



Entrepreneurship Development
Institute of India

Media Coverage

On

**Facebook's 'Boost your Business'
program comes to Gandhinagar**

Print Coverage

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Facebook to add 20,000 entrepreneurs in six months

Gandhinagar: Facebook plans to add 20,000 entrepreneurs from 100 cities in India in the next six months as part of its "Boost Your Business" programme to help them scale up their businesses, the company's top executive said in Gandhinagar on Tuesday. The social network company has tied up with Gandhinagar-based Entrepreneurship Development Institute of India to train people to achieve the target. The initiative was launched on Tuesday at EDII by Gujarat chief minister Vijay Rupani. **PTI**

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Facebook to add 20k entrepreneurs in six months

Facebook plans to add 20,000 entrepreneurs from 100 cities in India in the next six months as part of its "Boost Your Business" programme to help them scale up their businesses, its top executive said on Tuesday. The social network company has tied up with Gandhinagar-based Entrepreneurship Development Institute of India (EDII) to train people to achieve the target. The initiative was launched on Tuesday at EDII by Gujarat chief minister Vijay Rupani.

PTI

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FB to Add 20k Entrepreneurs

Press Trust of India

Gandhinagar: Facebook plans to add 20,000 entrepreneurs from 100 cities in India in the next six months as part of its "Boost Your Business" programme to help them scale up their businesses, its top executive said here on Tuesday.

The social network company has tied up with Gandhinagar-based Entre-

preneurship Development Institute of India (EDII) to train people to achieve the target. The initiative was launched on Tuesday at EDII by Chief Minister Vijay Rupani.

"Our 'Boost Your Business' initiative was launched in 2015, but with EDII, we plan to go to 20 states and 100 cities in six months in its first phase, expanding five times than what we have achieved so far," said Ritesh Mehta, head of programmes, South Asia.



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CM launches FB's 'Boost Your Business'

Ahmedabad: Gujarat chief minister, Vijay Rupani, on Tuesday launched Facebook's 'Boost Your Business' programme at Entrepreneurship Development Institute of India (EDII) at Bhat village of Gandhinagar, and called upon the micro, small and medium enterprises (MSME) to spread their business far and wide, and promote their products or services across the world through social media apps.

Rupani said that the programme should help one lakh entrepreneurs boost their business, and in turn boost Prime Minister Narendra Modi's 'Make in India' and 'New India' initiatives while providing impetus to India's economy.

"Every region of Gujarat is known for a special business, and we want the industry to grow in places where they have traditionally flourished," said Rupani.



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To boost small trade, Facebook ties up with EDII

EXPRESS NEWS SERVICE

AHMEDABAD, JULY 18

FACEBOOK ON Tuesday announced its partnership with Entrepreneurship Development Institute of India (EDII)-Ahmedabad for scaling up its global "Boost Your Business" programme to 1,000 cities across 22 states in the next six months.

Chief Minister Vijay Rupani, while launching the collaboration, said that the initiative would boost entrepreneurship, employability and provide global visibility to small businesses.

The programme, which is designed to equip small and medium businesses with knowledge, skill and technology to stay innovative and increase market globally, has since 2015 visited 25 cities in 13 states, including Gujarat. It has provided skill training to over 30,000 small business and self-help groups, including 7,000 women entrepreneurs. With EDII's aid, the program aims to train 20,000 micro, small and medium entrepreneurs (MSMEs), of which 7,500 will be from Gujarat.

Ritesh Mehta, head of programmes, Facebook, South Asia, said the training began on Tuesday itself. "EDII trainers will be trained first on how small businesses can go digital without spending any money. Overall the goal is to train 300 EDII trainers initially and roughly 200 people per city. Then we will expand. We want to take this to 200-300 cities of India because EDII's reach is nationwide. With this, the cost of small and medium-size businesses (SMBs) will go down."

He added at present, close to 50 million MSMEs and over two million SMBs in India are on Facebook.

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Facebook, EDII to train entrepreneurs in biz boost

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Ahmedabad: With an aim to tap into the increasing power of social media, Facebook has joined hands with the Entrepreneurship Development Institute of India (EDII) to impart training to over 7,500 entrepreneurs from Gujarat. It will equip them with skills to effectively use Facebook for digital marketing to grow their businesses online.

As part of its 'Boost Your Business' programme, Facebook will also support and train 20,000 youths and entrepreneurs across the country with the help of EDII.

The programme was inaugurated on Tuesday by chief minister Vijay Rupani along with Rohit Patel, minister of state - industry, mines and minerals, fi-



CM Vijay Rupani alongwith Ritesh Mehta, head of programs, Facebook, South Asia, others

nance, Gujarat. A workshop to 'Boost Your Business' for more than 400 participating entrepreneurs from across 22 states was also conducted.

'Boost Your Business' will now travel to Surat, Vadodara and Rajkot. Entrepreneurs from these

entrepreneurship and employability besides provide global visibility which will help in growth of business and upliftment of society."

Ritesh Mehta, head of programmes, Facebook, South Asia, said, "Much of the state's progress is due to the sheer industry dedication and talent of its people. As a Gujarati, who grew up in Surat, I can confidently say that this passion for enterprise when coupled with new world skills will enable the entire country's entrepreneurs to accelerate their businesses through online exposure and integration with global markets."

"We look forward to collaborate with Facebook to train entrepreneurs in Gujarat, and across the country, to access global markets through Facebook's tools and technologies," said Sunil Shukla, director, EDII.

cities who wish to participate can register themselves on EDII's Facebook page.

Rupani said, "Our government stands for the overall development of Gujarat in line with Narendrabhai's (PM) vision. Such programmes will help encourage en-

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SOCIAL | POWER ■ **Facebook has over 201 million active users from India alone, and 65 million SMB pages**

Facebook to train over 20,000 entrepreneurs from 100 Indian cities

AGE CORRESPONDENT

Social media giant Facebook is planning to train 20,000 entrepreneurs from 100 cities of India in the next six months to help them scale their small and medium businesses, reported PTI. As a part of its "Boost Your Business" initiative, Facebook has tied up with a Gujarat-based Entrepreneurship Development Institute of India (EDII) that would provide startups with "knowledge, skill and technology to stay innovative and increase market for it across the globe".

To date, Facebook has over 201 million active users from India alone and about 65 million SMBs have pages on Facebook, with 57 per cent of Indian users connected to at least one small business. "Our 'Boost Your Business' initiative was launched in 2015, but with EDII, we plan to go to 20 states and 100 cities in the next six months in its first phase, expanding five times than what we have achieved so far," Ritesh Mehta, head of programmes, South Asia told PTI.

Mr. Ritesh said, "They (businesses) see a measurable difference (when connected to Facebook). First, the cost of business goes down. The service is free (setting up a Facebook page is free, communicating with your customer is free, and reaching new customers is free). Money that you spend on marketing can be spent on other things, like improving your business, scaling your business, hiring more people." Secondly, it is essentially allowing you to reach a lot more to the customers. Facebook allows you to reach out to expand nationally and internationally.

The company has also showed interest to not just limit the initiative to EDII, but also to take up other methods of connecting people through their platform to encourage and help them set up business.



PHOTO: PIXABANK

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ફેસબુકના બુસ્ટ યોર બિઝનેસ પ્રોગ્રામ અંતર્ગત EDII સાથે પાર્ટનરશિપ: MSME ઉદ્યોગોના વિકાસ માટે ફેસબુક ડિજિટલ પ્લેટફોર્મ પૂરૂ પાડશે

ગુજરાતી વુમન આંત્રપ્રિબ્યોર્સના વિકાસમાં ફેસબુક મદદ કરશે

CM રૂપાણી અને FBના પ્રોગ્રામના સાઉથ એશિયા હેડ રિતેશ મહેતાની હાજરીમાં બુસ્ટ યોર પ્રોગ્રામને ગુજરાતમાં લીલીઝંડી

Boost your Business Program

વિકાસ

ફેસબુક ગુજરાતી વુમન આંત્રપ્રિબ્યોર્સને વિકાસના વિકાસમાં ફેસબુક મદદ કરશે. કમ્પ્યુટર વિભાગમાં અભ્યાસ કરીને આ પ્રોગ્રામમાં ગુજરાતના નાના ઉદ્યોગોને ફેસબુક અને ડિજિટાઇઝેશન સાથે પાર્ટનરશિપ કરી છે. બુજરાતી વિકાસકર્તા પેના પોર્ટલની વેબસાઇટના કારણે સમીક્ષા ટોચ પર રહ્યા છે ત્યારે આ પ્રોગ્રામ અંતર્ગત અભ્યાસના નાના વિકાસકર્તાને વિકાસ માટે ડિજિટલ પ્લેટફોર્મ પૂરૂ પાડશે. આ તકે ડિજિટાઇઝેશનના ઉદ્દેશ્ય સુધી સુધારાઓ કરી છે. 'અને ફેસબુકના ફેસબુક અને ટેકનોલોજી દ્વારા સુધારા અને વિકાસના ઉદ્દેશ્ય સાધકોને તાર્કિક આવી વિષયના સ્વચ્છ સુધી પહોંચાણ માટે આગામી હશે.



