



Digital Marketing & E-Commerce Awareness Program

Training Report — 2026

Bagalkot · Gulbarga (Kalaburagi), Karnataka

200+

Women Participants

2

Training Locations

3

Program Days

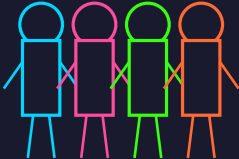
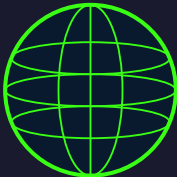
7+

Topics Covered

Executive Summary

The **Digital Marketing & E-Commerce Awareness Program** was conducted to empower rural and aspiring women entrepreneurs through practical digital business knowledge, marketing awareness, and e-commerce opportunities. Sessions covered digital presence, online branding, WhatsApp Business, Google Business Profile, social media marketing, customer communication, online sales, and digital payment systems — bridging the digital divide through easy, mobile-based tools accessible on any basic smartphone.

A total of **more than 200 women participants** attended programs conducted at **Bagalkot** and **Gulbarga (Kalaburagi)**, reflecting the growing appetite for digital entrepreneurship in rural Karnataka.

			
200+ Women Participants	2 Locations Bagalkot & Gulbarga	7+ Topics Modules Covered	Mobile-First Smartphone Learning

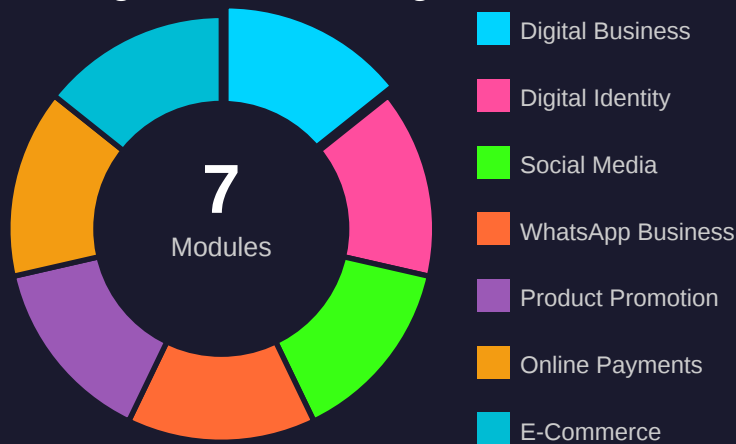
Program Objectives

◆ Create Awareness Digital business opportunities for rural women entrepreneurs	◆ Introduce Platforms Digital marketing and e-commerce tools and marketplaces
◆ Enable Online Sales Promote products online and reach customers beyond locality	◆ Build Confidence Using smartphones effectively as business tools
◆ Digital Payments UPI, PhonePe, Google Pay and professional customer handling	◆ Encourage Growth Self-employment and entrepreneurship through technology

Training Themes Covered

1. Digital Business Intro ● Entrepreneurship & business growth ● Importance of digital transformation ● Opportunities for rural online markets ● Success stories using digital tools	2. Digital Identity Creation ● Gmail account setup & management ● Google Business Profile creation ● Business visibility on Google ● Digital trust and branding basics
3. Social Media for Business ● Facebook & Instagram Business Pages ● Content creation fundamentals ● Product promotion strategies ● Growing audience organically	4. WhatsApp Business ● WhatsApp Business account setup ● Product catalogue creation ● Professional customer communication ● Managing enquiries effectively
5. Product Promotion ● Mobile photography for products ● Canva poster & banner creation ● Promotional content preparation ● Social media sharing strategies	6. Online Sales & Payments ● UPI payment systems overview ● Google Pay, PhonePe, Paytm usage ● Handling online customer orders ● Delivery & relationship management
7. E-Commerce Awareness ● Online marketplace introduction ● Meesho, Amazon, Flipkart overview ● Digital selling opportunities ● Practical action plans for beginners	
■ Mobile-First Learning All 7 modules designed for smartphones — women with any basic phone can immediately apply skills to grow their business. Sessions included live demos, group discussions, and Q&A.	■ Training Philosophy Simplified language, real-world examples, and step-by-step demonstrations made complex digital concepts accessible to first-time learners in rural Karnataka.

