



DIGITAL MARKETING FOR CRAFTS NIFT OUTREACH PROGRAM

TARGET

The course is suitable for people working in the field of craft to understand the promotion of their products through digital marketing tools and comprehend knowledge about digital media usage, mechanisms, and platforms for marketing and retailing craft products.

OBJECTIVE

- To understand the importance of promotional strategies through digital platforms.
- To provide awareness of the various digital marketing tools available according to the product categories.
- To provide hands-on experience with different digital marketing tools.

- **MODE OF CONDUCT:** HYBRID MODE
(COMBINATION OF OFFLINE AND ONLINE MODE)
- **ELIGIBILITY** : 10+
- **AWARD** : CERTIFICATE
- **DURATION** : 8 WEEKS, 48 HR
(3 HRS/DAY @ THUR, FRI)
- **TOTAL SEATS** : 30
- **COURSE FEES** : Rs.15,000 + 18% GST

COORDINATORS

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LAST DATE OF REGISTRATION :
25 AUGUST 2022