date:

Place:

Signature

CHIEF PATRON

**Shri. T.S.R.Khannaianm
Chairman
Smt.T.R.K.Sarasuwathi
Secretary
Dr. K.Priya
Executive Secretary**

PATRON

**Dr.C.Natarajan
Principal**

ORGANIZING SECRETARY

**Dr. B.Paulchamy
Prof. & HOD / Dept .of ECE**

CONVENER

**Dr.K.Kalpana
Associate Professor / Dept. of ECE**

COORDINATOR

**Dr. K.Mahendran
Associate Professor / Dept. of ECE**

ORGANIZING COMMITTEE

**Dr. S.Kavitha
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**Mr. A.Abdul Hayum
Assistant Professor / Dept. of ECE
Mr. R.Karuppusamy
Assistant Professor / Dept. of ECE**

**Mr. A.Vidhyasekar
Assistant Professor / Dept. of ECE**

The duly filled application form be sent to:

**Dr.K.Kalpana
Associate Professor
Department of ECE
Hindusthan Institute of Technology
Coimbatore - 641 032.
Contact no : +919944884913
E-mail :kalpana@hit.edu.in**

**The details of this WEDP is available in the
website <http://www.hit.edu.in/>**

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Women Entrepreneurship Development
Programme
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**Self-Employment through Skill-
Building on Digital Marketing
Start-ups for Rural S&T
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17.02.2025 to 15.03.2025



Organised by

**Department of
Electronics and Communication
Engineering**



**विज्ञान एवं प्रौद्योगिकी विभाग
DEPARTMENT OF
SCIENCE & TECHNOLOGY**

**HINDUSTHAN INSTITUTE OF
TECHNOLOGY**

**Othakkalmandapam, Coimbatore – 32
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Accredited with “A” Grade by NAAC and
Accredited with NBA
Phone:0422-2610833 Fax:0422-2610833
E-Mail : hitinfo@hindusthan.net
hitprincipal@hindusthan.net**

ABOUT THE COLLEGE

Hindusthan Institute of Technology is one of the leading Engineering Colleges imparting quality Technical Education to the aspirants from Tamilnadu and other neighboring states. It is run by Hindusthan Educational and Charitable Trust under the leadership of Sri.T.S.R.Khannaiyann and Smt. T.R.K Sarasuwathy Khannaiyann. The Institution was established in the year 2007 and is affiliated to Anna University Chennai. The Institution is well known for its high educational standards with excellent infrastructures, spread over 200 acres and is located on the Coimbatore - Pollachi National Highway. The Institution currently offers 7 UG and 3 PG programs.

ABOUT THE DEPARTMENT

The Department of Electronics and Communication Engineering was started in the year 2007 with vision to develop Centre of Excellence in the wide area of Electronics & Communication Engineering Field and to promote innovative research and development. The department has well equipped laboratories with latest simulation Software and eminent faculty member with good academic records. Our Department got **Research Centre** Recognition from Centre for Research Anna University Chennai.Under R&D many students doing their project in our department itself.

PREAMBLE:

Entrepreneurship is a vital driver of economic growth, job creation, and social development. In recent years, the role of women in entrepreneurship has gained increased recognition, especially in developing economies where women's participation in business can significantly enhance household incomes, reduce poverty, and contribute to community progress. In this context, this programme is designed to equip women with the necessary digital marketing skills, entrepreneurial mindset, and practical knowledge required to establish and sustain successful start-ups.

This initiative aims to leverage the power of digital technologies to create employment, enhance business sustainability, and foster economic independence among rural women in the Science and Technology domain.

OBJECTIVES AND CONTEXT:

The increasing presence of women as entrepreneurs has led to significant business and economic growth in the country. Women-owned business enterprises are playing a prominent role in society by generating employment opportunities in the country, bringing in demographic shifts and inspiring the next generation of women founders. With a vision to promote the sustainable development of women entrepreneurs for balanced growth in the country, Startup India is committed towards strengthening women entrepreneurship in India through initiatives, schemes, creation of enabling networks and communities and activating partnerships among diverse stakeholders in the startups.

The "Women Entrepreneurship Development Programme (WEDP) on "Self-Employment through Skill-Building on Digital Marketing Start-ups for Rural S&T graduates and diploma holders" aims at training the S&T graduates and diploma holders in the essentials of conceiving, planning, initiating, and launching an economic activity or an enterprise successfully. This WEDP will focus on increasing women's skills, decision-making power and access to economic resources.

WEDP Programme structure

- Entrepreneurship – Concept and Present Scenario
- Identification of Business Opportunities
- Project Identification and Opportunity Guidance
- Market Survey
- Intellectual Property Right (IPR)
- Role of Supporting Agencies and Schemes
- Role of Financial Institutions and Banks
- Motivation Training
- Technical and Financial Aspects

- Business Plan/ Project Report Preparation
- Managerial Aspects
- Experience Sharing with Entrepreneurs
- Training on Digital Marketing Start-ups
- Industrial Visit

EXPECTED OUTCOME:

With the Inputs provided in the form of Knowledge, Information, and Experience sharing, the participants will be able to conceive ideas, develop the idea into a product/ service, evaluate project and implement the entrepreneurial venture. WEDP aims at the providing budding women entrepreneurs with skills, adding support through growth-oriented business incubator and business accelerator.

RESOURCE PERSONS

Young & Energetic eminent & finest Entrphreueurs, Researchers & Faculties & Industry experts.

TARGET AND NUMBER OF PARTICIPANTS:

- Rural S&T graduates and diploma holders
- 30

SELECTION CRITERIA: As per DST -WEDP guidelines & first-cum-first-serve basis.

ACCOMMODATION

Accommodation and boarding if required will be provided in the college premises.

REGISTRATION DETAILS

No Registration Fees

SCHEDULED DATE

Last date for Receipt of Application: 12.02.2025

Date of Intimation to Participants : 14.02.2025

Confirmation by Participants : 15.02.2025