Training Modules Coverage



Training Program — Bagalkot

Location	Bagalkot, Karnataka
Dates	25th & 26th March 2026
Duration	2 Days
Participants	100+ Women Entrepreneurs & Aspiring Entrepreneurs
Theme	Digital Marketing & E-Commerce Awareness
Resource	Sadanand Pattanshetty

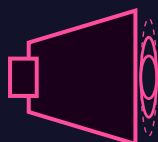
A highly interactive two-day program covering digital business awareness and online marketing. Participants included women entrepreneurs, homemakers, and self-help group members eager to improve their business visibility and sales through technology.

Focus Areas

- Digital business & market access
- Online customer engagement strategies
- Product branding & visual identity
- WhatsApp Business applications
- Digital payments & online sales

Key Outcomes

- Increased awareness of digital entrepreneurship
- Confidence in using smartphones for business
- Improved understanding of digital payments
- Interest in WhatsApp Business & social pages
- Enthusiasm for e-commerce & online selling
- Networking and sharing of business ideas



Social Media & Branding

Women learnt to create Facebook & Instagram business pages and promote their handcrafted products to audiences beyond their locality.



Online Sales Ready

Participants set up WhatsApp Business accounts with product catalogues and explored selling on Meesho, Amazon, and Flipkart.

Training Program — Gulbarga (Kalaburagi)

Location	Gulbarga (Kalaburagi), Karnataka
Date	30th March 2026
Duration	1 Day
Participants	100+ Women Participants
Theme	Digital Marketing & E-Commerce Awareness
Resource	Sadanand Pattanshetty

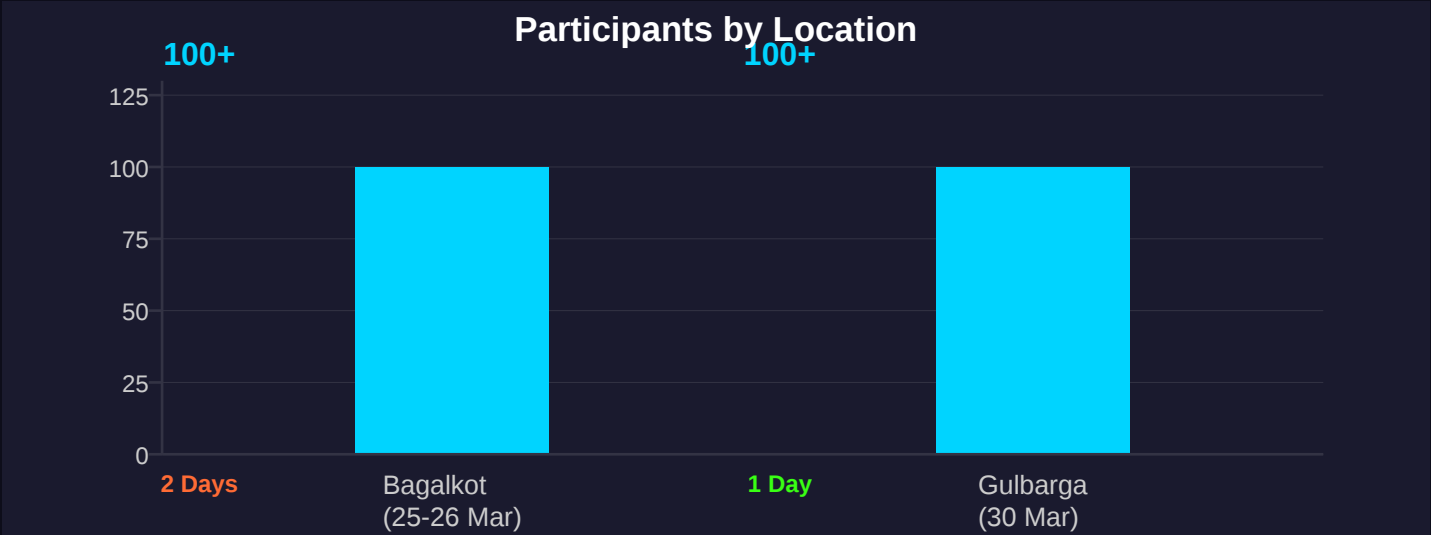
Built digital awareness and entrepreneurial confidence through practical demonstrations. The session showed how a basic smartphone becomes a powerful tool for communication, branding, and sales — transforming everyday devices into business assets for rural women.

