



कृषि प्रौद्योगिकी अनुप्रयो अनुसंधान संस्थान



AGRICULTURAL TECHNOLOGY APPLICATION RESEARCH INSTITUTE

ICAR-ATARI, ZONE-X, HYDERABAD



KVK : KVK KARUR

DATE : 23/10/2024

TITLE : On Campus Training (Online Mode)

VENUE : KVK Campus

ACTIVITY :

1. Conducted on campus (online mode) training on Digital marketing of value added products in which TABIF (TNAU) Business Manager acted as guest faculty.
2. Sessions covered the objectives, scope for digital marketing, step by step techniques for digital marketing, product promotion.
3. Also interacted with the participants on their current activities and the support they needed for digital marketing.

Staff involved: SMS (Home Science, Agrl. Extn.), PAC & SSH

Participants type & No: Farmers, Farm women and Entrepreneurs; 42

