

GoCoop intervention JKEDI sponsored entrepreneurs to reach global market



Pampore, July 25: Jammu and Kashmir Entrepreneurship Development Institute (JKEDI) Saturday organized a special interaction of sponsored entrepreneurs with an expert from NMDFC, New Delhi to help them grab the national and international market by utilizing e-commerce portal services.

The interaction was part of the institute's endeavour to provide non-financial services to the entrepreneurs sponsored under different schemes being implemented by JKEDI.

JKEDI had invited Nixon Mathur, Manager Projects/Human Resource and Administration of National Minorities Development and Finance Corporation (NMDFC) for interaction with the entrepreneurs sponsored under Term Loan scheme of NMDFC being implemented by JKEDI.

Mathur said NMDFC has undertaken an e-commerce project GoCoop - a social market place for cooperatives and community-based organizations.

He suggested participants to explore new opportunities of global marketing through e-commerce, where they will have a maximum reach. "Possibilities are unlimited for hard working people," Mathur added.

Interacting with the entrepreneurs Director JKEDI, Dr. M I Parray urged them to promote and present 'Brand Kashmir' to the world.

A team of GoCoop will soon visit the successful entrepreneurial ventures sponsored by JKEDI to help them showcase their products and reach national as well as international audience.