

KASHMIR READER

SHARE   

[Save](#)

[Print](#)

JKEDI entrepreneurs trained for tapping e-commerce services

READER CORRESPONDENT ■ SRINAGAR

Jammu and Kashmir Entrepreneurship Development Institute (JKEDI) Saturday organized a special interaction of sponsored entrepreneurs with an expert from National Minorities Development and Finance Corporation (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 (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.

0 Comments Kashmir-Reader

 Login ▾

 Recommend  Share

Sort by Best ▾



Start the discussion...

Be the first to comment.

 Subscribe  Add Disqus to your site  Privacy

CuboidMedia