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

BROCHURE

FOR

ENTREPRENEURSHIP DEVELOPMENT

PROGRAMME

on

E-COMMERCE

ORGANISED BY
MSME - TECHNOLOGY DEVELOPMENT CENTRE (PPDC)
A Govt. of India Organization,
Ministry of Micro, Small & Medium Enterprises
Foundry Nagar, Agra - 282006 (U.P.)

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Training Schedule

<u>Dates</u>	<u>Place</u>	<u>Venue</u>	<u>Coordinators</u>	<u>Registration</u>
03 Mar 2019	Noida	Indian Institute of Tourism and Travel Management(IITTM) Plot No-36, Block A, Industrial Area, Sector 62, Noida, Uttar Pradesh 201309	9811573331 9910170050	<u>Click Here</u>

1. MSME (Govt. Certificate) will be provided
2. Soft Study material will be provided.
3. 6 months of hand holding support will be provided on phone.
4. Lunch, Tea, Coffee and snacks will be provided.



JUMP START YOUR BUSSINESS NOW

Entrepreneurship Development Programme on

E-COMMERCE

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Indian e-commerce sales to reach \$100 billion by 2020.



Top 4 Reasons to Learn E-COMMERCE

1. The E-Commerce has transformed the way business is done in India. The Indian E-Commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion as of 2017. Much growth of the industry has been triggered by increasing internet and smartphone penetration.
2. India's E-commerce revenue is expected to jump from US\$ 39 billion in 2017 to US\$ 120 billion in 2020, growing at an annual rate of 51 per cent, the highest in the world.
3. The E-Commerce industry been directly impacting the micro, small & medium enterprises (MSME) in India by providing means of financing, technology and training and has a favourable cascading effect on other industries as well. The Indian E-Commerce industry has been on an upward growth trajectory and is expected to surpass the US to become the second largest E-Commerce market in the world by 2034.
4. E-Commerce can potentially create 1 million+ jobs by 2023. Ecommerce is expected to not just create regular corporate jobs but also increase employment in allied industries like logistics and warehousing.

So what's in it for us?

**If you are an Entrepreneur,
You should learn E-Commerce to grow your business Fast.**

**If you are a working professional,
You can consider shifting to the E-Commerce field.**

**If you are a Student / Homemaker / Retired Person
You have a great future in the E-Commerce field.**



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THE EVOLUTION OF E-COMMERCE

Course Content:

E - Commerce

- 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 Models
- Introduction to Business Incubator
- Role of Angel Investors 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

Extremely Beneficial for:

- Students**
- Businessmen**
- Entrepreneurs**
- Startups**
- Corporates**
- Working Professionals**
- Media Professionals**
- Housewives**
- Retired People**
- NGOs**

**BECOME A
SMART
E-COMMERCE
PROFESSIONAL**

**“It’s not about Ideas
It’s about making Ideas happen”**

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CONTACT US

0562-2344006

Mail us at: info@ppdcagra.in

Fees Rs. 3800/-

PAYMENT & REGISTRATION

Payment through DD in favour of

The Principal Director, PPDC, Agra
at Venue

OR

Online Transfer

The Principal Director, PPDC, Agra
Punjab National Bank
Branch: Rambagh, Agra
Account Type: CURRENT
A/c No. 0984002100034784
IFSC Code: PUNB0098400