શુ છે ફેસબુકનો બુસ્ટ યોર બિઝનેસ પ્રોગ્રામ

આ એક એનલાઇન આરોગ્ય ક્ષેત્ર છે, જે વિષયના નાના ઉદ્યોગ સ્થાપકોને પોતાના વિકાસને વ્યવસ્થિત કરવા માટે વર્કિંગ પ્લેટફોર્મ પૂરૂ પાડે છે. જેમાં અંતરિખંડ પોતાના વિકાસને સમીક્ષા પ્લેટફોર્મ પર રજૂ કરી શકે છે, જેમાં 'સેલ ટુ સેલ' નામના પર સિક્કા કરવા બાદ સમીક્ષા કરી શકાય છે. 'સેલ ટુ સેલ' પેજ પર નાના ઉદ્યોગોને ફેસબુકના અંતરિખંડ પ્લેટફોર્મની મદદથી મુશ્કેલી છે. આ ઉપરાંત પેના વિકાસકર્તાને સેલ ટુ સેલ પ્લેટફોર્મ પર અધાર છે.

ગુજરાતમાં વેપારની વૃદ્ધિ કરશે : રૂપાણી

મુખ્યમંત્રી રૂપાણીએ કહ્યું કે, 'ફેસબુકની આ પ્રોગ્રામ ગુજરાતના નાના સ્થાપકોને તેમજ વેપારકર્તાને પ્રોત્સાહન કરી વિષય અને વિકાસકર્તાને વિકાસકર્તાની વૃદ્ધિ તથા અભ્યાસને કારણે કરશે.'

સિટીના બિઝનેસમેન EDIIના FB પેજ પર રજિસ્ટ્રેશન કરાવી શકશે

આ પ્રોગ્રામમાં જોડાવા માટે સિટીના વિકાસકર્તાને ડિજિટાઇઝેશન ફેસબુક પેજ પર રજિસ્ટ્રેશન કરાવી શકશે. ત્યારબાદ તેમને અંતરિખંડ પ્લેટફોર્મ સુ વિકાસકર્તાને વિકાસ કરવા માટે માર્ગદર્શન આપશે. અધિકારકર્તા વેબસાઇટને આ પ્રોગ્રામને અન્ય સ્થાપકોમાં પણ શરૂ કરશે.

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ઇ.ડી.આઇ.આઇ ખાતે ફેસબુક દ્વારા બુસ્ટ યોગ બિઝનેસ ઇવેન્ટ યોજાય

ફેસબુકનો ઉપયોગ તમે પોતાનો બિઝનેસ ગ્રો કરવા માટે કરી શકો છો

અમદાવાદ : જ્યારે પણ કોઈ મોટી ઘટના બને છે ત્યારે સૌથી પહેલા સૌથીયેલ મિડીયા બેન કરવામાં આવે છે. તેમાં પણ ખાસ કરીને ફેસબુક પર તુરંત જ બેન લગાવી દેવામાં આવે છે. ફેસબુક પોતાના વિચારો શેર કરવાની સાથે બિઝનેસ માટેનું એક પ્લેટફોર્મ બની શકે છે. જેને ધ્યાનમાં રાખીને આંતરિન્યોસ રશીપ ડેવલપમેન્ટ ઈન્સ્ટિટ્યૂટ ઓફ ઈન્ડિયા ખાતે 'બુસ્ટ યોર બિઝનેસ' ઇવેન્ટનું આયોજન કરવામાં આવ્યું હતું. જેમાં અમદાવાદના સ્ટુડન્ટ્સ અને આંતરિન્યોસ જોડાયા હતા. ફેસબુક દ્વારા યંગસ્ટર્સને ટ્રેનિંગ આપવામાં આવી હતી કે કઈ રીતે બિઝનેસને વધારી શકો છો. આવનારા સમયમાં ગુજરાતના વધારે યંગસ્ટર્સ અને આંતરિન્યોસને ફેસબુક પર પોતાનો બિઝનેસ કેવી રીતે વધારી શકાય તે અંગેની ટ્રેનિંગ આપવામાં આવશે.

આ સેમિનારમાં ફેસબુકના સાથ એશીયાના હેડ ઓફ પ્રોગ્રામ રિતેશ મહેતા આ આખા વર્કશોપમાં પોતાના વિચારો શેર કર્યા હતા. તેમણે જણાવ્યું હતું કે, ગુજરાતના લોકોના લોભીમાં જ બિઝનેસ છે. આપણા વડવાઓ પણ દરીયો પાર કરીને વિદેશમાં બિઝનેસ માટે ગયા હતા. આજે તમે દુનિયાના દરેક દેશમાં ફિઝીકલી જઈને બિઝનેસ કરી શકો અથવા પોતાના બિઝનેસની વાત પંહોચાડી શકો તે શક્ય નથી. માટે ફેસબુક તમને પોતાના માર્કેટમાં ખુબ જ ઓછા દરમાં બિઝનેસ કરવાની તક આપે છે. અત્યારે ભારતમાં ૨૦ કરોડ લોકો ફેસબુક પર એક્ટીવ પરવા છે. એક બિઝનેસમેન તરીકે એક તમારો આ મોટો ટાર્ગેટ છે.

તમે ફેસબુક પર તમે પોતાના બજેટ પ્રમાણે માર્કેટિંગ કરીને લોકો સુધી પંહોચી શકો છો. હાં, ઓન લાઈન પ્લેટફોર્મમાં તમારું પેજન્ટેશન ખૂબ જ મહત્વનું હોય છે.





ફેસબુક અફવા અને ન્યૂઝ કન્ટેન્ટ પર સિરિયસ વેમાં વિચારી રહી છે : રિતેશ મહેતા

ઘણીવાર ફેસબુક પર ઈક ન્યૂઝ અને લોકો અફવાઓ ફેલાવવામાં આવતી હોય છે. જેના કારણે તેની અસર મોટી સાબળા લોકો પર થાય છે. પરંતુ રિતેશ મહેતાએ જણાવ્યું હતું કે, ફેસબુક આવાના સમયમાં સિરિયસ વેમાં વિચારી રહી છે કે આ પ્રકારના કન્ટેન્ટ પર કઈ રીતે અંકુશ લગાવી શકાય. અને લોકોની પસંદ અને ના પસંદ જોઈને પણ વિચાર કરીને અમારી ટીમ દ્વારા જે તે કન્ટેન્ટને બેન કરવા આવે છે. કારણ કે જો મશીનરીથી કામ કરીએ તો તે શક્ય નથી. તેમાં ભૂલ રહી જવાનું જોખમ રહે છે. આવાના સમયમાં અમે સમ મુદ્દા પર કામ કરી રહ્યા છીએ.

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**ફેસબુક આગામી છ મહિનામાં દેશમાં
૨૦,૦૦૦ સાહસિકોનો ઉમેરો કરશે**

પીટીઆઇ ગાંધીનગર,તા.૧૮

કાર્યક્રમનો પ્રારંભ મુખ્ય પ્રધાન વિજય રૂપાણીએ કરાવ્યો હતો.

ફેસબુક આગામી છ મહિનામાં ભારતના ૧૦૦ શહેરોમાંથી ૨૦,૦૦૦ ઉદ્યોગ સાહસિકોનો ઉમેરો કરવાનું આયોજન ધરાવે છે તેવી માહિતી આપતા તેના એક વરિષ્ઠ અધિકારીએ જણાવ્યું હતું કે, "બુસ્ટ યોર બીઝનેસ" પોગ્રામ હેઠળ આ ક્વાચત હાથ ધરવામાં આવી રહી છે.

આ સોશીયલ નેટવર્ક કંપનીએ ગાંધીનગરની આંત્રપ્રિનિયોરશીપ ડેવલોપમેન્ટ ઇન્સ્ટીટ્યુટ ઓફ ઇન્ડિયા (ઇટીઆઇ) સાથે સહયોગ કર્યો છે. જેથી કરીને તેના માધ્યમથી લોકોને નિયત લક્ષ્યાંક હાંસલ કરવા માટે તાલીમથી સજ્જ કરી શકાય.

ઇટીઆઇઆઇ ખાતે આજે આ

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ફેસબુક બુસ્ટ યોર બિઝનેસ પ્રોગ્રામનું ગાંધીનગરમાં આગમન

ફેસબુકનો ગ્લોબલ બુસ્ટ યોર બિઝનેસ પ્રોગ્રામ હવે ગાંધીનગર સુધી પહોંચી ગયો છે. ભારતમાં સૌથી સમૃદ્ધ ગણાતા રાજ્યોમાંના એક ગુજરાતના પાટનગર ગાંધીનગરનો સમાવેશ ભારત સરકારના ફ્લેગશીપ સ્માર્ટસીટી મિશનમાં કરવામાં આવ્યો છે. ખાનગી ક્ષેત્રના સહયોગથી ઝડપથી વિકસતા અર્થતંત્રને વેગ મળ્યો છે. રાજ્ય તેની અપવાદરૂપ ઉદ્યોગસાહસિકતા માટે અને માત્ર પ્રગતિ અને વિકાસ ઉપર ધ્યાન કેન્દ્રિત કરવા માટે જાણીતું છે.

