



**Koneru Lakshmaiah Education Foundation**  
(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

Accredited by NAAC as 'A++' ♦ Approved by AICTE ♦ ISO 21001:2018 Certified  
Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.  
Phone No. +91 8645 - 350 200; www.klef.ac.in; www.klef.edu.in; www.kluniversity.in  
Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph: +91 - 866 - 3500122, 2576129

Ref: KLEF/RO/Women`s Forum/2022-2023

Dt. 16/03/2023

**Orders of Vice-Chancellor dt. 16/03/2023**

**CIRCULAR**

Sub: Workshop on Online shopping for Rural Women- Reg

Ref: Letter dated on 16/03/2023 Dr. K. Ruth Ramya, Associate Professor, CSE & Convenor,  
Women`s Forum, KLEF

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This is to inform that Women`s Forum is organizing “Workshop on Online shopping for Rural Women The details of the program are mentioned below.

**Date** : 17/03/2023

**Time** : 10.30 A. M Onwards

**Venue** : Duggirala

All HOD`s are requested to bring this information to the notice of Faculty/Staff & Girl students of their respective departments.

**REGISTRAR**

**Dr. K. SUBBARAO**  
**REGISTRAR**



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### **WORKSHOP ON ONLINE SHOPPING FOR RURAL WOMEN**

**Date** : 17/03/2023  
**Time** : 10.30 A. M Onwards  
**Venue** : Duggirala

#### **OBJECTIVES**

The primary objectives of organizing a workshop on online shopping for rural women are to empower them with essential digital literacy skills and knowledge about e-commerce, enabling them to access a broader range of products and services, make informed online purchases, and potentially establish online businesses. This workshop aims to bridge the digital divide, foster financial inclusion, and enhance the socioeconomic well-being of rural women by providing them with the tools and confidence to navigate the digital marketplace effectively. Additionally, it seeks to promote digital empowerment, entrepreneurship, and financial independence among rural women, ultimately contributing to their self-reliance and the overall development of rural communities.

#### **DESCRIPTION**

The workshop on online shopping for rural women proved to be a highly impactful and empowering event. Throughout the workshop, participants exhibited great enthusiasm and a keen willingness to learn, and they acquired essential digital literacy skills necessary for engaging in online shopping and e-commerce activities. As a result of the workshop, these women have gained the confidence and knowledge to navigate online marketplaces, access a wider array of products and services, and even explore potential entrepreneurial opportunities. Additionally, the workshop succeeded in fostering a sense of financial independence and self-reliance among the rural women, thus contributing significantly to their socioeconomic well-being. The event not only bridged the digital divide but also promoted digital empowerment, entrepreneurship, and financial inclusion among rural women, ultimately fostering a positive impact on their lives and the overall development of the rural communities they represent.

## **OUTCOMES**

The outcomes of organizing a workshop on online shopping for rural women have been transformative. Participants have acquired essential digital literacy skills, gaining the ability to access and navigate the online marketplace with confidence. This newfound knowledge has opened up a world of opportunities, enabling these women to make informed online purchases, access a wider range of products, and explore potential entrepreneurial ventures through e-commerce. Moreover, the workshop has facilitated greater financial inclusion, promoting economic independence and self-sufficiency among rural women. As a result, it has not only improved their quality of life but also contributed to the overall development of rural communities by fostering digital empowerment and participation in the digital economy.

## **PHOTOS**



**KLEF Students Training for on online Shopping for Rural Women on  
17/03/2023**



**Awareness on online Shopping by distributing papers of uses of Online Shopping On  
17/03/2023**

<b>S.No</b>	<b>Name</b>
<b>1</b>	<b>P.Maheswari</b>
<b>2</b>	<b>K. Siva Kumari</b>
<b>3</b>	<b>K.Subhashini</b>
<b>4</b>	<b>D.Nagamma</b>
<b>5</b>	<b>K.Nagamani</b>
<b>6</b>	<b>P.Kalyani</b>
<b>7</b>	<b>S.Durga Rani</b>
<b>8</b>	<b>V.Padmavathi</b>
<b>9</b>	<b>K.Kavitha</b>
<b>10</b>	<b>D.Madhavi</b>
<b>11</b>	<b>Ch.Vimala</b>
<b>12</b>	<b>K.Kamala Rani</b>
<b>13</b>	<b>R.Vedavathi</b>
<b>14</b>	<b>V.Yallamma</b>
<b>15</b>	<b>B.Mangatayaru</b>
<b>16</b>	<b>T.Vardhani</b>
<b>17</b>	<b>K.Nandini</b>
<b>18</b>	<b>BAkhila Priya</b>
<b>19</b>	<b>Parameswari</b>
<b>20</b>	<b>A.Partvathi</b>
<b>21</b>	<b>Ranganayaki</b>
<b>22</b>	<b>Kusuma Priya</b>
<b>23</b>	<b>Priya Dashini</b>
<b>24</b>	<b>R.Rani</b>
<b>25</b>	<b>Sandhya Rani</b>

26	P.Ramadevi
27	P.Hyamsavathi
28	R.Lakshmi Bai
29	Prasanna Lakshmi
30	Sarasvathi
31	D.Pullamma
32	M.Manjul
33	K.Vijayalakshmi
34	Bharghavi
35	Venakata Rama Narayamma
36	D.Bhavani
37	N.Kalyani
38	S.Priya Kanjani
39	K.Mery
40	V.Yesteramma



(Dr.K. Subba Rao)  
Registrar (I/C)  
REGISTRAR (I/C)

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