

Management Development Program (MDP) on Digital Marketing



Participants during the training program

Digital Marketing is extremely crucial in today's era as it helps us focus on targeted audiences with a global reach, unlike traditional methods of marketing. Digital Marketing refers to the use of the digital channels to market products and services to reach consumers. This method of marketing involves the usage of social media, websites, search engines and other similar channels.

In this context, World Trade Center Bhubaneswar organized a five day's training program in association with MSME-DFO, Cuttack and Directorate of Export Promotion and Marketing (DEPM), Odisha. The initiative was a part of the Up scaled Entrepreneurship Skill Development Programmes Scheme by Ministry of Micro, Small and Medium Enterprises, Government of India.



The first day of the training program commenced with an inaugural address by **Ms. Nitisha Mann, Deputy Director, MSME-DFO Cuttack**. In her address she briefed the participants about the program and deliberated on the role of MSME-DFO, Cuttack in handholding and implementing various schemes and policies framed by the Government of India for the Micro, Small & Medium Enterprises.

Mr. Shantanu Nayak, Founder, Webboons Pvt. Ltd. as a resource person demonstrated on the basics of digital marketing, its objectives and benefits, difference between traditional and digital marketing, strategies for digital marketing, business listing on Google, Amazon / Flipkart Seller, Search Engine Optimization (SEO), Pay Per Click (PPC) marketing, e-mail marketing and affiliate marketing.



Mr. Rajen Padhi, Commercial Director, B One Business House Pvt. Ltd. and Convener, WTC Bhubaneswar International Trade Promotion Think Tank during his address made a detailed presentation on export import procedures and documentation. He started off with basic fundamentals of international trade and progressed to international business transactions, The General Agreement on Tariffs and Trade (GATT), World Trade Organization (WTO), World Customs Organization (WCO), Import Export Code (IEC) Registration, Registration cum Membership Certificate (RCMC) and Inco Terms. He also gave a simplified overview on FAS (Free Alongside), Fob (Free on board), CFR (Cost and Freight), CIF (Cost Insurance Freight), DDP (Delivery Duty Paid) and EXW (Ex-works). In addition to that, he deliberated on Merchandise Exports (MEIS) Scheme, types of L/C (Letter of Credit), Payment Risk Coverage, Payment Regulators and Custom Tariff Act 1975.

Ms. Sony Samal, Founder, 72 DPI Skillz Pvt. Ltd. highlighted the significance of Digital Marketing for Women Entrepreneurs. She guided them on the process of identifying the business aspirations & goals, target audience, basics of marketing techniques, market research, web design and development etc. In addition to that, she deliberated on content strategy, website wireframe, information architecture, brand colours, content strategy, branding and marketing communications.

Ms. Gayatri Kampa, Assistant General Manger, Bank of India in her session deliberated on the Credit Facilities and opportunities available for MSMEs.



Mr. Subhasis Das, Chief Manager, National Small Scale Industries Corporation (NSIC) in his session made a detailed presentation on the various schemes of NSIC and the features of NSIC Global Mart which provides for a marketing platform for MSMEs.

Dr. MD Washim Raja, Assistant Professor - Marketing, Xavier Institute of Management, Bhubaneswar made a detailed presentation on the importance of marketing in the current business scenario. He explained the theory and application of digital marketing. He further deliberated on building the digital marketing plan, digital application of 7Ps to ASOS and Boohoo, digital marketing objectives and tactics, resource planning, online marketplaces, ethical insights, budgeting and consumer response.



Mr. Sudhansu Pradhan, Expert, Government E- Market (GeM) from Government of India deliberated on the digital marketing strategies and GeM registration procedures.

During the Valedictory Session, **Ms. Nitisha Mann, Deputy Director, MSME-DFO Cuttack** proposed the vote of thanks.

Ms. Nimeshika Natarajan, Assistant Director, World Trade Center Bhubaneswar moderated the session.

The training program was conducted from September 12- 16, 2022 at Conference Hall, DEPM Odisha.