ગુજરાતમાં આ પ્રોગ્રામ શરૂ કરાયાના પગલે, ભારતના આશરે ૨૨ રાજ્યોમાંથી ૪૦૦થી વધુ ઉદ્યોગસાહસિકો માટેની વર્કશોપનું પણ આ સમારંભ સમયે સંચાલન કરવામાં આવ્યું હતું. બુસ્ટ યોર બિઝનેસ પ્રોગ્રામ હવે સુરત, વડોદરા અને રાજકોટમાં પણ લઈ જવામાં આવશે. કાર્યક્રમમાં સામેલ થવા ઈચ્છતા આ શહેરોના ઉદ્યોગસાહસિકો પણ ઈડીઆઈઆઈનો ફેસબુક પેજ



ઉપર પોતાનું રજિસ્ટ્રેશન કરાવી શકશે.

આ પ્રસંગે શ્રી વિજયભાઈ રૂપાણીએ જણાવ્યું હતું કે અમારી સરકાર રાજ્યના એકંદર વિકાસ માટે કટિબદ્ધ છે. રાજ્યનો દરેક વિસ્તાર કોઈ વિશેષ બિઝનેસ માટે જાણીતો છે અને ઉદ્યોગો જ્યાં પરંપરાગત રીતે સમૃદ્ધ થયા હોય ત્યાં જ વિકાસ થાય તેવું અમે ઈચ્છીએ છીએ. નરેન્દ્રભાઈનું અને અમારું રાજ્ય માટેનું વિઝન આગળ ધપાવવા માટે દરેક ગુજરાતી રાજ્યના કાર્યક્રમોમાં સામેલ થાય તે આવશ્યક છે. ફેસબુકનો બુસ્ટ

યોર બિઝનેસ જેવો પ્રોગ્રામ ઉદ્યોગસાહસિકોને તથા રોજગારપાત્રને પ્રોત્સાહિત કરીને તથા વિશ્વ સ્તરે વિઝીબીલીટી અપાવીને બિઝનેસની વૃદ્ધિ કરશે તથા સમાજનો ઉત્કર્ષ કરશે. હું આ પ્રસંગે, પ્રોજેક્ટના અમલીકરણ માટે અને તેમની દેશમાં ઉદ્યોગસાહસિકતાને આગળ ધપાવવાની તથા તેની દેખરેખ રાખવાની તેની અત્યંત ઉત્કૃષ્ટ કામગીરીમાં વધુ એક સિધ્ધિનો ઉમેરો કરવા બદલ ઈડીઆઈઆઈની ભૂમિકાની પણ પ્રસંશા કરૂ છું.

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ફેસબુક-‘બુસ્ટ યોગ બિઝનેસ’ પ્રોગ્રામનું ગાંધીનગરમાં આગમન

ગાંધીનગર, બુધવાર

ફેસબુકનો ગ્લોબલ બુસ્ટ યોગ બિઝનેસ પ્રોગ્રામ હવે ગાંધીનગર સુધી પહોંચી ગયો છે. ભારતના સૌથી સમૃદ્ધ ગણતંત્ર રાજ્યોમાંના એક ગુજરાતના પાટનગર ગાંધીનગરનો સમાવેશ ભારત સરકારના ફેલોગ્રીપ સ્માર્ટસીટી મિશનમાં કરવામાં આવ્યો છે.

ગુજરાતની ઉદ્યોગ સાર્વજનિકતાની ભાવનાને પારખીને ફેસબુકનો બુસ્ટ યોગ બિઝનેસ પ્રોગ્રામ આંગ્લિયોરશિપ ડેવલપમેન્ટ ઈન્સ્ટિટ્યુટ ઓફ ઈન્ડિયાના સહયોગ પાસે રાજ્યના ઉદ્યોગ સાર્વજનિકતાને પોતાના બિઝનેસ ઓનલાઇન વિકસાવવા અને તેની વૃદ્ધિ માટે ફેસબુકના ક્રીકેટલ માર્કેટીંગનો કાર્ડ રીને ડેવલોપ કરવો તે શિખવશે.

ફેસબુકે આંગ્લિયોરશિપ ડેવલપમેન્ટ ઈન્સ્ટિટ્યુટ ઓફ ઈન્ડિયા સાથે દેશના 2,000 યુવા ઉદ્યોગ માલિકોને તાલિમ આપવા માટે સહયોગ કર્યો છે, જેમાંના 7500 ગુજરાતના હશે.

બુસ્ટ યોગ બિઝનેસ ભારે ગૌરવ અને પ્રતિષ્ઠા અપાવના આ પ્રોગ્રામનું આંગ્લિયોરશિપ ડેવલપમેન્ટ ઈન્સ્ટિટ્યુટ ઓફ ઈન્ડિયા, ગાંધીનગર ખાતે ગુજરાતના મુખ્ય પ્રધાન વિજય રમણીકલાલ રૂપાણી તથા ઉદ્યોગ, ખાણ અને ખનીજ વિભાગના રાજ્યકક્ષાના પ્રધાન રોહિત પટેલના હસ્તે ઉદ્ઘાટન કરવામાં આવ્યું હતું.

ગુજરાતમાં આ પ્રોગ્રામ શરૂ કરાયાના પગલે, ભારતના આશરે 22 રાજ્યોમાંથી 400થી વધુ ઉદ્યોગસાર્વજનિકતા માટેની વર્કશોપનું પણ આ સમારંભ સમયે સંચાલન કરવામાં આવ્યું હતું. બુસ્ટ યોગ બિઝનેસ પ્રોગ્રામ હવે સુરત, વડોદરા અને રાજકોટમાં પણ લઈ જવામાં આવશે. કાર્યક્રમમાં સામેલ થવા ઈચ્છતા આ શહેરોના ઉદ્યોગસાર્વજનિકતા પણ ઈડીઆઈઆઈના ફેસબુક પેજ ઉપર પોતાનું રજીસ્ટ્રેશન કરાવી શકશે. આ પ્રસંગે વિજય રૂપાણીએ જણાવ્યું હતું કે અમારી સરકાર રાજ્યના એકંદર વિકાસ માટે કટિબદ્ધ છે. રાજ્યનો દરેક વિસ્તાર કોઈ વિશેષ બિઝનેસ માટે જાણીતો છે, અને ઉદ્યોગો જ્યાં પરંપરાગત રીતે સમૃદ્ધ થયા તો પછી જ વિકાસ થાય તેવું અમને ઈચ્છીએ છીએ.

ફેસબુક સાઉથ એશિયાના હેડ ઓફ પ્રોગ્રામ્સ વિનેશ મોંઝાએ કહ્યું કે, “રાજ્યનો વિકાસ ભારે પરિશ્રમ, સમર્પણ ભાવના તથા રાજ્યના લોકોની બુદ્ધિ પ્રતિભાને કારણે થયો છે. ગુજરાતમાં સુરત ખાતે ઉછરેલા ગુજરાતી તરીકે હું આત્મવિશ્વાસપૂર્વક કહી શકું તેમ છું કે ઉદ્યોગસાર્વજનિકતા માટેની પમણ અને સાથે તમે તમારું દુનિયાના કારણને સમન્વય કરી દેશના ઉદ્યોગસાર્વજનિકતાને નવા બિઝનેસ ઓનલાઇન માલિકોને આપારે વિચારનાં બજારો સાથે જોડાયો.”



