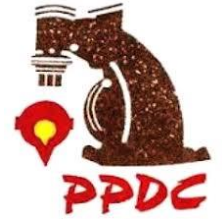




सत्यमेव जयते

Ministry of Micro, Small and Medium Enterprises,
Government of India



MSME

MICRO, SMALL & MEDIUM ENTERPRISES

सूक्ष्म, लघु एवं मध्यम उद्यम

Entrepreneurship Development Program on e-commerce Course



Entrepreneurship Development Program on e-commerce

COURSE NAME		DURATION
Entrepreneurship Development Program on e-commerce	1 DAY	-
Minimum Qualification: 12th Pass		
DOCUMENTS REQUIRED: One Photo & One photocopy of qualification certificates and Aadhar Card along with payment		
Candidate can bring his / her own Laptop and Internet device		

About This Course:

E-commerce is a combination of art and science to generate revenues through Internet and mobile technologies. The companies around the world have started making money since 1998, even small businesses in developed countries have been successful in generating decent income through e-commerce.

In India, this trend has gradually picked up after the year 2010 with more consumers opting for payment online through credit cards/debit cards. However, most of the E-commerce economy continue to be driven by big investors in India. Indian consumers are ready to purchase online but Indian companies have yet to invest their time and money to tap the full potential of e-commerce economy.

Entrepreneurship Development Program on e-commerce Course Benefits:

- ❖ This e-commerce industry has been triggered by increasing internet and smartphone penetration.
- ❖ As per expectation by 2020 India e-commerce revenue jumped to US \$120 billion, the highest in the world.
- ❖ The e-commerce industry been directly impacting the micro, small & medium enterprise (MSME) in India by providing means of financing, technology and training and has a favourable cascading effect on other industries as well.
- ❖ E-commerce industry can potentially create 1+ million jobs by 2023. E-commerce is expected to not just create regular corporate jobs but also increase in allied industries like logistics and warehousing.

Who Should Attend?

- ❖ Entrepreneur / Businessman – You should learn e-commerce to grow your business fast.
- ❖ Working Professional – You can consider to e-commerce field.
- ❖ Student / Homemaker / Retired Person / Startups / NGOs – You have a great future in e-commerce field.

COURSE DETAILS

- ❖ Introduction to e-commerce
- ❖ Introduction to e-commerce website
- ❖ Learn to start your own e-commerce business
- ❖ Know e-commerce Business Model
- ❖ Learn e-commerce Funding Model
- ❖ Introduction to Business Incubator
- ❖ Role of Angel Investor in e-commerce
- ❖ Role of VCs in e-commerce
- ❖ Role of PEs in e-commerce
- ❖ Introduction to Online Crowd Funding
- ❖ Start Your Own Social Enterprise Through CF
- ❖ Introduction to Affiliate Marketing
- ❖ Introduction to Google Ads
- ❖ Learn Facebook e-commerce Techniques
- ❖ Learn Facebook Business Manager
- ❖ Learn Twitter e-commerce Techniques
- ❖ How to use YouTube for e-commerce
- ❖ Learn WhatsApp Marketing
- ❖ Learn B2B LinkedIn Networking Tips & Tricks
- ❖ Learn Viral Marketing
- ❖ Linking Social Media Marketing with e-commerce

Address for Communication:

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