

Online workshop series (E-Commerce as a Growth Driver)



Workshop in session



Ongoing presentation during the workshop

The Indian Micro Enterprise Development Foundation (IMEDF), a special purpose vehicle of the Development Alternatives group, organised the third online workshop in the series specially designed for enterprises, clusters, and small-scale entrepreneurs. The workshop was conducted on 30th July 2024.

The faculty included Col. Raman Thapar, General Manager, IMEDF; Sameer Kapoor, Senior Advisor, DA Group; Mohammed Nabeel, Director, Polestarre; Shyamal Sarkar; and Sumanta Gon, Tarashankar Panchagram Seva Samiti. The workshop was moderated by Srishti Bhattacharya and Rashika Sharma.

This workshop has been designed for the targeted audiences which included:

- Entrepreneurs
- Cluster based enterprises
- Members of Cooperative Society
- Members of NGOs, CSOs and Small scale enterprises

The introduction and icebreaker session included interactions with the participants, where they introduced themselves, their organisations, and their aspirations for attending the workshop. In a nutshell, the major aspects covered during the workshop focused on the challenges faced by individual and small-scale entrepreneurs and cluster-based enterprises in marketing, outreach, and branding of their products. These aspects included:

- E-commerce: Introduction Role and Future and IMEDF as a facilitator presented by Colonel Raman Thapar
- ONDC: An introduction presented by Mohammed Nabeel
- Onboarding on ONDC presented by Shyamal Sarkar and Sumanta Gon through live demo using My Store website

The session was followed by an interactive session and concluding remarks by Col. Raman Thapar.

Twenty-five participants, including three guest speakers from the development and marketing sectors holding varied positions from 15 organisations, attended the workshop. There were four senior participants with more than 20 years of work experience, six Cluster Development Executives, and twelve participants with mid-level seniority.