

**GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT AND ENTREPRENEURSHIP
LOK SABHA**

**UNSTARRED QUESTION NO. 3767
TO BE ANSWERED ON 19.03.2018**

E-COMMERCE PLATFORM

3767. SHRIMATI POONAMBEN MAADAM:

Will the Minister of SKILL DEVELOPMENT AND ENTREPRENEURSHIP be pleased to state:

(a) whether the National Skill Development Corporation (NSDC) has partnered with any e- and if so, the details thereof; and commerce companies to drive digital literacy among small scale entrepreneurs and to sell their products through e-commerce platform

(b) whether the NSDC extends the same partnership to women entrepreneurs and if so, the details of such partnerships, State/UT-wise including of Gujarat?

ANSWER

**MINISTER OF STATE IN THE MINISTRY OF
SKILL DEVELOPMENT AND ENTREPRENEURSHIP
(SHRI ANANTKUMAR HEGDE)**

(a) and (b) National Skill Development Corporation (NSDC) has partnered with Amazon India to drive digital literacy among women entrepreneurs in Nagaland in order to enable them to sell their products internationally. For this, a two day workshop was conducted on 23rd to 24th January, 2017 at Mhachaki, Kohima, Nagaland under Amazon's Project Saheli in which forty two women entrepreneurs participated. The Saheli project aims to empower women entrepreneurs by enabling them to use Amazon's platform to showcase, sell and deliver their products using Amazon's powerful marketing tools and also to tell their story along with world-class retail expertise and global infrastructure. Post workshop, entrepreneurs are provided support with – Imaging, cataloguing and account management. Zynorique Initiatives Society, a local training provider assisted in setting up the photo studio for the imaging requirements of the sellers. This set up will also be used as a permanent center for sellers to get their queries answered.
