

Participants :

The course is designed for Officials Governments Officials from RD, PRIs, Marketing Departments, SRLMs, Academia, Development Professionals and NGO Promotors etc.

Duration :

The proposed programme is scheduled for **5 (five) days**, w.e.f. **30th May to 03rd July, 2022**.

Venue :

National Institute of Rural Development & Panchayati Raj, NERC, Jawaharnagar, Khanapara, NIRDPR Lane, **Guwahati – 781022**, Assam,

Course Fee :

There is no course fee. However, the sponsoring authorities will have to bear the travel expenses to and fro of their nominee's. The last date for receiving nominations in prescribed Format, in both soft (through **Registration link**) and Hard format, is **27/05/2022**. For further information, please contact :

Tel : 0361-2304790 (**NIRDPR, NERC**), Mobile: **9492192001**,
e-mail : bpartha.nird@gov.in , partha550@yahoo.com ,
e-mail : ratnabhuyan.nird@gov.in ,

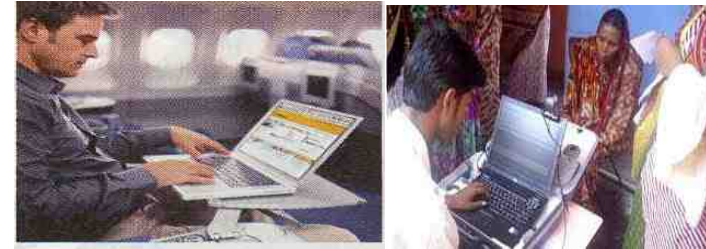
Programme Director(s) :

Er. **Partha Pratim Bhattacharjee**, Assistant Prof., and Dr. **Ratna Bhuyan**, Assistant Prof.

Address :

National Institute of Rural Development & Panchayati Raj, North East Regional Center, Jawaharnagar, Khanapara, N.H. – 37, NIRDPR Lane, **Guwahati – 781022**, Assam, Mobile: **9492192001**, 9650461819
Contact Number : 0361-2304790 (**NIRDPR, NERC**),
URL for Registration link – <https://nirdpr-lms.in>
[Reg. key: **NERCre3005@**]

Offline Training Programme on Importance of Digital World for promotions in Rural Entrepreneurship Planning



30 May – 03 June, 2022



National Institute of Rural Development & Panchayati Raj
(An Organization of the Ministry of Rural Development, GoI)
North Eastern Regional Centre (NERC)
NIRDPR Lane, N.H. – 37, Khanapara, Guwahati – 781022

Registration Link URL for e-Learning Portal – <https://nirdpr-lms.in>

About NIRD&PR : The NIRD&PR is an apex Organization under the Ministry of Rural Development, Government of India for training, research, action research and consultancy in Rural Development, Panchayati Raj and various allied subjects. The Institute serves as a forum for discussion and debate on issue of common concern, attracts academics and development practitioners from all over the country and abroad. NIRD&PR trains more than 5000 senior level administrators including Policy makers, Planners and Rural Development functionaries every year.

Need : India is characterized by Rural Areas and is poverty stricken. In order to improve the quality of life in Rural areas and address multi-dimensional problems of people living in such areas, several Rural Development schemes is being conceived and implemented by the Ministry of Rural Development.

In the digital era, it is important that we harness the advantages of Digital World for new Entrepreneur who want to Market their products in new Platform, which is Digital Platform. After all Marketing is one of the essential parts of Rural Development. Through the outcome of the Digital Platforms, they can design as well as plan for their production strategy within a limited Capital available in Rural Area. This course will serve as an introduction to practitioners, academicians, and researchers working on the field of Planning of Market strategy which is best suitable in Rural area to know, understand and apply the tools and platforms of digital marketing available to them. After that they can make a full Plan for a particular Product as a Rural Entrepreneur.

Objectives :

- To provide an idea about Rural Entrepreneurship
- To provide an idea about Marketing of Rural Products
- To provide basic idea of Digital Marketing and its Significance
- To provide basic idea about Planning and Development of simple website by using free software
- To provide an idea about Search Engine Optimization (SEO) so that website can be ranked high in any Search Engine Result Page (SERP), e.g. Google Search
- To provide basic idea about to Designing of Search & Display Campaign, through Google Ads accounts
- To provide basic idea about Social Media Marketing

- To provide basic idea about Setting up Facebook (FB) Advertising account, understanding FB Audience and designing FB Advertisement Campaign
- To provide basic idea about Setting up Advertisement Campaign through other Social Media Platform like Twitter, LinkedIn etc.
- To provide basic idea about overall Marketing Plan

Broad Area of Topics : The expected outcomes of this programme is to provide knowledge of the participants, followings: Rural Entrepreneurship: Issues and opportunities, Planning Rural Enterprises, Digital Marketing and its Significance, Planning and Development of website by using free software, Search Engine Optimization (SEO), Designing of Search Campaign, through Google Ads account, Social Media Marketing, Setting up Facebook (FB) Advertising account and designing FB Advertisement Campaign,

Methodology : Latest teaching methods such as lecture-cum-discussions and hands on training shall be imparted along with live demos and case-studies & practical sessions (Blended Learning format).

Entry Behavior : Shall be assessed based on the information provided in the online Registration Forms of the participants which will be kept in “PRASHIKSHAN e-Learning Portal”

Outcomes expected : The expected outcome of this programme is to provide basic idea about planning of Marketing of Rural products to promote rural Entrepreneurship in Digital Platforms, along with its Significance. After that Planning and Development of simple website by using free software, which is basic Building block of Digital marketing, along with Search Engine Optimization (SEO), so that website can be ranked high in any Search Engine Result Page (SERP). Then, using of SERP for Marketing purpose, like Designing of Search & Display Campaign through Google Ads accounts etc. Next to get idea about Social Media Marketing along with setting up Advertising accounts, understanding Audience and designing Advertisement Campaign in various Social Media Platforms for ultimate Marketing Plan.