

TWO DAY CAPACITY BUILDING PROGRAM ON 'DIGITAL MARKETING' AT IICA, MANESAR
03-04 MARCH, 2017

Indian Institute of Corporate Affairs (IICA) through its Centre for MSME, organized a **Two-Day training program on 'Digital Marketing'** for Entrepreneurs, Marketing Professionals, Start-ups, SMEs, large Corporate, Banks and Govt. Development agencies engaged in the development of SMEs from March 3rd to March 4th, 2017 at the IICA Campus, Manesar.

The majority of the delegates were from SMEs like Securico Electronics India Limited, Change Alliances Pvt. Ltd., Combustion Research Associates, Development agencies like Directorate of Industries (Uttarakhand), DGSnD and Banks like Oriental Bank of Commerce and City Union Bank.

The inaugural proceedings of the workshop commenced on Friday 3rd March 2017, after the arrival of participants followed by welcome address by Mr. Rajesh Batra, Head, centre for MSME, to all distinguished participants who came from various places to attend this two-day capacity building training programme on 'Digital Marketing' at the IICA Campus, Manesar.

During his inaugural address, Mr. Rajesh Batra pointed out that Marketing remains key challenges for MSMEs, besides, Brand Building and Image Building. He brought closer attention about various challenges of the important component of Business model – Marketing, such as “ how SMEs and Start-ups can leverage digital strategies to boost business.” “How can SMEs and start-ups use digital channels effectively to tap in to this market.” Not only that, how can they leverage these digital channels to break traditional barriers in their industries and reach out to a global audience.

In view of these challenged faced by the MSMEs, Indian Institute of Corporate Affairs (IICA) has organized this training programme on “Digital Marketing” to facilitate learning about the tools, techniques and strategies for a successful online marketing initiatives.

The programme ended with the distribution of certificates to delegates after valedictory address and vote of thanks on 4th March, 2017 at 4 p.m. In his vote of thanks address, Mr. Rajesh Batra expressed his gratitude towards distinguished faculties and all the participants and knowledge partner – IKIGAI, who contributed in one way or the other to make this capacity building program on 'Digital Marketing' a success.
