



Cluster  
Innovation  
Centre  
University of Delhi

**SEMESTER LONG PROJECT**  
**4th semester, Batch of 2022-2025**

# **EmpowerHer**

**Digital Skills Training for Astitv SHG in Shahdara, Delhi**

## **AIM:**

To empower Astitv SHG in Shahdara to make them technologically independent.

## **OBJECTIVES:**

- To provide training on developing technological skills relevant to the SHG's technological independence.
- To establish effective linkage between Astitv SHG and Amazon.
- Train them to utilize social media platforms like Instagram to expand their business.

## **OUTCOMES:**

- The SHG learned managing Inventory and listing products on Amazon Seller Central.
- The SHG learned Video Editing and Product Photography for Social Media and marketing.
- The SHG learned using Google Sheets for maintaining records.
- The SHG's Instagram Fluency was expanded through engaging posts, stories, and profile management.

**Mentor: Dr. Ashu Mishra**

## **TEAM MEMBERS**

Aditya Paldas | Gagandeep Kaur | Harshvardhan Singh Rajput | Mohammed Imran M |  
Radhika | Raj Shekhar | Reshmi Kumari | Ridhee Singh | Roshni Kumari | Sreya S Motti |  
Suryansh Ji Kaushal | Vanshaj Chandna

