

Duration & Venue: 5 days, from July 26 - 30, 2021
(2.00pm am to-05.00pm)
Online mode

Virtual : NIRDPR

Course Fee

There is no fee.

Last date to receive nominations : 19.07.2021

Course Team :

Dr.Akanksha Shukla
Mr.K S Krishna Raj
Mr.Ravi Kishore

Dr.Akanksha Shukla

Associate Profesor & Head ,CDC

National Institute of Rural Development and Panchayati Raj

Ministry of Rural Development, Government of India

Rajendranagar, Hyderabad - 500 030

Telangana, India

www.nirdpr.org.in

Contact: 040 24008473

e-mail: akanksha.nird@gov.in

Link for registration: <https://bit.ly/3gRMzzD>



ABOUT NIRDPR: The National Institute of Rural Development and Panchayati Raj (NIRD&PR), an autonomous organisation under the Union Ministry of Rural Development, is a premier national centre of excellence in rural development and Panchayati Raj. Recognized internationally as one of the UN-ESCAP Centres of Excellence, it builds capacities of rural development functionaries, elected representatives of PRIs, bankers, NGOs and other stakeholders through inter-related activities of training, research and consultancy. The Institute is located in the historic city of Hyderabad in Telangana state. The NIRD&PR celebrated its Golden Jubilee Year of establishment in 2008. In addition to the main campus at Hyderabad, this Institute has North-Eastern Regional Centre at Guwahati, Assam to meet the NE-regional needs.



Alternative Rural Livelihoods through Digital Media Portals (July 26th - 30th, 2021)

Venue: NIRDPR, Hyderabad



National Institute of Rural Development and Panchayati Raj

Ministry of Rural Development, Government of India

Rajendranagar, Hyderabad - 500 030

Telangana, India

www.nirdpr.org.in

National Institute of Rural Development and Panchayati Raj Hyderabad

5 days Training of Trainers Programme on Alternative Rural Livelihoods through Digital Media Portals

(During 26- 30 July, 2021)

Venue: NIRDPR, Hyderabad

PROGRAMME SCHEDULE

26.07.2021, Monday		
Time	Session / Topic	Resource Person
02.00 pm -	Registration	Programme Team Dr. Akanksha Shukla Associate Professor, National Institute of Rural Development, Hyd
2.15.00 pm	Welcome & expectation setting of the programme	Dr. Akanksha Shukla Associate Professor, National Institute of Rural Development, Hyd
2.15 pm - 3.15 pm	Entrepreneurship Development Process	Dr. P.P. Sahu Associate Professor, National Institute of Rural Development, Hyd.
3:15-4:15	Identifying Opportunities and idea assessment for coming up with rural entrepreneurship in media	Dr. Ratna Bhuyan Assistant Professor, NERC-NIRDPR, Guwahati
4.15 pm - 5.15 pm	How to Set-up a digital media platform: Govt. formalities, rules & regulations	Mr. Sandeep Bhatnagar, Director Marketing & Business Development, NIMSME, Hyderabad
27.07.2021, Tuesday		
2:00-2:15 pm	Re-cap and discussion	Dr. Akanksha Shukla Associate Professor, National Institute of Rural Development, Hyd
2.15 pm - 3.15 pm	Sources of Information for new entrepreneurs/ trends in digital media business	Dr. Meenakshi Radhika Founder, Wise Owl Consulting, Hyd, Former Director, Centre for Entrepreneurship Development, Hyd and Professor, Amity University
3:15-4:15	Modelling the business idea into business	Dr. Meenakshi Radhika Founder, Wise Owl Consulting, Hyd, Former Director, Centre for Entrepreneurship Development, Hyd and Professor, Amity University
4.15 pm - 5.15 pm	Running online business : Impresa, a case study	Ms. Anjali Chandran Founder, Impresa, Kerala

28.07.2021, Wednesday		
2:00-2:15 pm	Re-cap and discussion	Dr. Akanksha Shukla Associate Professor, National Institute of Rural Development, Hyd
2.15 pm - 3.15 pm	Desktop photography using smart phone Mobile documentation-software and hardware needed	Mr. Sunil Prabhakar Consultant, Mathrubhumi Online
3:15-4:15	Editing skills & publishing online/YouTube	Mr. Sunil Prabhakar Consultant, Mathrubhumi Online
4.15 pm - 5.15 pm	Fast and easy social media content creation	Mr. Sunil Prabhakar Consultant, Mathrubhumi Online
29.07.2021, Thursday		
2:00-2:15 pm	Re-cap and discussion	Dr. Akanksha Shukla Associate Professor, National Institute of Rural Development, Hyd
2.15 pm - 3.15 pm	Loan apps on mobile	Mr. GVS Reddy Managing Director Stree Nidhi, Dept of Rural Development, Govt of Telangana
3:15-4:15	Digital marketing tools for New age entrepreneurs/ Marketing management: Sales, Advertisement & Brand Building	Mr. Sandeep Bhatnagar Director Marketing & Business Development, NIMSME, Hyderabad
4.15 pm - 5.15 pm	Project Financing and Funding a new startup and venture: Avenues available in e-commerce	Mr. K. I Shariff Rtd. GM, NABARD
30.07.2021, Friday		
2:00-2:15 pm	Re-cap and discussion	Dr. Akanksha Shukla Associate Professor, National Institute of Rural Development, Hyd
2.15 pm - 3.15 pm	Legal Formalities in an Enterprise: Special emphasis on new cyber Laws (Factory Act, PF, Labour Laws, Cyber Laws, etc.)	Prof. Balakista Reddy Prof of Law & Registrar, NALSAR University, Hyderabad
3:15-4:15	Importance of IPR in small businesses or Startups	Prof. H. Purushotham DPIIT-IPR Chair Professor & AP State IPR Nodal Officer, Andhra University, Visakhapatnam
4.15 pm - 5.15 pm	Online marketing-Managing market plan & advertising: Case study of E-Haat	Dr. Manju Kalra Prakash Consultant, E-Haat
5:15-5:30 pm	TMP feedback/ Valedictory	Dr. Akanksha Shukla Associate Professor, National Institute of Rural Development, Hyd