



MSME
Development &
Facilitation Office

सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय
विकास आयुक्त (सूक्ष्म लघु एवं मध्यम उद्यम)
एमएसएमई विकास एवं सुविधा कार्यालय, इंदौर

MANAGEMENT DEVELOPMENT PROGRAMME (MDP) - 05 DAYS (ON DIGITAL MARKETING FROM 23.12.2024 to 28.12.2024)

MSME DFO (formally MSME-DI), Indore is organising Five Days "Management Development Programme" Certificate Course on Digital Marketing at Indore in association with Centre for Innovation, Design & Incubation, SGSITS, Indore from 23.12.2024 to 28.12.2024 for the benefits of MSME Entrepreneurs/Managerial and Supervisory Staff/ Aspiring and Prospective Exporters/Start-ups.

Programme Coverage :- Preliminaries for starting Digital Marketing Business, Tools and Techniques, Digital Marketing through Website and Social Medias, Search Engine Optimisation, Search Marketing, Digital Analytics with case studies, discussions and practical exercises, AI and IOT, MSME Schemes for new entrepreneurs, Loan Procedure, and Many more.

Date – 23.12.2024 to 28.12.2024

Timings – 10.30 AM to 05.30 PM

Venue – Centre for Innovation, Design & Incubation (CIDI), SGSITS, Vallabh Nagar, Indore – 452003, M.P.

Organiser – MSME DFO, 10 Ploground Industrial Estate, Indore-452015, M.P

Eligibility – MSME Entrepreneurs and their Managerial and Supervisory Staff having valid MSME Registration (Udyam Registration)/Aspiring and Prospective Exporters/Start-ups.

Course Fee – Rs. 500/- (Free for SC/ST/Women/PH/BPL)

No. of Participants – Maximum intake will be 30 Nos. Seats are reserved on First-Cum-First Serve basis.

How to Apply – Application form will be downloaded from Official Website (www.msmeindore.nic.in) under ESDP Scheme/Collected and submitted in the office latest by 20.12.2024 with all supporting documents. Contact Person – Mrs. Alka Raikwar, UDC