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सोशल मीडिया से मिलेगी युवा उद्यमियों के सपनों को नई उड़ान: मुख्यमंत्री

- रूपाणी ने ईडीआईआई में लॉन्च किया 'बुस्ट योअर बिजनेस थ्रू फेसबुक' कार्यक्रम

गांधीनगर (ईएमएस) मुख्यमंत्री विजय रूपाणी ने 21वीं सदी में सोशल मीडिया के माध्यम से सूक्ष्म, लघु एवं मध्यम उद्योग (एमएसएमई) व्यवसायकार युवाओं को विश्व व्यापार के अवसर का लाभ उठाने का आह्वान किया है। वे मंगलवार को गांधीनगर में भारतीय उद्यमिता विकास संस्थान (ईडीआईआई) एवं फेसबुक के संयुक्त तत्वावधान में 'बुस्ट योअर बिजनेस थ्रू फेसबुक' कार्यक्रम के लॉन्चिंग अवसर पर बोल रहे थे।

गुजरातियों के जीन्स में व्यापार-वाणिज्य कौशल के मौजूद होने का जिक्र करते हुए मुख्यमंत्री ने कहा कि सोशल मीडिया- फेसबुक द्वारा युवा उद्यमियों के सपनों को नई उड़ान मिलेगी और घर बैठे विश्व व्यापार का अनोखा मंच भी उन्हें ज्यादा सक्षम बनाएगा। रूपाणी ने कहा कि सोशल मीडिया के फेसबुक जैसे माध्यम पर व्यापार-कारोबार के दायरे से दुनिया के किसी भी कोने पर उपभोक्ता तक अपना उत्पादन पहुंचाने के लिए युवा उद्यमी लीक से हटकर सोचें यह समय की मांग है। मुख्यमंत्री ने उम्मीद जतायी कि इस लॉन्चिंग के फलस्वरूप आने वाले दिनों में करीब एक लाख लघु उद्यमी फेसबुक पर अपना व्यवसाय विकसित कर भारतीय अर्थव्यवस्था को नया बल प्रदान करेंगे। उन्होंने विश्वास जताया कि प्रधानमंत्री के मेक इन इंडिया एवं न्यू

इंडिया के संकल्प को भी इससे वेग मिलेगा। फेसबुक से व्यापार-व्यवसाय को मिलने वाले प्रोत्साहन पर प्रकाश डालते हुए श्री रूपाणी ने कहा कि सोशल मीडिया मार्केटिंग- ई-मार्केटिंग से युवा उद्यमियों को भी आर्थिक लाभ होगा। प्रोडक्ट की मांग के मुताबिक गुणवत्ता में सुधार की गुंजाइश होगी तथा कमेंट बॉक्स के जरिए उपभोक्ताओं के साथ सीधा संवाद कर पहली प्रतिक्रिया जानी जा सकेगी।

फेसबुक प्रतिनिधि रोहित मेहता ने कहा कि सदियों पहले गुजराती सात समुंदर पार कर व्यापार के लिए विदेश जाते थे। आज कम्प्यूटरीकरण के संचालित युग में फेसबुक जैसे सोशल मीडिया के माध्यम से घर बैठे और वह भी अपनी अनुकूलता के अनुसार सात समुंदर पार अपने व्यापार-व्यवसाय के विस्तार का अवसर नव उद्यमियों को गुजरात की इस उर्वरा भूमि पर मिल रहा है। उन्होंने कहा कि इस प्रोजेक्ट से भारत भर के 20 राज्यों के 100 शहरों के 20 हजार से अधिक एमएसएमई व्यवसायिकों को लाभ मिल रहा है।

मेहता ने कहा कि गुजरात से लॉन्च हुए इस नवीन प्रोजेक्ट में समग्र भारत का समावेश होगा। उन्होंने राज्य सरकार के प्रोत्साहक दृष्टिकोण एवं सहयोग के लिए आभार व्यक्त किया। ईडीआईआई के निदेशक सुनील शुक्ल ने संस्था एवं फेसबुक के सहयोग से लॉन्च हो रहे इस प्रोजेक्ट की विस्तृत भूमिका पेश की। फेकल्टी डीन रमण गुजरात ने धन्यवाद ज्ञापित किया। मुख्यमंत्री ने इस अवसर पर ईडीआईआई परिसर में वृक्षारोपण भी किया।

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सोशल मीडिया के जरिए विश्व व्यापार का मौका उठाएं युवा उद्यमी : रुपाणी

'बूस्ट योर बिजनेस थू फेसबुक' की लॉन्चिंग

गांधीनगर मुख्यमंत्री विजय रुपाणी ने युवा उद्यमियों का सोशल मीडिया के जरिए विश्व व्यापार का मौका उठाने का आह्वान किया। गांधीनगर में भारतीय उद्यमिता विकास संस्थान (ईडीआई) में आयोजित 'बूस्ट योर बिजनेस थू फेसबुक' के लॉन्चिंग के अवसर पर उन्होंने कहा कि युवा उद्यमियों के इस प्रयास में प्रधानमंत्री का मेक इन इण्डिया एवं न्यू इण्डिया का



संकल्प भी संबल देगा।

रुपाणी ने कहा कि फेसबुक जैसे माध्यमों का विनियोग युवा साहसिकों के सपनों को नई उड़ान देगा। सोशल मीडिया के जरिए कारोबार-व्यवसाय, व्यापार का विकास सस्ते किराए में तीर्थस्थलों के सफर जैसा है। बूस्ट योर बिजनेस थू फेसबुक की लॉन्चिंग से भविष्य में एक लाख के करीब

छोटे उद्यमियों को वैश्विक व्यवसाय के विकास का अवसर मिलेगा। उन्होंने गुजरातियों के स्वभाव में व्यापार व्यवसाय निपुणता समाहित होने का उल्लेख करते हुए कहा कि इस सोशल मीडिया फेसबुक के जरिए युवा उद्यमियों के सपनों को नई उड़ान मिलेगी।

फेसबुक के प्रतिनिधि रोहित

मेहता ने कहा कि सदियों पहले गुजराती सात समुद्र पार दरियाई सफर करके विदेशों में व्यापार करने जाते थे। आज सूचना संचार के इस जमाने में फेसबुक जैसे सोशलमीडिया माध्यम से घर बैठे अपनी अनुकूलता के अनुसार दुनिया भर में व्यापार-व्यवसाय फैलाने का नया अवसर गुजरात से मिल रहा है। उन्होंने कहा कि इस प्रोडक्ट से देश भर के 20 राज्य एवं 100 शहरों में 20 हजार से ज्यादा एमएसएमई को लाभ मिल रहा है। अब गुजरात से भी लान्य हुए इस नवीन प्रोडक्ट से पूरे देश को जोड़ा जाएगा।

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ફેસબુક થકી વધારો વેપાર !

ગાંધીનગર, તા. ૧૮ (અમારા પ્રતિનિધિ તરફથી) : મુખ્યપ્રધાન વિજય રૂપાણીએ ૨૧મી સદીમાં સોશિયલ મીડિયાના માધ્યમથી લઘુ નાના મધ્યમ ઉદ્યોગ-વ્યવસાયકાર યુવાનોને વિશ્વ વેપારની તક ઝડપી લેવા આહવાન કર્યું હતું, આ સંદર્ભમાં તેમણે સ્પષ્ટ પણે જણાવ્યું કે, સોશિયલ મીડિયાના ફેસબુક જેવા માધ્યમ પર વેપાર-કારોબાર વ્યવસાયના વ્યાપથી વિશ્વના કોઈપણ ખૂણે ઉપભોક્તાને પ્રોડક્ટ ઉત્પાદન પહોંચાડવા યુવા સાહસિકો

આઉટ ઓફ બોક્ષ થિંકિંગ કરે તે સમયની માંગ છે.

મુખ્યપ્રધાને ગાંધીનગરમાં એન્ટરપ્રિનીયોરશિપ ડેવલપમેન્ટ ઇન્સ્ટિટ્યૂટ ઓફ ઇન્ડિયા ઇડીઆઇ અને ફેસબુકના સંયુક્ત ઉપક્રમે

‘બુસ્ટ યોર બિઝનેસ થુ ફેસબુક’ લોન્ચ કરતા રૂપાણી

‘બુસ્ટ યોર બિઝનેસ થુ ફેસબુક લોન્ચિંગ કર્યું હતું.

ઉદ્યોગ રાજ્ય પ્રધાન રોહિત પટેલ, ફેસબુકના રિપ્રેઝન્ટેટિવ

રોહિત મહેતા ઇડીઆઇના નિયામક સુનીલ શુક્લા ઉદ્યોગના અગ્ર સચિવ મનોજ કુમાર દાસ, એમએસએમઇ કમિશનર રતન ચારણ ગઢવી સહિત યુવા ઉદ્યોગ સાહસિક તાલીમાર્થીઓ આમંત્રિતો આ લોન્ચિંગ વેળાએ ઉપસ્થિત રહ્યા હતા. તેમણે અપેક્ષા વ્યક્ત કરી હતી કે, આ લોન્ચિંગને પરિણામે આવનારા દિવસોમાં ૧ લાખ જેટલા સ્માલ એન્ટરપ્રેનીયોર્સ ફેસબુક પર પોતાનો વ્યવસાય વિક્સાવીને ભારતીય અર્થતંત્રને નવું બળ આપશે.

