

NATIONAL PRODUCTIVITY COUNCIL

(Under Ministry of Commerce & Industry, Govt. of India)

REGIONAL DIRECTORATE

4th Floor, Kabir Bhawan, G.T. Road, Kanpur-208005

Phones : 0512-2224860, 2224176

Fax : 0512-2224177

E-mail : npckanpur@bsnl.in, kanpur@npcindia.gov.in

Website : www.npcindia.gov.in



राष्ट्रीय उत्पादकता परिषद्

(वाणिज्य एवं उद्योग मंत्रालय के अधीनस्थ, भारत सरकार)

क्षेत्रीय निदेशालय

चतुर्थ तल, कबीर भवन, जी.टी. रोड, कानपुर-208005

दूरभाष : 0512-2224860, 2224176

फैक्स : 0512-2224177

ई-मेल : npckanpur@bsnl.in, kanpur@npcindia.gov.in

वेबसाइट : www.npcindia.gov.in

Ref. No.:-IE/RD/KAN/00/2020

Date: - 11th June 2020

Dear Sir/Madam,

Subject: - On-line Training Course on "Digital Marketing" from 1st August 2020 to 31st October 2020


We are pleased to announce the On-line Training Course on "Digital Marketing" from 1st August 2020 to 31st October 2020

This On-line Training Course has been designed for the benefit of Graduate persons or students pursuing their graduation degrees in any year or any semester who are seeking a new and dynamic profession, want to develop creative and technical skills for Digital Marketing, helping participants for enhancing their marketing strategies for their companies, training participants in making a career in Digital Marketing which is imperative for people who seek a new and dynamic profession, training participants to create a brand for their products/services and to raise a business to unreachable heights, enabling participants who have a good sense of designing and creativity to take the Digital Marketing as career option.

We trust, you would like to avail this opportunity by nominating yourself or a couple of employees or students or interns, working professionals, stakeholders, etc. from appropriate levels from your organization/institute/office in order to get the benefit in totality.

We are enclosing the brochure which gives details about topics to be covered along with its financial implications for your kind perusal, reference and necessary action.

Thanking You,
Yours Faithfully,


(Amitava Ray)
Regional Director
Amitava Ray
Regional Director
National Productivity Council
Kanpur

Encl.: Brochure

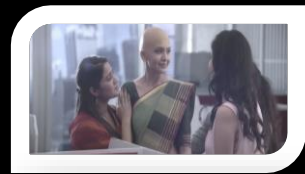
H.Q. : UTPADAKTA BHAWAN, LODI ROAD, NEW DELHI - 110 003

Offices at : Bengaluru, Bhubaneshwar, Chandigarh, Chennai,
Gandhinagar, Guwahati, Hyderabad, Jaipur, Kolkata, Mumbai, Patna

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you know these Success Stories of Digital Marketing in India



Dabur's Digital Transformation For the Modern Indian Women

The Ministry of Food Processing (Govt. of India).

KFC India Boosted its Social Media Presence with campaigns

KKR – IPL Team's Digital Marketing Strategy.

Then Don't Wait !! Be a part of such success stories

Join On-line Training Course on "Digital Marketing"



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Phone : (0512) 2224176, 2224860, Fax : 2224177

NPC GST Registration No. : 09AAATN0402F1Z4, NPC PAN: AAATN0402F

Introduction

Digital Marketing is that component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services

The scope of digital marketing is increasing by leaps and bounds. New enterprises are focusing more on digital marketing to boost up their productivity. The recent years have seen significant growth in this realm. The rules of marketing have changed since Digital Marketing became a prominent method of putting product and services to consumers.

Promoting and selling products online is an easier way to gain revenue. Digital marketing will have a great impact on the way businesses sell their products or services and organizations will look to strengthen their talent pool by hiring the best professionals in their areas.

Points to Remember
Last Date of submission of Application cum Registration Form along with the Fee is 20th July 2020

Total no. of seats in the Training Course is 30 only.

First come first serve criteria will be followed.

Fee once paid will not be refunded or returned.

Training Course Objective

- Developing creative and technical skills for Digital Marketing
- Helping participants for enhancing their marketing strategies for their companies
- Training participants in making a career in Digital Marketing which is imperative for people who seek a new and dynamic profession
- Training participants to create a brand for their products/services and to raise a business to unreachable heights
- Enabling participants who have a good sense of designing and creativity to take the Digital Marketing as career option

Training Course Outcome

Digital marketing is the most sought after skill for any professional, who has a role to play in marketing including media, PR, communication. One of the advantages of digital marketing service is that it can be offered remotely. Accordingly, there's an opportunity to be a freelancer.

