



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

**R. M. Pant**  
Director  
NIRDPR, NERC, Guwahati



**Ratna Bhuyan**  
Assistant Professor  
NIRDPR, NERC, Guwahati



24 to 27, November, 2020,  
14:00 hrs (IST)  
(Registration Ends on 20th November, 2020)

Special Sessions by Domain Specialists

### Programme Highlights

- \* Basic idea of Rural Development
- \* Basic concept of Rural Marketing
- \* Website - Planning, Building, Development
- \* Search Engine Optimization (SEO)
- \* Keyword Planner Tools
- \* email Marketing
- \* Social Media Marketing
- \* Designing Facebook Ad Campaigns
- \* Facebook Pixel

### 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.

### Steps for enrollment :

1. Click on the link <https://nirdpr-lms.in>
2. Click on "Log in" and Click on "Create new account" (For new user).
3. Filled up the Registration Form and click on "Create my new Account".
4. Click on the verification mail link of the registered email id.
5. Enter the User id & Password and click on "Log in".
6. Select the "Course" and click on "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 are required to click "Enrol me" ➡ for enrollment in the course.

### Free Registration

<https://nirdpr-lms.in>

(Click on Course Name)



**e-Certification on Successful Course Completion!**