

Market Outreach Initiative for Women Entrepreneurs



Women owned businesses or enterprises play a significant role in the country, bringing in significant demographic shifts and inspire other women to take up entrepreneurship. Women as entrepreneurs add significantly to the business and economic growth of the country.

As a business promotion initiative for Women Entrepreneurs, World Trade Center Bhubaneswar organized a Market Outreach Program to showcase their unique products/services for better visibility and to develop a strong brand value by reaching out to the potential customers, generate sales lead and assist in effective product development. The initiative acted as a cost-effective method for the business members to upsell their products, enhance and improvise customer service, empower business collaborations and also helped in understanding the market demand and strengthen credibility of the brand.

Some of the products showcased were Handloom, Handicrafts, Handmade Chocolates, Essential Oils, Home Furnishings & Décor, Processed Food, Terracotta, Sustainable Jewellery etc.

The program was inaugurated by Shri. Priyaranjan, Deputy General Manager, Estate Department, RBI Bhubaneswar.

The programme was held on August 6 & 7, 2022 at the Convention Hall, RBI Colony, Bhubaneswar.

