



Innovians Technologies
Implementing New Ideas & Technology



Workshop on Webpreneurship

A Two Days Workshop on Entrepreneurship + Web Start-Ups

All Participants will be Awarded Certification of Merit

www.innovianstechnologies.com



Dear Sir/Madam

Sub: To organize Webpreneurship workshop in your college.

This is to bring to your kind notice that Innovians Technologies is an Indian entity exploring itself in various sectors like Practical Educational Training, Professional Training, Corporate Training, Web & IT Services, with most advanced technologies & experience in hand.

Webpreneurship is a workshop based on Web Start-Ups & Entrepreneurship which is conceptualized by **some top industry professionals** in association with **Innovians Technologies** to groom the students with the insights of Entrepreneurship, web technologies, web designing, CMS, E-Commerce, Social Networking etc. We plan to conduct this workshop across the country.

This workshop will also provide a platform where young engineers can mould their imagination into reality and feel the excitement first hand. With this end in view, we extend our support and technical expertise to the young engineers of your college in the form of this workshop. We seek your cooperation and look forward towards a successful execution of this workshop in your college.

If you have any queries please get back to us anytime.

Thanks & Regards,

Vineet Jagannathan

Workshop Manager | Innovians Technologies

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Company Details

We, **Innovians Technologies (U/o PRATS Technologies Pvt. Ltd.)**, are the India's fastest growing company in the field of Practical Educational Training, Professional Training, Corporate Training, Web & IT Services, with most advanced technologies & experience in hand. We majorly deal in Educational Workshop and Training, Corporate Training, Motivational Seminar, Software Development, Web Development, Consultancy & Out-sourcing, Placement Assistance.

Innovians Technologies delivers interactive training & workshops which equip its participants with better practical understanding and preparation for jobs in industry. The hands-on sessions and lectures are designed based on current industry trends and draw on the rich experience of instructors and organizers. We focus on Android, Ethical Hacking, Embedded Systems, Robotics, Automation, Web Development, Social Networking, 3D Animation, Automobile Mechanics, Aircraft Designing, Share Market, 2G & 3G Technology and many more.

The Corporate Training programs of Innovians Technologies encompass a wide range of skills that are integral & necessary part of everyday business, daylife or work environment. In our quest to address every organizational development need, Innovians Technologies offer a gamut of training programs, which ranges from Motivational Seminar, Faculty/Staff Development Training, 5S Training, Personality Development, Professional Skills Training & Foreign Languages.

Our Mission

Innovians Technologies mission is to offer world class, Professional Training & Development Solutions. We strive to offer excellence, professionalism, and a long-term commitment to remain among the premier Training & Development companies in India. Innovians Technologies and its staff are respected for their dedication and contribution to the industry.

Our Vision

Our values are embraced in the hearts and minds of every Innovians Technologies team member who then embodies these values and shares them throughout our company and with our clients. You will find three core values at work: Relation - We listen, learn, and help selflessly in our interactions with others. Humanity - Through business, we foster a strong sense of corporate social responsibility. Commitment - We honor our commitments and act with responsibility in all our relationships. These values are the building blocks of our work culture.

Our Team of Professional

Our team, as our imperative asset, works with great zeal to realize the mutual interests of our organization. Our team is made of professionals including professional trainers, managers, consultants, business development staff, quality auditor and other workforces.

Each member in our team is selected on the basis of their domain knowledge in respective fields. To upgrade the expertise of our team we also conduct regular training exercises. It helps us to be paralleled with new changes occurring time after time in the market. Our team members are highly efficient and understand the needs of clients as precisely as possible.



Who is a Web Entrepreneur?

The Web or Internet Entrepreneur is someone who is looking at the vast power of the Internet to start or grow a business.

About Workshop

Today India is among countries with maximum number of emerging start-ups. IT sector is among fastest growing sectors in case of small & medium scale new start-ups. Nearly 60% of the start-ups are web based. Even those which remain must have a website to survive. Though we visit more than a dozen websites every day, have you ever wondered that having your own website is affordable and simple?

Innovians Technologies brings you Entrepreneurship based Web Development workshop spanning basic to extreme levels of artistic website development techniques. Webpreneurship is a 2 days entrepreneurship + web based start-ups, promoting event. The sessions will be mainly hands on in which students will be working to design a demo of their own business website.

Learn from an Expert & Successful Web Based Entrepreneur.

Objective of the Workshop

- Why Entrepreneurship
- How to create your own Web-Based Start-Up
- Designing Business Plan & Marketing Plan
- Administer CMS as Website
- Create E-Commerce Website
- Setting Up Payment Gateway
- SEO & SMO Techniques
- Investors & Ventures Funding

Topics to be Covered in Workshop

Entrepreneurship (Session 1)

1. Motivational Session on Opting Entrepreneur as career
2. Entrepreneurship & today's era
3. Entrepreneurial Motivation & Competences
4. Role of Innovation & Creativity
5. Business Opportunity
6. Business Regulations & Support Systems
7. Business Plan
8. Marketing Plan
9. The Operations Plan
10. Organizational Plan
11. Financial Plan

Web-Based Start Up (Session 2)