This training course will help participants to showcase their skills and knowledge in various techniques in front of the management; helping the participants to get the career visibility that might lead to a promotion.

With this Training Course, participants can avail the benefits with wide scope of work for Digital Marketing, they can work full time with any organization or they have high percentage of getting self-employed.

Training Course Structure

On-line Training Course will be imparted from 1st August 2020 to 31st October 2020 (3 months duration).

After completion of On-Line Training Course, participants will be required to take two times online written tests or oral or viva voce tests of 100 Marks through Mobile / Whats app / Skype / Video Conferencing or any other Digital Platform. Participants will be required to score 60% marks in each test for receiving the Training E-Certificate

Training Course Fees

Fee for the On-line Training Course on "Digital Marketing" from 1st August 2020 to 31st October 2020 (3 Months duration) including the soft copies of reading material, pre-recorded videos, online exercises and E-Certificate is 9,440/- (Rs. Nine Thousand Four Hundred Forty Only)

Mode of Payment

The Payment of Fee is to be done through Cheque only	Participation Fee is to be paid through Cheque only. The Cheque ('A/C Payee Only') should be drawn in favour of 'NATIONAL PRODUCTIVITY COUNCIL'.
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On the back of Cheque; please mention your Name, Mobile Number.

Only CTS cheques will be accepted for the payment of participation fee

How to Apply for the Training Course

First fill the cheque for making the payment of Training Course as mentioned above. Please do not forget to mention your name and mobile no. on the back of cheque.

Download the word document of Application cum Registration Form, take the print of form on one side of pages (NOT on both sides); fill the form with BLUE pen along with cheque details in the form and sign it.

Send the Application cum Registration Form via **SPEED POST** only along with cheque to office of National Productivity Council, 4th Floor, Kabir Bhawan, Directorate of Industries Office Campus, National Handloom Building, G.T. Road, Kanpur-208005, U.P.

FACULTY & METHODOLOGY

Senior Faculty Members from NPC & different Training Institutes will record their videos and publish their training materials in pdf files which will be given to participants of the Training Course on-line for self-study.

After the completion of On-Line Training Course, participants will be required to take two times online written tests or oral or viva voce tests of 100 Marks through Mobile / Whats app / Skype / Video Conferencing or any other Digital Platform. Participants will be required to score 60% marks in each test for receiving the Training E-Certificate

***Replacement of enrolled participants will not be honoured.*

Training Course Eligibility

Graduation (B.Tech, B.E., BSc., B.Com., B.A., Diploma Holder, etc.) in any field or stream
Students pursuing their Graduation Degrees in any semester may also apply

For Registration, Queries, Detailed Information and Participation please contact:-

**Program Coordinator: -
Mr. Rajeev Gupta,
Deputy Director, NPC-Kanpur**

**Mobile No.:-
9408876163,
7390802060 (Whats app no.)**

**E-mail Id: -
kanpur@npcindia.gov.in,
rajeev.gupta@npcindia.gov.in**

On-line Training Course on Digital Marketing (1st August 2020 to 31st October 2020)

Topics to be covered, Schedule & Important Dates of the Training Course

Modus Operandi of the Training Course	Introduction	Graphic Designing	Professional Blogging	Social Media Optimization	SEO	Google AdWords	E-mail Marketing
Self-Explanatory Reading material in the pdf format will be given to participants	1 st August 2020	1 st August 2020	1 st August 2020	1 st August 2020	21 st August 2020	21 st August 2020	21 st August 2020
Self-Explanatory Pre-recorded videos will be given to participants	10 th August 2020	10 th August 2020	10 th August 2020	10 th August 2020	31 st August 2020	31 st August 2020	31 st August 2020
<p>Participants will be required to take online written or oral or viva voce test of 100 Marks through Mobile / Whats app / Skype / Video Conferencing or any other Digital Platform. Participants will be required to score 60% marks in each written or oral or viva voce test on each topic for getting the Certificate</p> <p style="text-align: center;">1st Test (1st to 5th September 2020)</p>							
Topics to be covered, Schedule & Important Dates of the Training Course							
Modus Operandi of the Training Course	Word Press website	Advance SEO	Facebook Articles	E-commerce	Affiliate Marketing	Google Ad-Sense	ADS
Self-Explanatory Reading material in the pdf format will be given to participants	10 th September 2020	10 th September 2020	10 th September 2020	30 th September 2020	30 th September 2020	21 st October 2020	21 st October 2020
Self-Explanatory Pre-recorded videos will be given to participants	21 st September 2020	21 st September 2020	21 st September 2020	10 th October 2020	10 th October 2020	31 st October 2020	31 st October 2020
<p>Participants will be required to take online written or oral or viva voce test of 100 Marks through Mobile / Whats app / Skype / Video Conferencing or any other Digital Platform. Participants will be required to score 60% marks in each written or oral or viva voce test on each topic for getting the Certificate</p> <p style="text-align: center;">2nd Test (1st to 5th November 2020)</p>							



NATIONAL PRODUCTIVITY COUNCIL

(Under Ministry of Commerce & Industry, Government of India)

4th Floor, Kabir Bhawan, DI Office Campus, U.P. Handloom Building, G.T. Road, Kanpur, U.P.

