



NIRDPR, NERC, Guwahati
<http://www.nirdnerc.nic.in>



Online Training programme on Marketing of Rural Products in Digital World

Key Speakers



Partha Pratim Bhattacharjee
(Moderator & Course Director)
Asst. Professor, NIRDPR, NERC

Ratna Bhuyan
Assistant Professor
NIRDPR, NERC, Guwahati



Rongsentemjen Ao
Assistant Professor
NIRDPR, NERC, Guwahati



Needs :

In the digital era, it is important that we harness the advantages of digital marketing for rural development. This course will serve as an introduction to practitioners, academicians and researchers working in the field of rural development to know, understand, and apply the tools and platforms of digital marketing available to them.

Targeted Stakeholders :

Officials from RD, DRDAs, PRs and other Line Departments, SRLMs, Faculty Members, Teachers and Research Scholars from Training Institutes/ Research Organizations/ Universities etc. Development Professionals from the non-government sector/ Organizations etc.

31 May to 03 June, 2021,
14:00 hrs (IST)
(Registration Ends on 28th May, 2021)

Special Sessions by Domain Specialists

Programme Highlights

- Introduction and Overview of RD
- Basic concept of Rural Marketing
- Eco-friendly Rural Technology and Modern Digital Marketing
- Website - Planning, Building, Development
- Search Engine Optimization (SEO)
- Keyword Planner Tools
- Social Media Marketing
- Designing Facebook Ad Campaigns
- Understanding of FB Audience and FB Pixel

Steps for enrollment :

1. Click on the link <https://nirdpr-lms.in>
2. Click "Log in" and Click "Create new account" (For new user).
3. Fill up all mandatory fields of the "Registration Form" and click "Create my new Account".
4. Click on the **verification mail link** of the registered email id.
5. Enter the User id & Password and click "Log in".
6. Click "Site home" & Select the "Course" (with key Button), key → **NERCdm3105@**
7. Click "Enrol me", for *enrollment* in the course.

N.B. Users who have registered earlier in the Portal <https://nirdpr-lms.in>, need to enter their "User id" & "Password" and then follow Point '5' onward as above.

Free Registration

<https://nirdpr-lms.in>
(Click on Course Name)



e-Certification on Successful Course Completion!