Topics Covered ● Social media business promotion ● Google Business Profile setup ● WhatsApp Business & catalogue creation ● Product photography & Canva design ● UPI & digital payment systems	Key Outcomes ● Enhanced digital business awareness ● Better social media marketing understanding ● Confidence in digital tools for entrepreneurship ● Improved online customer engagement skills ● Motivation to start or scale businesses digitally ● Strong participant network built during session
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 Smartphone as Business Tool Demonstrated how a basic Android smartphone is enough to run Google Business Profile, WhatsApp Business, Instagram, and UPI payments.	 Digital Payments Mastery Participants practiced Google Pay, PhonePe, and Paytm — overcoming fear of online transactions with hands-on live demonstrations.
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Participant Engagement & Program Impact

The overall response from participants across both locations was **highly positive and encouraging**. Women appreciated the simplicity of the training approach, practical examples, and mobile-friendly techniques. Sessions also sparked networking and inspired many aspiring entrepreneurs to seriously consider digital business opportunities.



Participant Interests

- Creating digital business profiles on Google & Instagram
- Starting WhatsApp-based businesses for local products
- Promoting handmade items on Meesho and Amazon
- Expanding business reach beyond local markets
- Learning advanced e-commerce techniques

Program Impact

- ◆ **Digital Empowerment**
Rural women equipped with practical digital skills
- ◆ **Confidence Building**
Entrepreneurial confidence boosted via hands-on sessions
- ◆ **Income Opportunities**
Awareness of online income streams beyond local markets
- ◆ **Self-Employment**
Promotion of women-led small business growth
- ◆ **Tech Adoption**
Digital tools understanding & customer engagement improved
- ◆ **Inclusive Growth**
Women-led entrepreneurship through technology adoption

Challenges & Recommendations

Program Impact Indicators



Challenges Observed

- Limited awareness of digital business tools
- Low confidence using online platforms independently
- Language and technology adoption barriers
- Limited prior digital marketing knowledge
- Fear of online transactions and digital payments

Recommendations for Future

- Conduct advanced digital marketing workshops
- Hands-on social media & e-commerce setup sessions
- Continuous mentoring support post-training
- Marketplace onboarding programs (Meesho, Flipkart)
- Training on product branding and packaging design
- District-level digital entrepreneurship networks
- Government and agency collaboration programs

All challenges were addressed through practical demonstrations, simplified language, and relatable real-world examples throughout both sessions.

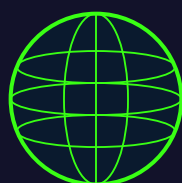
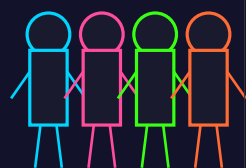
Conclusion

The Digital Marketing & E-Commerce Awareness Programs at **Bagalkot** and **Gulbarga** successfully created awareness, motivation, and confidence among women entrepreneurs regarding digital business opportunities.

With proper guidance, rural women can use technology to improve their businesses, increase market reach, and create sustainable income — as proven by the enthusiastic participation of **200+ women** across both programs. These initiatives significantly contribute towards women empowerment, entrepreneurship development, and inclusive digital transformation.

Key Takeaways

- ◆ Digital platforms dramatically increase market reach for rural women
- ◆ Smartphones are powerful business tools when given proper guidance
- ◆ Rural women are eager, capable, and motivated digital entrepreneurs
- ◆ Contributes to women empowerment & inclusive growth in Karnataka
- ◆ A replicable model ready for expansion to other districts



Acknowledgement — We sincerely thank all organizers, supporting institutions, coordinators, and participants for their active cooperation and enthusiasm. Special appreciation to all women entrepreneurs who showed great interest in adopting digital tools and learning.

Contact

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Annexure — Reference Training Modules

◆ Digital Business Awareness	◆ Google Business Profile Setup	◆ WhatsApp Business Usage
◆ Facebook & Instagram Promotion	◆ Canva Poster Design Basics	◆ Product Photography Techniques
◆ UPI & Digital Payment Systems	◆ E-Commerce Awareness	◆ Customer Communication & Sales