



NIFT OUTREACH PROGRAM

Short Term Courses for Artisans

6th-24th March 2023

Last date to enrol: 26th February 2023

Marketing Playbook for D2C craft brands

The course will introduce the artisans to concepts of marketing that will help position their products in the highly competitive craft market. The course aims to equip artisans with knowledge required for branding and marketing in both graphical as well as managerial aspects of running a digitally native business.

Objectives:

1. To comprehend the basic principles of marketing
2. To extend the understanding of marketing to online platforms
3. To learn the elements and principles of design pertaining to social media graphics
4. To create a distinct brand image for the niche product manufactured by the artisans
5. To understand the importance of cash flow and business development in the online space

Duration of the course: 2 weeks (5 days per week)

Mode: The course will be conducted in hybrid mode (combination of online and offline mode).

Maximum participants: 30-35

Fees: Rs 10,380/- per trainee

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