ITM students interact with entrepreneurs

The students of ITM, a premier Institute of Management, conducted a awareness programme on 'Empowerment of Artisans and Village Entrepreneurs' on August 20, as part of the rural/Poor Financial Inclusion campaign launched in 2013.

The event was held for the students of ITM in a week-long interactive with the artisans and village entrepreneurs who were part of the 'Artisan Mela 2013' at Thrissur, Kerala.

Keeping in view the objectives of the campaign to empower small-time entrepreneurs, participants were exposed to concepts like group marketing of their wares, production and design. Students suggested strategies and ideas for better promotion of wares through the use of new media.

The programme aimed to create awareness about government schemes and rural markets. Students identified the problems artisans face while availing government schemes and facilities.

The programme was attended by three of the five participants who were part of the awareness programme. They were very informative and advised on the different ways to market their products, which included opting for freelance through social media and holding exhibitions, and offering free training in marketing techniques.

The awareness programme was attended by 60 students from the Institute of Management, ITM, and the participants were very informative and advised on the different ways to market their products. According to the coordinators, the event was well appreciated by the participating artisans who showed genuine interest to associate with the campaign as they found it highly useful and informative.