



Ministry of Micro, Small and Medium Enterprises,  
Government of India

**MSME**

MICRO, SMALL & MEDIUM ENTERPRISES  
सूक्ष्म, लघु एवं मध्यम उद्यम



ISO 9001 : 2008  
ISO: 14001:2004

# OORJA TRAININGS

## 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](http://www.cdgiindia.net)

### ANNOUNCES

### ENTREPRENEURSHIP DEVELOPMENT PROGRAMME ON

**1. SOLAR ENERGY**

**2. DIGITAL MARKETING**

ON 29<sup>TH</sup> & 30<sup>TH</sup>, SEPTEMBER, 2018



**ENTREPRENEURSHIP DEVELOPMENT PROGRAMME ON  
SOLAR ENERGY & DIGITAL MARKETING  
29<sup>TH</sup> & 30<sup>TH</sup>, SEPTEMBER, 2018**

<b>DATE</b>	<b>VENUE</b>	<b>COURSE FEES</b>
<b>29<sup>TH</sup> &amp; 30<sup>TH</sup> September 2018</b>	<b>HOTEL- The Pearl</b> 25/2, Phase-II, Industrial Area Phase II, Chandigarh, 160022	<b>(SOLAR ENERGY)</b> <b>Rs. 6,500 + GST (18%) = 7,670/-</b> (includes Lunch, Morning & Evening Tea with Snacks & Soft copy of all the study material)
		<b>(DIGITAL MARKETING)</b> <b>Rs. 5,500 + GST (18%) = 6,490/-</b> (includes Lunch, Morning & Evening Tea with Snacks & Soft copy of all the study material)

● **COURSE CURRICULUM FOR SOLAR ENERGY**

**DAY 1**

- Brief about Solar Energy.
- Global in solar at a glance
- India in solar at a glance
- Electric power scenario in India
- Reasons to invest in solar in India
- What is MNRE , SECI , IREDA , Nodal Agencies
- JNNSM ( Subsidy , promotion activities )
- Rating Agencies
- Types of solar systems
- Solar PV system
- What is solar panels
- Types of solar panels available in market
- Types of solar cells ( Technology )
- Types of solar PV systems
- What solar OFF – GRID / Roof Top system
- Solutions available of OFF – Grid System (Solar home pack system, street light etc.)
- SIZING OF SOLAR OFF GRID System
- Components OFF – GRID System
- Business Opportunities of Solar OFF Grid ( Roof Top ) system in India market ( Rural / Urban )
- Open discussion

## DAY 2

- Solar ON – GRID ( Roof Top ) system
- Components ON – GRID ( Roof Top ) System
- SIZING OF SOLAR ON GRID System
- Business Opportunities of solar ON Grid ( Roof Top ) system in India market
- Solar Grid connected System ( MW projects )
- Business Opportunities of Solar MW system in India market
- Sizing of Solar Grid Interactive System
- Types of Solar Thermal system
- Technology of Solar Thermal System
- Solar Thermal System application Industrial and Domestic
- Exploring Customer Needs; Planning
- Relationship development with dealers and suppliers
- Relationship development with customers
- Business development models for rural market / industrial / domestic
- Case study of solar PV System
- Open discussions /feedback session
  
- **GOVERNMENT AND STATE POLICIES OF SOLAR ENERGY**
- **QUESTION ANSWER SESSION.**

### **WHO SHOULD ATTEND**

1. Architects
2. Industrialists
3. Consultants
4. Entrepreneurs
5. Students
6. Retired People
7. People in Service
8. Corporate
9. Engineers
10. Business oriented people

# ➤ **COURSE CURRICULUM FOR DIGITAL MARKETING**

## **DAY 1**

- INTRODUCTION TO DIGITAL MARKETING, WHY ONLINE?
- GETTING PREPARED FOR A PROPER DIGITAL MARKETING
- PLAN DESIGNING YOUR ONLINE BUSINESS
- MODEL HOW TO HOST A WEBSITE?
- WEBSITE PLANNING & CREATION OF A WEBSITE WITH ZERO TECHNICAL KNOWLEDGE
- E-MAIL SIGNATURE
- CONTENT CREATION AND POSTING TRICKS ON SOCIAL MEDIA
- CONTENT DISTRIBUTION FOR ENGAGEMENT SOCIAL MEDIA
- BUSINESS NETWORKING ON SOCIAL MEDIA

## **DAY 2**

- ONLINE BUSINESS STRATEGY
- SEARCH ENGINE & DIGITAL MARKETING
- KEYWORD RESEARCH
- GOOGLE ANALYTICS
- EARN PER CLICK /VISIT
- WEBSITE OPTIMIZATION MARKETING
- CONTENT MARKETING
  
- **QUESTION ANSWER SESSION.**

## **WHO SHOULD ATTEND**

This course is extremely relevant for advertising and marketing professionals from junior executives to senior management level, Housewives, retired professionals, Entrepreneurs, Students, IT professionals, Website designers and developers, Managers etc. Even professionals with little knowledge of IT will also be able to understand and learn the concepts

### **Max class size: 40**

Reservation of participants will be done on first come first serve basis due to limited seat availability

## **ORGANIZERS**

**Ministry of Micro Small and Medium Enterprises (CDGI)** has been set up a joint venture project of Government of India, United Nations Development Program (UNDP) United Nations Industrial Development Organization (UNIDO) and Government of Uttar Pradesh as a registered society on May 6, 1992 at Firozabad (U.P). Functioning of the Centre is looked after by its Governing Council constituted by Government under the Rules of the Society.

**OORJA TRAINING** which is a part of Oorja Solar group is engaged in providing quality training in around 10 fields both as classroom & practical trainers. They have a vast experience of more than 500 successful trainings both in India & Abroad. The company has plunged into this sphere of business with an aim to bring awareness among the people for energy conservation.

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