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EDITION : **Rajkot**
DATE : **19-07-2017**
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PUBLICATION NAME : **Samana Times**

EDITION : **Surat**

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'बूस्ट योर बिजनेस थ्रू फेसबुक' कार्यक्रम का मुख्यमंत्री ने ईडीआईआई में किया लांच



सोशल मीडिया से मिलेगी युवा उद्यमियों के सपनों को नई उड़ान: मुख्यमंत्री

यू ट्यूब के संकल्प को भी इसमें शामिल है।

फेसबुक से व्यापार-व्यवसाय को मिलने वाले लाभों पर प्रकाश डालते हुए श्री रुपाणी ने कहा कि सोशल मीडिया मार्केटिंग-ई-मार्केटिंग से युवा उद्यमियों को भी आर्थिक लाभ होगा। जोड़कर जी सांग के मुक्तक गुणवत्ता में सुधार को गुंजाइश होगी साथ कपेट बॉम्ब के ज़ीए उपभोक्ताओं के साथ सौदा संवाद कर सकते प्रतिस्पर्धा जारी जा सकेगी।

फेसबुक इतिहासिक रोज़ाना मिलता है कहा कि वहीं पहले मुक्तगी सार समुदाय पर कठ व्यवहार के लिए निर्देश जले थे। आज कम्युनिकेशन के इस स्थिति युग में फेसबुक जैसे सोशल मीडिया के माध्यम से पर धैरे और यह भी अपनी अनुकूलता के अनुसार सार समुदाय पर अपने व्यापार-व्यवसाय के विस्तार का अवसर का उद्यमियों को गुंजाइश की इस उर्वर भूमि पर मिल रहा है।

मुख्यमंत्री ने उद्घाटन के दौरान श्री रुपाणी ने कहा कि सोशल मीडिया-फेसबुक द्वारा युवा उद्यमियों के सपनों को नई उड़ान मिलेगी और पर धैरे सार व्यापार का आगे बढ़ा भी उन्हें ज्यादा लाभ बनाएगा।

श्री रुपाणी ने कहा कि सोशल मीडिया के फेसबुक जैसे माध्यम पर

सोमवार को सोमवार, 18 जुलाई। मुख्यमंत्री श्री विजय रुपाणी ने दरभंगा में सोशल मीडिया के माध्यम से सूझ, लघु एवं मध्यम उद्योग (एमएसएमई) व्यवसायकार युवाओं को विश्व व्यापार के अवसर का लाभ दाने का आयोजन किया है। वे सोमवार को सोमवार में भारतीय उद्यमिता विकास संस्थान (ईडीआईआई) एवं फेसबुक के संयुक्त संस्थापन में 'बूस्ट योर बिजनेस थ्रू फेसबुक' कार्यक्रम के उद्घाटन अवसर पर बोल रहे थे।

गुजराती के लोग में व्यापार-व्यवसाय की शक्ति के नीचे होने का चिन्तन करते हुए मुख्यमंत्री ने कहा कि सोशल मीडिया-फेसबुक द्वारा युवा उद्यमियों के सपनों को नई उड़ान मिलेगी और पर धैरे सार व्यापार का आगे बढ़ा भी उन्हें ज्यादा लाभ बनाएगा।

श्री रुपाणी ने कहा कि सोशल मीडिया के फेसबुक जैसे माध्यम पर

ज्यादा-कारोबार के दायरे में दुनिया के किसी भी कोने पर उपस्थित एक अपना उपस्थान प्रदान करने के लिए युवा उद्यमियों को प्रेरणा प्रदान कर सकते हैं।

मुख्यमंत्री ने उद्घाटन के दौरान इस कार्यक्रम के फलस्वरूप आने वाले दिनों में करीब एक लाख लघु उद्यमी फेसबुक पर अपना व्यवसाय विकसित कर भारतीय उपभोक्ताओं को नया बसा प्रदान करेंगे।

उन्होंने विश्वास जताया कि उद्यमियों के एक इन उद्योग एवं




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નાના ઉદ્યોગકારોને ફેસબુકના માધ્યમથી બિઝનેસ વિકસાવવાનો પ્રયોગ શરૂ

ગાંધીનગર: ગાંધીનગરમાં એન્ટરપ્રોનીયોર ડેવલોપમેન્ટ ઈન્સ્ટી. અને ફેસબુકન સંયુક્ત ઉપક્રમે બૂસ્ટ યોર બિઝનેસ થુ ફેસબુક કાર્યક્રમનો આરંભ કરવામાં વ્યો હતો. મુખ્યમંત્રી વિજય રૂપાણીએ કહ્યું હતું કે ભરાજયમાં ૧ લાખ જેટલા નાના ઉદ્યોગકારોને આ યોજનાનો લાભ મળશે. તેમણે કહ્યું હતું કે સોશીલ મીડિયાના માધ્યમનો નાના ઉદ્યોગકારો લાભ લેવો જોઈએ. સોશીલ મીડિયાના ફેસબુક દ્વારા વેપાર કારોબાર વ્યસાયના વ્યાપકી વિશ્વના કોઈ પણ ખૂણ ઉપભોક્તાને પ્રોડક્ટ ઉત્પાદન પહોંચાડી શકશે. ફેસબુકના પ્રતિનિધિ રોહિત મહેતાએ કહ્યું હતું કે સૈકાઓ પહેલા ગુજરાતીઓ સાત સમંદર પારહ કરીને વેપાર કરવા જતાં હતાં આજે ફેસબુક જેવા સોશીલ મીડિયાના માધ્યમથી ધરે બેઠા સાત સમંદર પારનો વેપાર કરી શકાશે. આ પ્રોજેક્ટથી દેશન ૨૦ રાજ્યોના ૧૦૦ શહેરોના ૨૦,૦૦૦થી વધુ નાના ઉદ્યોગકારોને લાભ મળી રહ્યા હોવાની વિગતે આપી હતી.

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EDITION : Surat
DATE : 19-07-2017
PAGE : 05

ઈડીઆઈ ગાંધીનગરથી લોન્ચ થયો 'બુસ્ટ યોર બિઝનેસ થ્રુ ફેસબુક' ફેસબુક જેવા માધ્યમનો વિનિયોગ યુવા સાહસિકોના સપનાને નવી ઉંચી ઉડાન આપશે: મુખ્યમંત્રી

■ બ્યુરો દ્વારા ■ ગાંધીનગર, તા. ૧૮

મુખ્યમંત્રી વિજય રૂપાણીએ ૨૧મી સદીમાં સોશિયલ મીડીયાના માધ્યમથી લઘુ નાના-મધ્યમ ઉદ્યોગ-વ્યવસાયકાર યુવાઓને વિશ્વ વેપારની તક ઝડપી લેવા આહવાન કર્યું છે. આ સંદર્ભમાં તેમણે સ્પષ્ટપણે જણાવ્યું હતું કે, સોશિયલ મીડીયાના ફેસબુક જેવા માધ્યમ પર વેપાર-કારોબાર વ્યવસાયના વ્યાપથી વિશ્વના કોઈપણ ખૂણે ઉપભોક્તાને પ્રોડક્ટ-ઉત્પાદન પહોંચાડવા યુવા સાહસિકો આઉટ ઓપ બોક્ષ થિન્કીંગ કરે તે સમયની માગ છે. મુખ્યમંત્રીએ ગાંધીનગરમાં એન્ટરપ્રેન્યોરશીપ ડેવલપમેન્ટ ઈન્સ્ટીટ્યુટ ઓફ ઈન્ડિયા ઈડીઆઈ અને ફેસબુકના સંયુક્ત ઉપક્રમે 'બુસ્ટ યોર બિઝનેસ થ્રુ ફેસબુક'નું લોન્ચીંગ કર્યું હતું.

૨૧મી સદીમાં સોશિયલ મીડીયાના યુગના માધ્યમથી લઘુ-નાના-મધ્યમ ઉદ્યોગ-વ્યવસાય યુવા સાહસિકો વિશ્વ વેપારની તક ઝડપી લે: મુખ્યમંત્રી

અને ઉલ્લેખનીય છે કે, ઉદ્યોગ રાજ્યમંત્રી રોહિત પટેલ, ફેસબુકના રિપ્રેઝન્ટેટીવ રોહિત મહેતા, ઈડીઆઈના નિયામક સુનિલ શુક્લા, ઉદ્યોગના અગ્રસચિવ મનોજકુમાર દાસ, એમએસએમઈ કમિશનર રતન ચારણગઢવી સહિત યુવા ઉદ્યોગ સાહસિક તાલીમાર્થીઓ આમંત્રિતો આ લોન્ચીંગ વેળાએ ઉપસ્થિત રહ્યા હતા.

મુખ્યમંત્રીએ અપેક્ષા વ્યક્ત કરી હતી કે, આ લોન્ચીંગને પરિણામે આવનારા દિવસોમાં ૧ લાખ જેટલા સ્મોલ એન્ટરપ્રેનીયોર્સ ફેસબુક પર પોતાનો વ્યવસાય વિકસાવીને ભારતીય અર્થતંત્રને નવું બળ આપશે.

પ્રધાનમંત્રીના મેઈક ઈન ઈન્ડિયા અને ન્યૂ ઈન્ડિયાના સંકલ્પને પણ આના પરિણામે વેગ મળશે તેવો વિશ્વાસ વિજય રૂપાણીએ વ્યક્ત કર્યો હતો.