APPLICATION CUM REGISTRATION FORM

On-line Training Course on “Digital Marketing”

(1st August 2020 to 31st October 2020)

Last Date of submission of Application cum Registration Form: - 20nd July 2020

No. of Seats in the Training Course: - 30 Seats Only

CONTACT DETAILS OF PARTICIPANT

Name of Participant (in BLOCK Letters) & Gender (Male/Female) & Age	
Postal/Correspondence Address (in BLOCK Letters)	
Mobile No.	
Whats app No.	
E-mail Id (1)	
E-mail Id (2)	
Skype Id	

EDUCATIONAL QUALIFICATIONS OF PARTICIPANT

Particulars	Details	Remarks
Graduation Qualification		Please mention the degree / diploma and the field of degree/diploma

Cheque Details

Particulars	Cheque Details
Name of Bank (Mention the name of Bank to which cheque belongs)	
Address of Bank	
IFSC code of Bank	
MICR code of Bank	
Cheque No.	
Date of Cheque	
Amount mentioned in Cheque (in figure) (Rs.)	
Amount mentioned in Cheque (in words) (Rs.)	
<u>Signature:-</u>	<u>Place:-</u>
<u>Date:-</u>	

DECLARATION TO BE MADE BY PARTICIPANT

I, (Participant's name in Block Letters).....s/o (Father's Name)....., hereby declare that information provided by me on Application cum Registration Form is true and accurate. I understand and agree that any false or misleading information will justify a denial of admission into the Training Course on "Digital Marketing" (from 1st August 2020 to 31st October 2020) (3 Months duration)

1. I understand and agree that the Training Course, its content coverage (syllabus), its on-line nature, methodology of providing training and its duration are suitable for me. I will be able to understand the Training Course syllabus due to my educational qualification and clear the viva voce test during the Training Course which is mandatory to take for all participants.
2. I also understand and agree that for receiving the Training E-Certificate, I will be required to get 60% marks in all online written or oral or viva voce tests. If I get marks less than 60% marks, I will not be entitled for receiving the Training E-Certificate.
3. I understand and agree that I will complete all my assignments on time given to me during the Training Course and submit to National Productivity Council (NPC)-Kanpur as per schedule without any delay.
4. I understand and agree that I will not ask for any change in the schedule of the Training Course and comply all terms and conditions mentioned in the Training Course.
5. I understand and agree that the Training Course Fee once paid, will NOT be refunded or returned back to participant in any case at any stage of the Training Course. Replacement of enrolled participants will NOT be honoured.
6. I understand and agree that National Productivity Council (NPC)-Kanpur reserves the right to cancel the participation of any participant without assigning any reason at any stage of the Training Course. In such case, fees paid by the participant will not be refunded.
7. I understand and agree that National Productivity Council (NPC)-Kanpur also reserves the right to change the format, methodology, framework of the Training Course without any prior notice to participants for the benefit of the participants.
8. I understand and agree that NPC will not be responsible for any postal delay or loss of documents like cheque, application cum registration form, etc. till it is received and acknowledged by National Productivity Council (NPC)-Kanpur to participant.
9. I understand and agree that all necessary documents like cheque, application cum registration form, etc. will be sent to NPC-Kanpur through SPEED POST only to following address

National Productivity Council

(under DPIIT, Ministry of Commerce & Industry, GOI.)

**4th Floor, Kabir Bhawan, DI Office Campus, U.P. Handloom Building,
Near Employment Exchange Railway Crossing, G.T. Road,
Kanpur-208005, Uttar Pradesh**

10. I understand and agree that National Productivity Council (NPC)-Kanpur might increase or decrease the number of seats in the Training Course.

11. I understand and agree that Application cum Registration form needs to be filled with BLUE pen in legible, clear and neat handwriting after taking out the print on good quality A4 size white paper otherwise Application cum Registration form might be rejected. This is to be done when payment for the Training Course is to be made off-line
12. I understand and agree that NPC-Kanpur shall NOT be sought to represent/submit itself to any court of law either on its own or on behalf of anybody during the Training Course or thereafter on the outcomes of the Training Course and consequences there on and the Training Course has to be treated purely for training assistance of its trainees for enhancing their professional skills.

Signature:-

Place:-

Date:-