

**NATIONAL YOUTH FOR SOCIAL JUSTICE IN ASSOCIATION WITH
THE NATIONAL INSTITUTE FOR ENTREPRENEURSHIP AND SMALL
BUSINESS DEVELOPMENT (UNDER MSDE)
Announces
Entrepreneurship Training In
DIGITAL MARKETING (SMART MONEY)**

Program Structure

A. Name of the Program	DIGITAL MARKETING(SMART MONEY)
B. Program Dates	16/08/2017 to 16/09/2017
C. Program Duration in hours/weeks/month	Time: Daily 2 Hr Total:40 Hrs 1 Month Programme
D Fees Details	Rs.17500+ 18% GST
E. Eligibility Criteria for Participants 1. Educational Qualifications 2. Work Experience required, if any 3. Age Limit <i>[Note: ITEC norms is 25-45 years]</i> 4. Target Group <i>[Level of participants and target ministries/departments etc. may be indicated]</i>	12 th , Any Graduate, No need of work exp. Age limit: 18 to 55 Any Service Person Self Employed Corporate employees Engineers NRI Returned Students/ Job Seekers Retried & Interested people
F. Assessment of Eligibility	yes
G. Aim & Objective/s of the Program	The Programme has been designed to enable participants, Existing Entrepreneurs, Prospective Entrepreneurs, working Professionals, Self employed and Students, for the development of Business, Technology in Service field.
H. Learning Outcomes	To become self employed or become an entrepreneur.
I. Assessment Criteria	During the Class time we Assess the Student Performance both Conceptually & Practically.
J. Program Content	Course Content is given below

DIGITAL MARKETING (SMART MONEY) COURSE CONTENT

- Overview Of Digital Marketing
- Case Study Presentations
- Briefings (Online Payments, Disability Web Access, Surveys & Forms, Affiliate & Voucher Marketing, CrowdSourcing)
- Web Marketing
- Search Engine Optimization (SEO)
- Social Media Optimisation(SMO)
- Creating a Social Media Strategy
- Understanding Paid, Earned, and Owned Social Media
- Social Sharing
- Blogging for Business
- Finding & Communicating with Influences
- Video & YouTube
- YouTube Advertising
- Social Networking & Facebook
- Facebook Advertising
- Micro blogging & Twitter
- Twitter Advertising
- Online Reputation Management
- Social Media Measurement
- Social Media Analytics
- Marketing through LinkedIn
- Social Media Marketing(SMM)
- Online Advertising
- Social Media Marketing (FaceBook & LinkedIn)
- Introduction to Social Media Mastering Google (AdWords Advertising, Analytics & Applications)
- Micro Blogging - Twitter
- Copy Writing For The Web, Social Media & Mobiles
- Mobile Marketing
- Email Marketing
- Audio (Podcasting) Marketing
- Strategic & Action Planning
- Presentations & Review



Program on : 16.08.2017 to 16.09.2017

Objectives of the program

This training program is designed for Existing Entrepreneurs, Prospective Entrepreneurs, working Professionals, Self employed and Students, for the development of Business, Technology Service field.

e Certificates will be awarded by Niesbud.

It can be verified anytime at
niesbudtraining.org

Methodology

A combination of multiple, conventional as well as non-conventional training methodologies will be used to effectively enhance the learning experience. This will include the following:

- ◆ Tips
- ◆ Theory Classes
- ◆ More Practical Classes

Who May Attend

This course has been designed keeping in mind the needs of the following category of professionals:

- ◆ Any Service Person
- ◆ Self Employed
- ◆ Corporate employees
- ◆ Engineers
- ◆ NRI Returned
- ◆ Students
- ◆ Job Seekers
- ◆ Retried
- ◆ Interested people

Dates & Venue:

Program Date : 16.08.2017 to 16.09.2017

Venue:

NATIONAL YOUTH FOR SOCIAL JUSTICE

Address: Plot No. 508/5065, Lane 5, Mallick complex, Jagamara, Bhubaneswar.

E-mail: career.nysj@gmail.com

Duration : 1 Month
(Mon-Fri, Per day 2 Hr)

Class Timing : 11 am to 1.00 pm

Venue : Bhubaneswar

Investment:

The investment for the program is **Rs.17500 + 18% GST** per participant.

Contact:

Tandra Pattnaik

Course Co-ordinator

National Youth for Social Justice Trust

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National Youth for Social Justice in association with The National Institute for Entrepreneurship and Small Business Development (NIESBUD)

[An autonomous institution under the Ministry of Skill Development &
Entrepreneurship, Govt. of India]

A-23, Sector-62, Noida, UP – 201309 | Web: www.niesbud.nic.in



REGISTRATION FORM

Program Name: 2 month Entrepreneurship Development Programme On DIGITAL
MARKETING (QUICK MONEY) on 16.08.2017 to 16.09.2017 Timing 11 am to 1.00 am,

Program Fee: Rs.17500/-

1. First Name :
2. Last Name :
3. Date of Birth :
4. Father's Name :
5. Gender : Female | Male
6. Category : GEN / OBC / SC / ST / INTER / MINORITY
7. Physically Handicapped : Yes / No Minority : Yes / No

8. Educational Qualification : 8th Pass/10th Pass/12th Pass/ Diploma / Graduate/Post Graduate
9. Identity Document (Any1) : Election ID card / Passport / Pan Card / Driving License / Adhar Card
Identity Document No :
10. Address-Street No/Colony:
City : District:
State : Pin cod
Phone No :
11. E-mail :(in Capital letter) :
12. Trainee's Objective : Self Employment/Wage Employment/others_____
13. If working, Organization
Designation:
14. Mode of Payment : (i)Cheque (ii) Online (iii) UPI (iv) USSD
Bank Name :
Chq Number/Online/UPI/USSD Transaction Number: Date of Transaction:
15. Place of the Program :

Date:

Applicant's Signature:

Note: (1) Please bring original registration form with one photograph, one photocopy of any ID proof and NEFT/ONLINE transaction details. (2) Reservation of participants will be done on first come first serve basis due to limited seats availability.

Bank Details: Payment to be made by Net Banking/NEFT/RTGS favoring : **National Youth for Social Justice**

Current Account No: **018811100004678**

| NEFT IFSC Code :

Bank Name : **Andhra Bank**

| Branch: Baramunda,Bhubaneswar,Odisha,India