મુખ્યમંત્રીએ ફેસબુકથી વેપાર-વ્યવસાય પ્રોત્સાહનની છબ્બાવટ કરતા કહ્યું કે, સોશિયલ મીડિયા માર્કેટીંગ-ઈ-માર્કેટીંગથી યુવા સાહસિકોને પણ આર્થિક લાભ થશે. તેમની પ્રોડક્ટની માગ અનુસાર ગુણવત્તા સુધારવાનો અવકાશ રહેશે.



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DATE : **19-07-2017**

PAGE : **07**

EDI गांधीनगरची लोन्च थयो 'बुस्ट योर बिजनेस थ्रु ईसबूक'

गंधीनगर, १८ जुलै २०१७ रोजी गांधीनगर मंडळीच्या वतीने आयोजित झालेल्या 'बुस्ट योर बिजनेस थ्रु ईसबूक' या कार्यक्रमाचा प्रारंभ झाला. या कार्यक्रमात गांधीनगर मंडळीच्या वतीने तयार केलेल्या 'बुस्ट योर बिजनेस थ्रु ईसबूक' या पुस्तकाचा लोन्च झाला. या पुस्तकात गांधीनगर मंडळीच्या वतीने तयार केलेल्या विविध सेवांचा उल्लेख करण्यात आला आहे. या पुस्तकाचा लोन्च गांधीनगर मंडळीच्या वतीने आयोजित झालेला होता. या कार्यक्रमात गांधीनगर मंडळीच्या वतीने तयार केलेल्या 'बुस्ट योर बिजनेस थ्रु ईसबूक' या पुस्तकाचा लोन्च झाला. या पुस्तकात गांधीनगर मंडळीच्या वतीने तयार केलेल्या विविध सेवांचा उल्लेख करण्यात आला आहे. या पुस्तकाचा लोन्च गांधीनगर मंडळीच्या वतीने आयोजित झालेला होता.



गांधीनगर मंडळीच्या वतीने तयार केलेल्या 'बुस्ट योर बिजनेस थ्रु ईसबूक' या पुस्तकाचा लोन्च झाला. या पुस्तकात गांधीनगर मंडळीच्या वतीने तयार केलेल्या विविध सेवांचा उल्लेख करण्यात आला आहे. या पुस्तकाचा लोन्च गांधीनगर मंडळीच्या वतीने आयोजित झालेला होता.



पोडिचेरीला उपराज्यपाल सुशी किरलाले गांधीनगर मंडळीच्या वतीने आयोजित झालेल्या 'बुस्ट योर बिजनेस थ्रु ईसबूक' या पुस्तकाचा लोन्च झालेला होता.

गांधीनगर मंडळीच्या वतीने तयार केलेल्या 'बुस्ट योर बिजनेस थ्रु ईसबूक' या पुस्तकाचा लोन्च झाला. या पुस्तकात गांधीनगर मंडळीच्या वतीने तयार केलेल्या विविध सेवांचा उल्लेख करण्यात आला आहे. या पुस्तकाचा लोन्च गांधीनगर मंडळीच्या वतीने आयोजित झालेला होता.

PUBLICATION NAME : **Western Times**

EDITION : **Ahmedabad**

DATE : **20-07-2017**

PAGE : **04**

CM launches FB's 'Boost Your Business'

Ahmedabad,

Gujarat chief minister, Vijay Rupani on Tuesday launched Facebook's 'Boost Your Business' programme at Entrepreneurship Development Institute of India (EDII) at Bhat village of Gandhinagar, and called upon the micro, small and medium enterprises (MSME) to spread their business far and wide, and promote their products or services across the world through social media apps.

Rupani said that the programme should help one lakh entrepreneurs boost their business, and in turn boost Prime Minister Modi's 'Make in India' and 'New India' initiatives while providing impetus to India's economy.

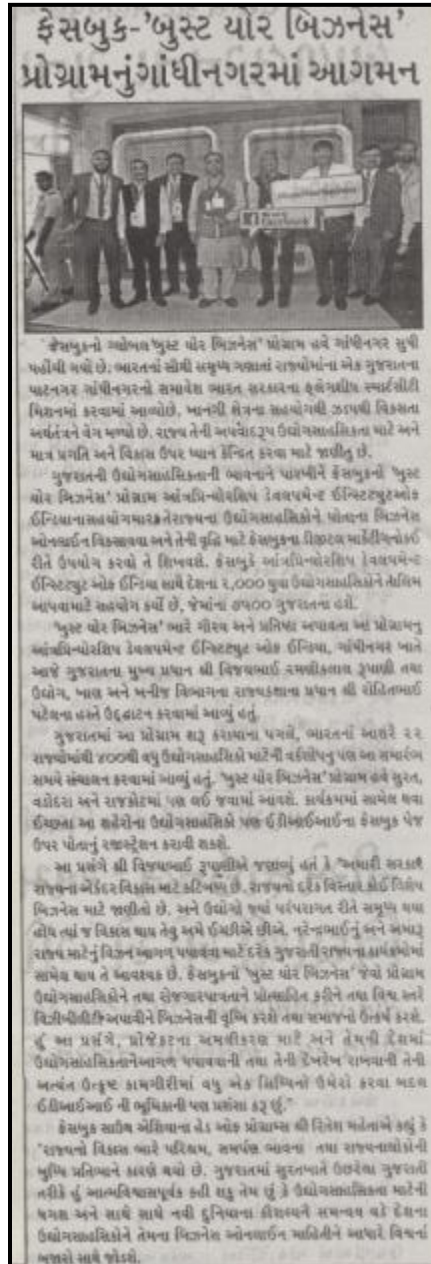
"Every region of Gujarat is known for a special business, and we want the industry to grow in places where they have traditionally flourished," said Rupani.

PUBLICATION NAME : **Times of Karnavati**

EDITION : **Ahmedabad**

DATE : **20-07-2017**

PAGE : **03**



PUBLICATION NAME : **Alpviram**
EDITION : **Ahmedabad**
DATE : **20-07-2017**
PAGE : **03**

फेसबुक-बूस्ट योर बिजनेस प्रोग्राम का गांधीनगर में आगमन



फेसबुक का ग्लोबल बूस्ट योर बिजनेस प्रोग्राम अब गांधीनगर तक पहुंच चुका है। भारत के सबसे समृद्ध माने जाते राज्य में का एक गुजरात की राजधानी गांधीनगर का समावेश भारत सरकार के फ्लेगशीप स्मार्टसिटी मिशन में किया गया है। निजी क्षेत्र के सहयोग से तेजी से विकसित आर्थिक तंत्र को गति मिली है। राज्य अपने अपवादरूप उद्योग साहसिकता के लिए तथा केवल प्रगति और विकास पर ध्यान केन्द्रित करने के लिए जाना जाता है।

गुजरात की उद्योग साहसिकता की भावना परखकर फेसबुक का बूस्ट योर बिजनेस प्रोग्राम आंत्रप्रिन्योरशीप डेवलपमेंट इन्स्टीट्यूट ऑफ इंडिया के सहयोग द्वारा राज्य के उद्योग साहसिकों को अपना बिजनेस ऑनलाइन विकसित करने तथा उसकी वृद्धि के लिए फेसबुक के डिजिटल मार्केटिंग का कई रूप में उपयोग करना है यह सिखावेगा। फेसबुक ने आंत्रप्रिन्योरशीप डेवलपमेंट इन्स्टीट्यूट ऑफ इंडिया के साथ देश के 2000 युवा उद्योग साहसिकों को प्रशिक्षण देने के लिए सहयोग दिया है। जिसमें के 7500 गुजरात के होंगे।

बूस्ट योर बिजनेस गौरव और प्रतिष्ठा दिलानेवाले प्रोग्राम का आंत्रप्रिन्योरशीप डेवलपमेंट इन्स्टीट्यूट ऑफ इंडिया, गांधीनगर में गुजरात के मुख्य मंत्री विजयभाई रुपानी तथा उद्योग, खनिज- खदान विभाग के राज्यमंत्री रोहितभाई पटेल के करकमलों में उदघाटन किया गया।

(19-1)

Online Coverage

<http://economictimes.indiatimes.com/small-biz/entrepreneurship/facebook-to-train-20000-entrepreneurs-pan-india-with-edi/articleshow/59648907.cms>

Facebook to train 20,000 entrepreneurs pan-India with EDI

AHMEDABAD: Facebook and Entrepreneurship Development Institute of India will train 20,000 youth and entrepreneurs in digital capabilities to enable online businesses, the duo announced on Tuesday. 7500 of them will be local entrepreneurs.

Under the Facebook's 'Boost Your Business' program, that is designed to equip small and medium businesses with the knowledge, skill and technology to stay innovative and increase market across globally, the two institutes will enable entrepreneurs to accelerate their businesses through online exposure and integration with global markets, said Ritesh Mehta, Head of Programs, Facebook.

India is a priority country for Facebook and the 'Boost Your Business' program is a part of the company's continued investment in Indian small businesses, developers and the over 200 million Indians who use Facebook monthly.

