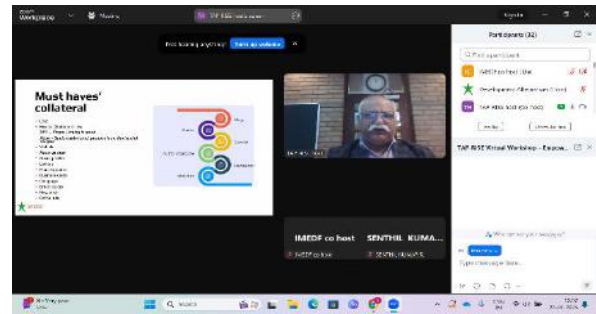


## Virtual Workshop on "Empowering Rural Innovations through Market Linkages."



Session on Empowering Rural Innovations through Market Linkages



Session on basics of target marketing

**D**evelopment Alternatives Group, with its special purpose vehicle Indian Micro Enterprises Development Foundation (IMEDF) as a delivery partner, organised a one-day virtual workshop on Empowering Rural Innovations through Market Linkages for SEED-supported organisations, which are partners of the DA Group, as part of the TAP RISE project. The workshop was conducted on January 22, 2025.

Faculty included the CEO of Development Alternatives Shrashtant Patara, Col Raman Thapar, General Manager of IMEDF, and Dr. Yogesh Kulkarni of Vigyan Ashram. The workshop was moderated by Ahana Srivastava.

CEO Shrashtant Patara, in his opening address, welcomed the participants while highlighting the workshop's key objective, i.e., strengthening the marketing capacity of SEED (Science for Equity, Empowerment, and Development)-supported organisations in marketing and building effective market linkages.

Col Raman Thapar delivered an impactful session covering the following points:

- Overview of the nuances related to marketing and the role of marketers in promoting their respective product brands
- Identification of target audiences and promotion of customer satisfaction measures
- Challenges associated with small-scale entrepreneurs and startups in marketing and ways to overcome them
- Must-have collaterals for effective marketing and the steps aligned for the same
- Case study examples related to SEED-supported organisations

This was followed by an interactive session where Dr. Renuka S. Salunke, Associate Professor, University of Agricultural Sciences, Dharwad, Karnataka, Dr. Lal Singh, Director, Himalayan Research Group, Sandip Patil, Assistant Professor, Guru Gobind Guru Gobind Singh Foundation GCOERC, Dr. K. Senthilkumar, Head, Entrepreneurship Department, AIC, NIFTTEA College of Knitwear Fashion, led the discussion forward by raising queries on:

- Ways to ensure brand loyalty
- Challenges in promoting small-scale innovations of startups
- The role of societal and community-driven factors in impacting the scale-up and outreach of small-scale entrepreneurial innovations.

A total of 23 participants from 19 SEED-supported organisations participated in the workshop.

Dr. Yogesh Kulkarni, during his closing remarks, highlighted the objectives of conducting both virtual and physical workshops for SEED-supported organisations, based on need-based interactions and suggestions from TAP RISE partners.

The workshop successfully addressed the challenges faced by individual and small-scale entrepreneurs, focusing on marketing, outreach, and branding. With valuable insights and interactive sessions, it provided participants with practical knowledge and tools to enhance their business strategies.