Entrepreneurship Development Program on **Digital Marketing for Agriculture**  
**27-31, January 2020**

**Registration Form**

<table>
<thead>
<tr>
<th>Name of participant</th>
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<tbody>
<tr>
<td>Designation</td>
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<tr>
<td>Nationality</td>
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<td>Address</td>
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<td>Mobile No.</td>
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<td>Email</td>
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<tr>
<td>Gender (please √)</td>
<td>Male / Female</td>
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<tr>
<td>Occupation</td>
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<tr>
<td>Highest degree Obtained (please √)</td>
<td>Graduate / post graduate / Doctorate / Others (Specify)</td>
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<tr>
<td>Basic Computer Knowledge</td>
<td>Yes / No</td>
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<tr>
<td>Registration Fee</td>
<td>Rs. 10,000 + 18% GST</td>
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</tbody>
</table>

Payable at: Coimbatore, Tamil Nadu, India  
Bank A/c Name: The Director (ABD), TNAU, Coimbatore  
Name of Bank : State Bank of India  
Branch Name: TNAU Branch, Coimbatore  
Account No.: 30138252449  
IFSC No.: SBIN0002274  

Payment Details  
IMPS/NEFT/RTGS  
Bank :  
Transaction No.: Date :  
(Enclose the receipt of transaction)

<table>
<thead>
<tr>
<th>Accommodation Required* (*)Travel and accommodation charges to be borne by the participants</th>
<th>Yes / No</th>
<th>No. of persons :</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date:</td>
<td></td>
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</tbody>
</table>

Scanned copy of the registration form should be sent to business@tnau.ac.in
<table>
<thead>
<tr>
<th>Day</th>
<th>Details</th>
<th>9.45 to 11.15</th>
<th>11.30 to 1.00</th>
<th>1.00 to 2.00</th>
<th>2.00 to 5.15</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>Registration (9.30 am)</td>
<td>Prospects of Digital Marketing in Agriculture</td>
<td>Business Idea Generation and Validation</td>
<td>Create and Validate your own idea (as a team)</td>
<td>Lunch</td>
</tr>
<tr>
<td>2.</td>
<td>Milly</td>
<td>Understanding Business natures (B2B, B2C)</td>
<td>Social Media Optimization</td>
<td>Hands on session on online operations of business</td>
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<tr>
<td>3.</td>
<td>Milly</td>
<td>Generate Online Business Model using BMC for generated Business Idea</td>
<td></td>
<td>Creating e-commerce website</td>
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<td>4.</td>
<td>Milly</td>
<td>Online payment integration</td>
<td></td>
<td>Designing online advertisement</td>
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<td>5.</td>
<td>Milly</td>
<td>Business video creation and publishing in you tube</td>
<td></td>
<td>Identifying the Investors for the generated Business Idea</td>
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<tr>
<td>Title of the training</td>
<td>Entrepreneurship Development Program on Digital Marketing for Agriculture</td>
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<td>Duration</td>
<td>27th to 31st January, 2020 (5 days)</td>
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<td>Venue</td>
<td>Directorate of Agribusiness Development, TNAU, Coimbatore-3.</td>
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<td>Objective of the Program</td>
<td>The key objective of agricultural digital marketing is to promote brands, build preference and increase sales through various digital marketing techniques.</td>
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<td>- To train the participants in assessing digital agribusiness and its feasibility</td>
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<td>- To impart skills on developing digital market sites and preparing online advertisement for promoting online business</td>
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<td>- To educate on Social Media Optimization and Online Business Operation Management</td>
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<td>Training for</td>
<td>Any degree holder with computer knowledge- Farmers, Entrepreneurs, Business persons, youth, women.</td>
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<td>- 20 participants per batch</td>
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<td>- Participants may bring their Laptops</td>
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<td>- Certificate will be issued on successful completion of online examination</td>
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<td>Training fees</td>
<td>Rs.10000/- + GST (18%) charges. On request accommodation will be arranged on payment basis.</td>
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<td>Accommodation</td>
<td>Travel and accommodation charges must be borne by the participants. For Accommodation, Contact the Program Coordinator</td>
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<tr>
<td>Further Contact</td>
<td>Dr. M.MALARKODI, Program Coordinator Ph. No.: 6380257553</td>
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<td></td>
<td>Office Ph.No.: 0422-6611310 / Email ID: <a href="mailto:business@tnau.ac.in">business@tnau.ac.in</a></td>
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