Since 2015, the nationwide program has visited 25 cities across 13 states in India and provided skills training to over 30,000 small business and self-help groups including 7,000 women entrepreneur.

THE ECONOMIC TIMES

<http://economictimes.indiatimes.com/small-biz/entrepreneurship/facebook-to-add-20000-entrepreneurs-in-six-months/articleshow/59651423.cms>

Facebook to add 20,000 entrepreneurs in six months

GANDHINAGAR: Facebook plans to add 20,000 entrepreneurs from 100 cities in India in the next six months as part of its "Boost Your Business" programme to help them scale up their businesses, its top executive said here today.

The social network company has tied up with Gandhinagar-based Entrepreneurship Development Institute of India (EDII) to train people to achieve the target.

The initiative was launched today at EDII by Chief Minister Vijay Rupani.

"Our 'Boost Your Business' initiative was launched in 2015, but with EDII, we plan to go to 20 states and 100 cities in the next six months in its first phase, expanding five times than what we have achieved so far," said Ritesh Mehta, head of programmes, South Asia. Mehta said apart from EDII, Facebook will also continue to take up other initiatives to connect people through Facebook to help them do business. "The programme is designed to equip small and medium businesses with the knowledge, skill and technology to stay innovative and increase markets across globally," he said. Mehta said the programme is part of Facebook's public partnership policy, and aimed at giving back to the community.

"They (businesses) see a measurable difference (when connected to Facebook). First, the cost of business goes down. The service is free (setting up a Facebook page is free, communicating with your customer is free, and reaching new customers is free). Money that you spend on marketing can be spent on other things, like improving your business, scaling your business, hiring more people," he said.

"Secondly, it is essentially allowing you to reach a lot more customers. Facebook allows you to reach out to expand nationally and internationally," he added.

India has 201 million active people on Facebook, with 95 per cent of them accessing it on the mobile. Globally, over 65 business million SMBs have pages on Facebook, and 57 per cent people on Facebook in India are connected to at least one small business, the company said.



<http://tech.economictimes.indiatimes.com/news/internet/facebook-to-add-20000-entrepreneurs-in-six-months/59659380>

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THE TIMES OF INDIA

<http://timesofindia.indiatimes.com/business/india-business/facebook-to-add-20000-entrepreneurs-in-six-months/articleshow/59662409.cms>

Facebook to add 20,000 entrepreneurs in six months

Gandhinagar, Jul 18 () Facebook plans to add 20,000 entrepreneurs from 100 cities in India in the next six months as part of its "Boost Your Business" programme to help them scale up their businesses, its top executive said here today.

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Business Standard

http://www.business-standard.com/article/companies/facebook-s-boost-your-business-scheme-to-add-20-000-entrepreneurs-in-6-mths-117071801102_1.html

Facebook's Boost Your Business scheme to add 20,000 entrepreneurs in 6 mths

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<http://www.asianage.com/technology/in-other-news/190717/facebook-to-add-20000-entrepreneurs-from-india-in-next-6-months.html>

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hindustantimes

<http://www.hindustantimes.com/india-news/facebook-plans-to-add-20-000-entrepreneurs-from-100-cities-in-six-months/story-QJ6SMFg3iL44TDoBWwDw7N.html>

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FIRSTPOST.

<http://www.firstpost.com/business/facebook-to-help-20000-entrepreneurs-from-100-cities-scale-up-their-businesses-in-6-months-3828169.html>

Facebook to help 20,000 entrepreneurs from 100 cities scale up their businesses in 6 months

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<http://indianexpress.com/article/business/business-others/facebook-ties-up-with-edii-ahmedabad-to-aid-smbs-to-grow-business-online-4756650/>

Facebook ties up with EDII-Ahmedabad to aid SMB's to grow business online

The program was launched at the hands of Gujarat CM Vijay Rupani at EDII campus on Tuesday, who said that the initiative will boost entrepreneurship, employability and provide global visibility to small businesses.

Facebook on Tuesday announced its partnership with the Entrepreneurship Development Institute of India(EDII)- Ahmedabad for scaling up its global 'Boost Your Business' program to 22 states and 1000 cities in the next 6 months in the first phase of the partnership. The program was launched at the hands of Gujarat CM Vijay Rupani at EDII campus on Tuesday, who said that the initiative will boost entrepreneurship, employability and provide global visibility to small businesses.

The program which is designed to equip small and medium businesses with the knowledge, skill and technology to stay innovative and increase market globally has since 2015 visited 25 cities in 13 states including Gujarat and provided skills training to over 30,000 small business and self-help groups including 7,000 women entrepreneurs. With EDII's aid, the program aims to train 20,000 micro, small and medium entrepreneurs of which 7500 will be from Gujarat, even as the program travels to key cities of Gujarat.

Ritesh Mehta, Head of Programs, Facebook, South Asia said "Mehta said, "This initiative has already been rolled out in August 2015 in 25 cities till now. With EDII's 40 year old experience in working with entrepreneurs on a national scale, in the next 6 month we plan to take it to 22 states and 100 cities and scale it up. The training begins today, where EDII trainers will be trained first on how small businesses can go digital without spending any money. Going forward we want to take this to 200-300 cities of India, because EDII's reach is nationwide. With this program the cost of doing business for an SMB will go down, help them scale up and help them expand in newer geographies. Today India has close to 50 million MSMEs and out more than 2 million SMB's (small medium businesses) are already on Facebook...If we (FB) want a thriving

community in India we have a role to play in solving some of the problems of India- an important one being job creation which will be done by small businesses. Overall the goal is to train 300 EDII trainers initially and roughly 200 people per city is what our pilot group is slated to be and then we will expand and a key part of expansion will also be digital. This is not a revenue generating initiative and is one of our ways give back to community.”

“In alignment with the government’s goals, we are participating in the training and skilling of our country’s entrepreneurs,” said Sunil Shukla, Director, EDII at the launch ceremony. Currently over Facebook has 201 million monthly active users in India and globally, over 65 business million Small and Medium Businesses (SMBs) have pages on Facebook, while more than 2 million SMB pages have been created on Facebook in India as of October 2015. The social media and networking service also shared that the number of new women-owned SMB pages on Facebook in India has increased approximately six-fold in the last four years (between 2012 and 2015).

DECCAN Chronicle

<http://www.deccanchronicle.com/technology/in-other-news/190717/facebook-plans-to-add-20000-entrepreneurs-from-100-indian-cities-in-next-6-months.html>

Facebook plans to train 20k entrepreneurs from 100 Indian cities: report

Social media giant Facebook is planning to train 20,000 entrepreneurs from 100 cities of India in the next six months to help them scale their small and medium businesses, reported PTI.

As a part of its “Boost your Business” initiative, Facebook has tied up with a Gujrat-based Entrepreneurship Development Institute of India (EDII) that would provide startups with “knowledge, skill and technology to stay innovative and increase market across globally”.

To date, Facebook has over 201 million active users from India alone and about 65 million SMBs have pages on Facebook, with 57 per cent of Indian users connected to at least one small business.

“Our 'Boost Your Business' initiative was launched in 2015, but with EDII, we plan to go to 20 states and 100 cities in the next six months in its first phase, expanding five times than what we have achieved so far,” Ritesh Mehta, head of programmes, South Asia told PTI.

Mr. Ritesh said: “They (businesses) see a measurable difference (when connected to Facebook). First, the cost of business goes down. The service is free (setting up a Facebook page is free, communicating with your customer is free, and reaching new customers is free). Money that you spend on marketing can be spent on other things, like improving your business, scaling your business, hiring more people. “Secondly, it is essentially allowing you to reach a lot more customers. Facebook allows you to reach out to expand nationally and internationally.”

The company has also showed interest to not just limit the initiative to EDII, but also to take up other methods of connecting people through their platform to encourage and help them set up business.

<http://www.dnaindia.com/ahmedabad/report-facebook-edii-to-train-guj-entrepreneurs-to-boost-their-biz-2506682>

Facebook, EDII to train Guj entrepreneurs to boost their biz

With an aim to tap into the increasing power of social media, Facebook has joined hands with the Entrepreneurship Development Institute of India (EDII) to impart training to over 7,500 entrepreneurs from Gujarat. It will equip them with skills to effectively use Facebook for digital marketing to grow their businesses online.

As part of its 'Boost Your Business' programme, Facebook will also support and train 20,000 youths and entrepreneurs across the country with the help of EDII.

The programme was inaugurated on Tuesday by chief minister Vijay Rupani along with Rohit Patel, minister of state - industry, mines and minerals, finance, Gujarat.

A workshop to 'Boost Your Business' for more than 400 participating entrepreneurs from across 22 states was also conducted. 'Boost Your Business' will now travel to Surat, Vadodara and Rajkot. Entrepreneurs from these cities who wish to participate can register themselves on EDII's Facebook page.

Rupani said, "Our government stands for the overall development of Gujarat in line with Narendrabhai's (PM) vision. Such programmes will help encourage entrepreneurship and employability besides provide global visibility which will help in growth of business and upliftment of society."

