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## **Facebook to train 25,000 MSME and SHG Entrepreneurs**

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In line with the mission of government to promote entrepreneurship and digital literacy, it has been decided to organise hands-on workshops for Micro, Small and Medium Women Entrepreneurs and Women SHGs on 'Digital Marketing Skills' in collaboration with Facebook. In a meeting chaired by Shri L.N. Gupta, Additional Chief Secretary, MSME, Facebook has agreed to partner with Govt. of Odisha to train altogether 25,000 MSMEs and SHG entrepreneurs in next one year i.e. till August 2018. These workshops will be held at various locations like Bhubaneswar, Cuttack, Balasore, Berhampur, Angul, Sambalpur, Rourkela, Rayagada, Jeypore, Puri, Keonjhar etc.

The primary objective of these workshops is to help skill and train MSME Entrepreneurs, SHGs and artisans of Odisha to go digital and grow their business by leveraging social media. Facebook team will teach them the digital skills for promotion of their respective products/services so as to increase reach to larger and intended customer base. Shri Gupta stated that the workshops will not only digitally empower the MSME Entrepreneurs, but will also offer a platform for interaction between SHGs and the existing MSME Entrepreneurs. Commissioner-cum-Director, Mission Shakti, Smt. Sujata R Karthikeyan, stated that the workshops will be an important milestone in digital inclusion of the MSMEs and Self Help Group members.

The first such hands-on workshop for MSME Women Entrepreneurs and Women SHGs will be held on the 10th August at Bhubaneswar. The workshop is likely to be attended by more than 800 women entrepreneurs. Mr. Rajat Arora, Policy Programs Manager, Facebook, India & South Asia stated that new world skills will enable the Odisha's entrepreneurs to accelerate their business through online exposure and integration with global markets. Our partnership with the Government of Odisha and the launch of #SheMeansBusiness in Odisha are steady steps towards the next phase of economic growth in the state.

The meeting was attended by Commissioner-cum-Director, Mission Shakti, Smt. Sujata R Karthikeyan, Mr. Rajat Arora, Policy Programs Manager, India & South Asia, Shri Niranjan Sahu, Director of Industries, General Managers, Cuttack and Bhubaneswar amongst others.

Basanta Kumar Mohanty