1. Web based business & Ecommerce



2. Generating Web based Ideas
3. What is ecommerce?
4. How it works
5. What can you sell online?
6. E-commerce as a standalone business
7. Coming up with a strategy and business plan
8. Choosing a shopping cart
9. Sell directly on Facebook
10. Key considerations (shipping, payment, etc)
11. Time investments

Web Based Technologies (Session 3)

1. Understanding different Web Technologies.
2. Understanding Web Layout.
3. Basic about HTML Programming.
4. Creating First Web Page
5. Type of Script Language
6. Difference between Server Side & Client Side Scripting
7. What is Web Server (Hosting) & Domain Name
8. How to Register Domain Name & buy hosting space.
9. How to Create Profession Professional Email-Ids like raj@abc.com
10. Basic about Database (MySQL)

CMS (Session 4)

1. What is CMS ?
2. What is Joomla, Drupal & Wordpress ?
3. Working on Joomla
4. Joomla Installation & Configuration
5. Installing Modules, Plugins & Components.
6. Configuring CMS
7. Menus & Page Creation
8. Installing Theme
9. Launching Joomla Website

E-Commerce Website (Session 5)

1. Creating E-Commerce Website
2. Configuring Backend Panel & CMS
3. Creating Products & Service Categories
4. Product/Service Listing
5. Process for Getting Payment Gateway
6. How to Configure Automated Payment Gateway.
7. Setting Up Shipment Terms & Delivery
8. Defining Privacy Policy, T&C, Refund Policy etc.

Hosting Administration, Marketing & Social Networking (Session 6)

1. Hosting Administration with CPanel.
2. Creating Back Ups.
3. Introduction about SEO (Search Engine Optimization).
4. SEO in Joomla.
5. Google Adwords (Pay per click)
6. Social Media Marketing (SMM)
7. SEO on HTML Websites.
8. Favicon.
9. Facebook & Google Analytics Session



10. Email Marketing
11. Introduction to Web Security.

Process Guidelines

- We want your association with us to make this workshop big success in your college.
- Date of conducting the workshop can be finalized by telephonic conversation with Coordinator/ Convener or Secretary, according to the College feasibility and slots available in our calendar.
- The entire workshop will be conducted at college campus.
- Each student participating in the workshop will get a participation certificate.

Workshop Requirements

- Seminar hall/classroom having a capacity enough to conduct hands-on-session for all participants.
- Good Quality public address system ideally two cordless mikes will be required.
- Projector/ Screen along with black/white board for teaching and presentation purposes.
- One small stereo jack cord to connect in laptop for its sound system.
- Internet Connectivity in the seminar hall/classroom for speaker.
- Computer Lab or Participant need to bring at least one laptop in a team.
- **This workshop will be conducted for a minimum of 60 students.**

Basic Requirement

- Accommodation to our visiting team members in your college guest house or any other good place.
- Pick and drop facility from nearest railway station/ bus-stand/ or airport.

Workshop Highlights

- ***Learn from an Expert & Successful Web Based Entrepreneur.***
- Receive an unparalleled education from Innovians Technologies team with personal one-on-one attention.
- Innovians Technologies certification programs are recognized in the industry.
- Improve your job prospects and get an edge over your counterparts.
- Interactive Query sessions, Live Demos, PowerPoint Presentation.

Course Duration

The duration of this workshop will be two consecutive days, with 6 -7 hours session each day in a total of 12 -14 Hours.

Target Audition

- Anyone who want to be Entrepreneur.
- Individuals who would like to have their very own website or E-Commerce Site.
- Students - as a healthy activity, so that they can do something useful in the internet instead of non-value added or illegal activities.
- Owner of an existing website built by another 3rd party.



- Independent professionals such as Property agents, financial planners, MLM agents who wish to have a professional looking website.

Certificate Policy

- Certificate of Merit for all the workshop participants from Innovians Technologies.
- At the end of this workshop, a small competition will be organized among the participating students and winners will be awarded with a 'Certificate of Excellence'.
- Certificate of Coordination for the coordinators of the campus workshops.

Eligibility

It's a basic level workshop so there are no prerequisites. Anyone interested, can join this workshop. While a basic understanding of HTML and simple database concepts would be helpful, it is not compulsory. Students from all branches can participate in this workshop.

Fees

- The charge of this workshop for a participant is Rs. 1000 only (Minimum of 60 Students).
- This fee include workshop training, study material, certification, government taxes and other human resources charges.

Some of Our Clients





LPU PUNJAB



AMRITA UNIVERSITY



PSG COIMBATORE



SSPM KANKAVALI



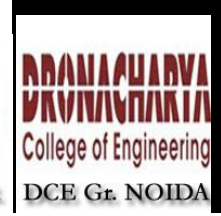
IIM GHAZIABAD



NIMS NOIDA

THAPAR UNIVERSITY
THAPAR UNIVERSITY

RJIT GWALIOR



DCE Gr. NOIDA



UPES Dehradun

Contact

We ensure that you will find our training programs extremely beneficial for your students. If you have any queries kindly get back to us.

We are looking forward to a quick and positive response from you and a long term association with your esteemed organization.

Regards

Vineet Jagannathan
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