



ST. JOSEPH'S DEGREE COLLEGE

Sunkesula Road-Kurnool-4

www.sjcknl.edu.in



International Women's Day Celebration
Theme: Give to Gain

A THREE-DAY FACULTY DEVELOPMENT PROGRAMME (FDP)

Training of Trainers: Empowering Women in Digital Business

Sponsored by



**International Labour
Organization**

Date: 5th – 7th March 2026

Time: 2:30 PM – 5:30 PM

Venue: Skill Lab, Building III

Resource Person

Mrs. M. Geetha Sree

Senior Consultant, Enterprise Development
State Project, AP and Telangana

Organised by

Women Empowerment Cell

In association with

Institution's Innovation Council





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MHRD'S
INNOVATION CELL
(GOVERNMENT OF INDIA)



Program Report on Women in Digital Business (WIDB) – Training of Trainers Program Celebrating International Women's Day

ILO WIDB Introduction:

The Women in Digital Business (WIDB) programme is an international initiative designed to empower women entrepreneurs with the skills required to participate effectively in the digital economy. The program focuses on building digital capabilities that enable women-led enterprises to expand market reach, improve operational efficiency, and increase revenue through digital transformation. The initiative is supported by the International Labour Organization (ILO) and Microsoft Philanthropies.

International Women's Day

On the occasion of International Women's Day, the Women Empowerment Cell & Institution's Innovation Council of our college, in collaboration with the Entrepreneurship Development Cell, organized a three-day Faculty Development Program from 5th to 7th March. Following the theme of this year's International Women's Day – "Give to Gain", this program aimed to equip participants with tools, knowledge, and a structured methodology to support entrepreneurship and contribute towards building a sustainable MSME ecosystem.

A total of 15 faculty members from our college and 15 teachers from St. Joseph's Schools participated in this program and successfully received International certificates.

The program was led by **Mrs. Masapogu Geetha Sree**, a Senior Consultant in Enterprise Development, associated with the Women in Digital Business initiative supported by the International Labour Organization. She served as the Lead Trainer, delivering expert sessions on digital entrepreneurship, training methodologies, and digital transformation strategies for women-led enterprises. Her sessions focused on developing trainers who can effectively facilitate digital business training among women entrepreneurs. Other WIDB Trainers were involved in Need Assessment and Post Training Follow Up.

Objectives of the Training

1. To build a network of trained facilitators for the Women in Digital Business program.
2. To equip trainers with the knowledge & tools required to guide women entrepreneurs in digital transformation.
3. To strengthen trainers' capacity in: i. training delivery ii. facilitation techniques iii. digital entrepreneurship mentoring
- 4 To create local trainers who can support women entrepreneurs in building online businesses

Agenda of the WIDB Training of Trainers Workshop			
5th March to 7th March 2026			
St Joseph Degree College			
Duration	Day 1	Day 2	Day 3
30 Minutes	Welcome to WIDB	Micro Teaching Session Allocation Topics	Building an Online Presence (Discussion)
30 Minutes	WIDB Offer	Self Guided Preparation of Micro Teaching Session	Selling Online (Discussion)
30 Minutes	Self Guided E Learning Module	Welcome to WIDB (Presentation by Trainee Trainers)	Adapting other business processes (Discussion)
30 Minutes	Self Guided E Learning Module	Building an Online Presence (Presentation by Trainee Trainers)	Gender Sensitive Training Techniques
30 Minutes	Review of WIDB.Start	Selling Online (Presentation by Trainee Trainers)	Action Planning Session
30 Minutes	Adult Learning Principles	Adapting other business processes (Presentation by Trainee Trainers)	Conclusion, Certificate and Platform Walkthrough

Key learning areas included:

1. Understanding Digitalization
2. Building an Online Presence
3. Selling Online
4. Adapting Business Processes

Trainer : Mrs. Masapogu Geetha Sree,

Senior Consultant in Enterprise Development, LET, WIDB

No of Participants – 32

Dates: 05-03-2026 to 07-03-2026

Time : 2:30 to 6:00pm

Venue: Skill Lab, Building II

Outcomes of the Training

1. The program strengthened the capacity of participants by equipping them with the knowledge and practical skills required to effectively deliver WIDB training sessions and guide women entrepreneurs in digitalization.
2. It also contributed to the creation of a network of potential trainers, who can collectively support and promote women entrepreneurship development in the region.
3. Participants developed enhanced awareness and understanding of digital technologies and their relevance in modern business operations, enabling them to appreciate the importance of digital transformation for enterprise growth.
4. Many participants demonstrated a strong commitment to mentoring, expressing their willingness to train and handhold women entrepreneurs in adopting digital tools and platforms to improve their business performance and expand market opportunities.

List of the Participants:

S No	Name of the Applicant	Email	What's app Phone number
1	C. Prudhvi Lakshmi	prudhvilakshmimcom@gmail.com	9133616374
2	DR V H S PALLAVI	pallavihannah38@gmail.com	09885102592
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4	S Shahanaz Begum	shahanaz.maths2@gmail.com	9014197440
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31	K.Rani	krani1883@gmail.com	9640558899
32	Swetha Vallabhaneni	ammu.capricon5@gmail.com	9059876767

. 100 percent of participants participated in the program completed the course and got certified.





