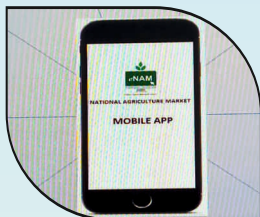


Online Training Programme on Digital Marketing Strategies for Effective Marketing of Agri and Allied Products

for the Officers of Agri and allied sectors from Southern Region
9th -13th May, 2022



Course Coordinator

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EXTENSION EDUCATION INSTITUTE
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Directorate of Extension

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Even after 60 years of Independence, the quality, timely and cost effective delivery of adequate inputs remain a dream for majority of Indian farmers. They are not able to sell their surplus produce remuneratively and there is plenty of distress sales among farmers in the country. In the present scenario, digital marketing strategies is the perfect blend for reaching at the door steps of our farmers and consumers. With the globalization of market, farmers need to transform themselves from mere producer – sellers in the domestic market to producer cum sellers in wider markets to best realize the returns on their investments, risks and efforts. Several efforts are being taken up by the government and other organizations not only to make the farmers aware of modern technologies and techniques like the use of high yielding variety seeds, increasing farm mechanization, usage of organic fertilizers, but also to make them affordable for the farmers. These practices have no doubt helped to improve agricultural production over the years, but it has been a constant challenge to provide a market and to get fair prices for their produce. Thus, there is a need to employ modern techniques in agricultural marketing.

While, different businesses have taken up digital marketing strategies, and run a mix of off line and online campaigns, the technology adoption rate in the agriculture sector is comparatively low. This may be due to the perception that non-digital techniques are more fruitful in this case. However, the Government of India has taken up several initiatives, the most significant being the "Digital India Movement" 2015, which is aimed at transforming rural India into a digitally powered economy. This program also strives to increase digital literacy and the adoption of digital services. Applications are developed by the government as well as individuals to educate farmers regarding best farming practices, crop care, and weather forecast etc.

Keeping this in view, an attempt has been made by Extension Education Institute to organize a 5day online training programme on “Digital Marketing Strategies for Effective Marketing of Agri and Allied Products” to enable the participating officers upgrade their knowledge in digital technologies to reach the unreached.

Objectives of the training

At the end of the training the participants will be able

- To understand the role of Digital Media in Promotion of Agri and Allied Sectors Marketing.
- To know the Concepts of e-NAM, Market Intelligence and Block Chain Technology in Marketing of Agricultural and Allied Produce.
- To become aware of advanced IOT Initiatives in Promotion of marketing in Agri and Allied Sectors.
- To bring out Innovations and Strategies to Promote the Marketing of in Agri and Allied produce

Course contents

- Recent Reforms in e-Marketing of Agriculture and Allied Sectors – An Overview
- Digital Initiatives in Supply Chain Management in Agriculture and Allied Sectors
- Digital Initiatives in Marketing by FPOs
- Existing Developmental programmes and Schemes of State and Central Government for Agricultural Marketing
- Remote Sensing – GIS and GPS with Special Focus on Marketing and Insurance in Agriculture and Allied Sectors
- Role of e-NAM in Promotion of Marketing in Agriculture and Allied Sectors
- Mobile Apps in Promotion of Agriculture Marketing
- Market Intelligence and Agriculture Market Networking
- Digital Marketing Strategies for Export of Agriculture and Allied Products
- Block Chain Technology Management in Agriculture and Allied Sectors – An Advance IOT Initiatives
- IT Enabled Marketing for Effective Market Led Extension in Agriculture and Allied Sectors
- Innovations and Strategies for Promotion of Digital Marketing in Agriculture and Allied Sectors

Methodology

- Presentations by eminent speakers/Experts
- Interim Interactive sessions
- Interim Group discussions
- Brain storming
- Individual and Group presentations
- Individual and Group assignments

Participating Officers

Officers of Agri and allied sectors from Southern Region

Duration

9th – 13th May, 2022 (both days inclusive) in an online mode.

Complied by

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Evaluation: Pre, Post Course evaluation and After Training Evaluation will be administered to the participants to assess their knowledge and effectiveness of the training respectively

Edited by

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