

One week
Online Training Course on

Fundamentals of Digital Marketing

April 07-11, 2020



NAHEP



About

The project entitled "Center for Advanced Agricultural Science and Technology (CAAST) on Climate Smart Agriculture and Water Management (CSAWM)" is being implemented in Mahatma Phule Krishi Vidyapeeth (Agricultural University), Rahuri, Maharashtra under World Bank Sponsored National Agricultural Higher Education Project (NAHEP) of Indian Council of Agricultural Research (ICAR), New Delhi, Government of India, Since 2018.

One of the objective of CAAST-CSAWM is to develop the capacity amongst the faculties and students of MPKV Rahuri for the development and adoption of the precise Climate Smart Agriculture and Water Management technologies as well as to conduct on-the-job training and case study based learning to enhance the employment and placement rate; and business and entrepreneurship opportunities.

With this view, one week training course on "Fundamentals of Digital Marketing" is being organised by CAAST-CSAWM from April 07-11, 2020 through online mode.

Aim

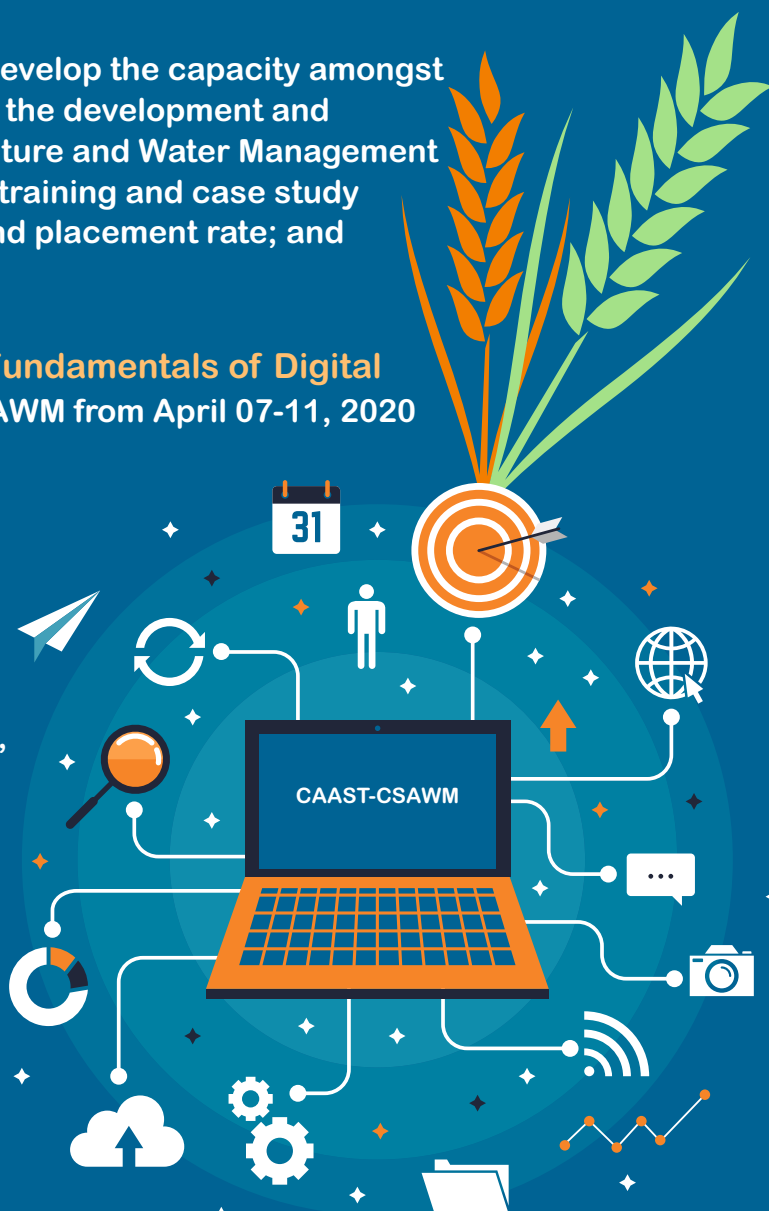
The training program aims to develop an overall understanding of digital marketing, in particular social media tools, search engine marketing, mobile marketing, email marketing, digital display marketing, etc. for agriculture based organisation.

Topics

- Introduction to Digital Marketing
- Email Marketing
- Google my Business and YouTube
- Digital Graphic Design
- Social Media Marketing

No Registration fee

25
seats
only



Registration

Faculties, Scientists, Staff and Students of Mahatma Phule Krishi Vidyapeeth Rahuri are eligible to register and are requested to take advantage of the online training course during this lockdown time.

Interested candidates can register here: <https://bit.ly/3aFBq0B>
on or before **Monday, 06 April 2020 upto 1100 hrs**



Instructions

- Participants need to register by clicking on the link above and should provide an active email id and whats app number for further communication.
- The online training will only be available for the first 25 registered candidates.
- Daily lectures through ZOOM platform will be conducted along with online discussions and tutorials.
- Certificates will be issued to those who will complete all online sessions and assignments.
- Full on campus advanced training on "Digital Marketing" by different experts will be conducted after lockdown period will be over and preference will be given to those who participate in this "Fundamentals of Digital Marketing" course.

Trainer

Mr. Swapnil Kharde,
Digital Marketing Consultant and
Assistant Professor, IMERT,
Pune, Maharashtra

Convenor

Dr. S.D. Gorantiwar
PI (CAAST-CSAWM) and Head
(Ag.Engg.), MPKV Rahuri
Maharashtra

Co-Convenor

Dr. A.A. Atre
Professor (SWCE) and Member
(CAAST-CSAWM), MPKV
Rahuri, Maharashtra

Organising Secretary

Dr. M.G. Shinde
Professor (SWCE) and CO-PI
(CAAST-CSAWM), MPKV
Rahuri, Maharashtra

Training Coordinators

Dr. V.S. Malunekar and Er. M.A. Tamboli
Research Associates, CAAST-CSAWM,
MPKV Rahuri, Maharashtra
+91-9595193388 and +91-9860646586

Organising by

ICAR-NAHEP

**Centre for Advanced Agricultural Science and
Technology for Climate Smart Agriculture and Water
Management (CAAST-CSAWM)**

Mahatma Phule Krishi Vidyapeeth, Rahuri
413 722 Maharashtra, India
info.rahuri@mpkv-caast.ac.in

Better to be busy in work than worrying, Stay home and Stay safe..