

**BUSINESS MEET ON E- COMMERCE PLATFORM CREATION FOR ECO-FRIENDLY  
PRODUCTS MADE OF NATURAL FIBRE & ALLIED MATERIALS AT ICAR-NINFET ON 14<sup>TH</sup>  
JUNE, 2024**

**A Business Meet on E- Commerce Platform Creation for Eco-Friendly Products Made of Natural Fibre & Allied Materials** was organized by ICAR-NINFET on June 14, 2024 in association with **M/s. Avahita Marketing & Consulting Service Private Limited**, a promising Start up under ABI-NINFET. This event aimed to explore the potential of e-commerce platforms in promoting eco-friendly products made from natural fibers and allied materials especially hand-crafted by women artisans trained by ICAR-NINFET and provided handholding support by the Intuition. ICAR-NINFET is going to be the Knowledge partner of this venture.

The event was attended by all the scientists from the institution, administrative staff, and around 62 micro-entrepreneurs under ABI-NINFET, who showcased their products. The programme activities began with the ICAR song, setting a ceremonial tone for the program.

Dr. L. K. Nayak, Head of the TOT Division, delivered the welcome address. He greeted all the attendees and set the stage for the programme's objectives. Following this, Dr. S. B. Roy provided an introductory note, outlining the significance of the programme and its relevance to the current market needs for eco-friendly products. A detailed concept note about e-commerce platform ideas and the role of stakeholders was presented by Smt. Sudeshna Das, Director of M/s. Avahita Marketing & Consulting Service Private Limited. Her presentation emphasized innovative strategies and the potential impact of digital platforms on the natural fibre industry.

Dr. D. B. Shakyawar, Director of ICAR-NINFET, delivered a brief programme address emphasizing the importance of adopting e-commerce strategies to enhance the market reach and sustainability of eco-friendly products. He discussed the potential of e-commerce platforms to revolutionize the market for eco-friendly products, offering valuable insights into future trends and opportunities for stakeholders.

During the interactive session among participants and experts, detailed discussion, share experiences, and explore collaboration were successfully made. This fostered a lively exchange of ideas and practical solutions. This diverse gathering provided a platform for networking and knowledge sharing among different segments of the industry.

The "E-Commerce Platform Creation for Eco-Friendly Products Made of Natural Fibre Products & Allied Materials" programme was a great success. It featured insightful presentations, engaging discussions, and valuable networking opportunities. The event emphasized the crucial role of e-commerce in promoting sustainable products and provided a roadmap for future initiatives in this domain.



Director of ICAR-NINFET greeting Smt. Sudeshna Das, Director of M/s. Avahita Marketing & Consulting Service Private Limited

Audience are watching the Programme



A group photograph with all the participants