



एम एस एम ई - प्रौद्योगिकी विकास केंद्र
MSME - Technology Development Centre
कांच उद्योग विकास केंद्र, फिरोजाबाद
Center for the Development of **Glass**
Industry (CDGI),
Firozabad



MSME TECHNOLOGY DEVELOPMENT CENTRE (CDGI)

MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES, GOVT. OF INDIA

- A1/1, Industrial Area, Jalesar Road, Firozabad 283203, Uttar Pradesh
- www.cdgiindia.net

BRIEF DESCRIPTION OF TRAINING PROGRAMME

Government Certificate Course On

AI & CHATGPT TRAINING

AI Tools & Chat GPT

Content

- **AI Tools & ChatGPT for Marketing, Advertising and Content Writing**
- **Introduction to AI Tools for Marketing – Overview of how AI is changing marketing workflows.**
- **Social Media Poster Creation – Design quick posters using Canva AI prompts.**
- **Cover Image Creation – Generate profile/cover banners with AI image tools.**
- **Product Photograph Generation – Create product shots without a physical shoot using Gemini AI.**
- **Ad Copywriting – Write high-converting ad copy using ChatGPT and Copy.ai.**
- **Email Series Creation – Build a drip email sequence with AI-assisted writing.**
- **Ad Video Generation – Turn static content into short ad videos using AI tools.**
- **Content Creation Automation – Use AIPRM prompts to speed up repetitive content tasks.**
- **Presentation Creation – Build client/pitch decks fast with Canva AI and Napkin AI.**
- **Infographic Creation – Turn data/text into visual infographics using Napkin AI.**

- **Ad Targeting** – Use AI to refine audience segments and targeting ideas.
- **Market Research** – Use ChatGPT/Claude AI to gather and summarize market insights.
- **Competitor Research** – Analyze competitor positioning and content using AI prompts.
- **Digital Marketing Strategy** – Draft a strategy outline using Claude AI/ChatGPT.
- **Content Planner Creation** – Build a monthly content calendar using AI assistance.

Tools Covered: ChatGPT, Claude AI, Canva AI, Gemini AI, Napkin AI, Copy.ai, AIPRM for ChatGPT

- ChatGPT can be used for various functions including:
- Conducting Market Research
- Producing High Quality Content
- Gaining Accurate Data
- Improved Customer Experience. Chat GPT enables businesses to provide
- personalized and interactive experiences to their customers.
- Cost-Effective Solution.
- 24/7 Availability.
- Scalability.
- Data-Driven Insights.
- Increased Efficiency

What are the Advantages of ChatGPT?

Improves Efficiency—

You can rely on ChatGPT to provide you with important information in a quick and efficient manner.

Cost Effective—

As of now, ChatGPT is a free program and you do not need to pay any amount to use the platform.

Hence, ChatGPT can be used by anyone and everyone for whatever purpose they deem fit. Students,

working professionals, businesses, and self-employed persons can all use ChatGPT for various tasks free of cost.

Date: 08 & 09 August 2026 (2 Days, 5 pm to 8.30 pm)

Course Fee: Rs 3540/- (Study material in softcopy shall be provided)

Please find below bank details

PAYMENT TO BE MADE ONLY IN MSME TECHNOLOGY DEVELOPMENT CENTRE CDGI ACCOUNT

Online (NEFT) Transfer to M/o MSME Technology Development Centre CDGI

Account Name: Centre for the Development of Glass Industry

Bank: Axis bank ltd

A/c No. 672010100020712

IFSC Code: UTIB0000672

Pls send screenshot of payment details for seat confirmation

MSME TECHNOLOGY DEVELOPMENT CENTRE CDGI CODE FOR PAYMENT

BHARATQR
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CENTRE FOR THE DEVELOPMEN

MID : 037212006720033 TID : 81573547
ME Helpdesk: 18602332332 / 022-40426060


mastercard.

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BHIM
RuPay

6100020039759646


VISA

4604901039759635

AXS-165931

 **AXIS BANK**

FOR MORE DETAILS PLEASE CONTACT:

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