



**TRAINING PROGRAMME ON DIGITAL MARKETING & ENTREPRENEURSHIP  
DEVELOPMENT FOR WOMEN SELF HELP GROUPS IN ODISHA**

**PROGRAMME SCHEDULE**

Day	Session	Time	Topic
1	I	11.00 AM – 11.15 AM	Programme Inauguration
	II	11.15 AM – 12.30 PM	Entrepreneurial Motivation
	III	12.30 PM – 1.30 PM	Characteristics of an Entrepreneur
		1.30 PM – 2.30 PM	Lunch Break
	IV	2.30 PM – 3.30 PM	Digital Marketing
	V	3.30 PM – 4.30 PM	Social Media Marketing
2	V	4.30 PM – 5.00 PM	Entrepreneurial Support Ecosystem
	I	11.00 AM – 12.00 PM	Digital Payments
	II	12.00 PM – 1.00 PM	E- Commerce
		1.00 PM – 2.00 PM	Lunch Break
	III	2.00 PM – 3.00 PM	Linking with E- Commerce Platforms and usage of the platform
	IV	3.00 PM – 4.00 PM	Linking with E- Commerce Platforms and usage of the platform
3	V	4.00 PM – 5.00 PM	Linking with E- Commerce Platforms and usage of the platform (...contd.)
	I	11.00 AM – 12.00 PM	Linking with E- Commerce Platforms and usage of the platform (...contd.)
	II	12.00 PM – 1.00 PM	Linking with E- Commerce Platforms and usage of the platform (...contd.)
		1.00 PM – 2.00 PM	Lunch Break
	III	2.00 PM – 3.00 PM	Feedback and Assessment
	IV	3.00 PM	Valedictory

**SPONSORED BY  
ODISHA SKILL DEVELOPMENT AUTHORITY**

**ORGANIZED BY  
THE NATIONAL INSTITUTE FOR ENTREPRENEURSHIP AND SMALL  
BUSINESS DEVELOPMENT (NIESBUD)  
(Ministry of Skill Development and Entrepreneurship, Govt. of India)**