Ritesh Mehta, head of programmes, Facebook, South Asia, said, "Much of the state's progress is due to the sheer industry, dedication and talent of its people. As a Gujarati, who grew up in Surat, I can confidently say that this passion for enterprise when coupled with new world skills will enable the entire country's entrepreneurs to accelerate their businesses through online exposure and integration with global markets."

"We look forward to collaborate with Facebook to train entrepreneurs in Gujarat, and across the country, to access global markets through Facebook's tools and technologies," said Sunil Shukla, director, EDII.



<http://indiatoday.intoday.in/story/facebook-to-add-20000-entrepreneurs-in-six-months/1/1005064.html>

Facebook to add 20,000 entrepreneurs in six months

Gandhinagar, Jul 18 (PTI) Facebook plans to add 20,000 entrepreneurs from 100 cities in India in the next six months as part of its "Boost Your Business" programme to help them scale up their businesses, its top executive said here today.

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"The programme is designed to equip small and medium businesses with the knowledge, skill and technology to stay innovative and increase markets across globally," he said. Mehta said the programme is part of Facebook's public partnership policy, and aimed at giving back to the community. "They (businesses) see a measurable difference (when connected to Facebook). First, the cost of business goes down. The service is free (setting up a Facebook page is free, communicating with your customer is free, and reaching new customers is free). Money that you spend on marketing can be spent on other things, like improving your business, scaling your business, hiring more people," he said.

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Outlook

<https://www.outlookindia.com/newscroll/facebook-to-add-20000-entrepreneurs-in-six-months/1101940>

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<http://gadgets.ndtv.com/social-networking/news/facebook-indias-boost-your-business-initiative-to-add-20-000-entrepreneurs-in-6-months-1726545>

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<http://smepost.com/news/facebook-to-boost-1-lakh-entrepreneurs-through-boost-your-business-prog/24664>

Facebook to boost 1 lakh entrepreneurs through ‘Boost Your Business’ prog

Gujarat Chief Minister Vijay Rupani launched Facebook’s ‘Boost Your Business’ programme in Entrepreneurship Development Institute of India (EDII) in Gandhinagar on July 18. The programme shall help up to 1 lakh entrepreneurs and boost Indian economy, the Chief Minister said.

Rupani urged micro, small and medium enterprises to spread their business and make the best out of the programme. He also encouraged entrepreneurs to make use of social media applications to spread the word about their business and its products and services.

“Every region of Gujarat is known for a special business, and we want the industry to grow in places where they have traditionally flourished,” said Rupani. The CM is bullish ‘Boost Your Business’ will not only boost businesses, but also give impetus to ‘Make in India’ and ‘New India’ initiatives of the government.

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“The programme is designed to equip small and medium businesses with the knowledge, skill and technology to stay innovative and increase markets across globally,” he added.



<https://www.themangonews.com/technology/fb-to-tie-up-with-entrepreneurship-development-institute-of-india/>

FB To Tie Up With Entrepreneurship Development Institute of India

The social media giant, Facebook tied up the with Gandhinagar based Entrepreneurship Development Institute of India (EDII) for its 'Boost Your Business' program. According to a popular news channel, based on this tie up it will add 20,000 entrepreneurs from around 100 cities across India over the next 6 months. The tie up with EDII is expected to help Facebook in achieving its target.

“Boost Your Business program initiative was launched in the year 2015, but with EDII as we planned to go to 20 states and 100 cities in the next six months in its first phase, expanding five times than what we have achieved it so far,” said Ritesh Mehta, head of programs, South Asia.

Facebook will also take up the necessary initiatives for the people to do their business by connecting them via Facebook, he added.

The program 'Boost Your Business' is to equip small and medium businesses with skills, knowledge and technology. In addition to this, the program will make them stay innovative and increase markets across the globe. This program is a part of Facebook's public partnership policy, which is aimed at giving back to the community.

“Businesses see a measurable difference (when connected to Facebook.) First, the cost of the business goes down. The service is free (setting up a Facebook page is free, communicating with your customer is free, and reaching new customers is free.) Money that you spend on the marketing can be spent on the other things, like improving your business, scaling your business, hiring more and more people,” Ritesh said to a popular news channel.

moneybhaskar.com

<https://money.bhaskar.com/news/MON-STA-GUJ-facebook-to-add-20000-entrepreneurs-in-six-months-5649453-PHO.html>

फेसबुक देगी बिजनेस बढ़ाने का मौका, लॉन्च किया 'बूस्ट बिजनेस प्रोग्राम'

गांधीनगर.फेसबुक भारतीयों को बिजनेस का मौका देने जा रही है। फेसबुक ने मंगलवार को भारत में अपना 'बूस्ट बिजनेस प्रोग्राम' लॉन्च किया। कंपनी की इससे भारत के 100 शहरों के 20 हजार कारोबारियों को जोड़ने की योजना है। इससे उन्हें अपना बिजनेस बढ़ाने में मदद मिलेगी।

सोशल नेटवर्क कंपनी ने इस लक्ष्य को हासिल करने के वास्ते लोगों को प्रशिक्षण देने के लिए गांधीनगर के एंटरप्रेन्योरशिप डेवलपमेंट इंस्टीट्यूट ऑफ इंडिया (ईडीआईआई) के साथ समझौता किया है। इस इनिशिएटिव को गुजरात के मुख्यमंत्री विजय रूपानी ने लॉन्च किया।

20 राज्यों के 100 शहरों को मिलेगा फायदा

फेसबुक के साउथ एशिया हेड (प्रोग्राम्स) रितेश मेहता ने कहा, 'हमारे बूस्ट योर बिजनेस इनिशिएटिव को 2015 में लॉन्च किया गया था, लेकिन ईडीआईआई के माध्यम से हमारी अगले 6 महीनों में 20 राज्यों के 100 शहरों में पहुंचने की योजना है। इसके माध्यम से हमारी योजना इस प्रोग्राम की पहुंच 5 गुनी करने की है'



<http://www.jagran.com/business/biz-facebook-will-add-20000-entrepreneurs-in-six-month-16398427.html>

6 महीने में 20,000 कारोबारियों को कमाई का मौका देगा Facebook

नई दिल्ली (जेएनएन)। कारोबार की दुनिया से जुड़े लोगों के लिए एक अच्छी खबर है। उन लोगों को जल्द ही कमाई का बेहतरीन मौका मिल सकता है जो आन्वप्रेन्योरशिप की दुनिया में उतरकर खुद का बिजनेस चला रहे हैं। दुनिया का सबसे बड़ा सोशल प्लेटफॉर्म फेसबुक ऐसे ही उद्यमियों के लिए शानदार सौगात लेकर आया है।

आखिर क्या है सौगात: दरअसल फेसबुक अपने 'बूस्ट योर बिजनेस' प्रोग्राम के तहत अगले छह महीनों में भारत के 100 शहरों से 20,000 उद्यमियों को खुद के साथ जोड़ने की योजना बना रहा है। फेसबुक ऐसा इसलिए करना चाहता है ताकि वो ऐसे लोगों को खुद से जोड़ उनके बिजनेस विस्तार में मदद कर सके।

फेसबुक ने बनाई बड़ी योजना: सोशल नेटवर्क कंपनी ने गांधीनगर स्थित उद्यमिता विकास संस्थान (ईडीआईआई) के साथ समझौता किया है ताकि वो लोगों को लक्ष्य हासिल करने के लिए प्रशिक्षण दे सके।

गुजरात के मुख्यमंत्री ने लॉन्च की पहल:

ईडीआईआई में 19 जुलाई को इस पहल की शुरुआत गुजरात के मुख्यमंत्री विजय रूपानी ने की। दक्षिण एशिया के कार्यक्रमों के प्रमुख रितेश मेहता ने कहा, "हमारी 'बूस्ट योर बिजनेस' की पहल 2015 में शुरू हुई थी, लेकिन ईडीआईआई के साथ, हम अगले छह महीनों में अपने पहले चरण में 20 राज्यों और 100 शहरों में जाने की योजना बना रहे हैं।" मेहता ने बताया ईडीआईआई के अलावा, फेसबुक के माध्यम से लोगों को जोड़ने के लिए अन्य पहलों को भी फेसबुक जारी रखेगा ताकि बिजनेस करने में उनकी मदद की जा सके। उन्होंने कहा, "यह कार्यक्रम छोटे और मध्यम व्यवसायों को ज्ञान, कौशल और प्रौद्योगिकी के साथ लैस करने के लिए बनाया गया है ताकि इनोवेटिव बने रहने के साथ वैश्विक स्तर पर इसके बाजार को विस्तार दिया जा सके।" मेहता ने कहा कि यह कार्यक्रम फेसबुक की सार्वजनिक भागीदारी नीति का हिस्सा है और इसका उद्देश्य समुदाय को कुछ वापस देना है।