



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



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

Key Speakers



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Needs :

Entrepreneurship is the process of designing launching and running a new business. It creates wealth and job to the society. Thus Entrepreneurship is considered as the key drivers of growth. ICT on its part, brought revolutionary change in the global market whereas rural sector is still neglected due to various reason. It is important to address the marketing issues and to harness the advantage of digital platform for rural products. Through digital markets, one can design and plan their strategies for creating opportunities which are viable and sustainable. This program aims to present new established understanding and knowledge of the digitization of rural entrepreneurship, how it can help entrepreneurship survival and growth in rural Product lines.

Targeted Stakeholders :

Governments Officials from RD, PRIs, Marketing Departments, SRLMs, Academia, Development Professionals and NGO Promoters etc.

Venue & Mode of Training :

NIRD&PR, Guwahati Campus, Khanapara,
Offline mode & Fully residential

May 30 to June 03, 2022,
09:30 hrs (IST)

Special Sessions by Domain Specialists

Programme Highlights

- 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
- Marketing Plan by using Statistical Tools

Steps for Registration/ 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".
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5. Enter the User id & Password and click "Log in".
6. Click "Site home" & Select this "Course" (with key Button), key → **NERCre3005@**
7. Click "Enrol me", for *enrollment* in the course.

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Free Registration

(Registration Ends on
27th May, 2022)



e-Certification on Successful Course Completion!

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