



Programme Details

Training Programme on “Start and Grow Business through YouTube Monetization”

Saturday, 18th May 2019



YouTube

**THE NATIONAL INSTITUTE FOR ENTREPRENEURSHIP AND SMALL
BUSINESS DEVELOPMENT (NIESBUD)**

Ministry of Skill Development and Entrepreneurship, Govt. Of India
A-23, Sector-62, Institutional Area, Noida - 201309, UP, India
www.niesbud.nic.in



Training Programme on “Start and Grow Business through YouTube Monetization” Saturday, 18th May 2019

Introduction

The advent of Internet has changed the way people live their lives, socialize and earn their livelihoods. Earning money is everybody's dream and aspiration and today, Internet has proven to be a cash cow for those enterprising people, who wish to enjoy the benefits of comforts at home along with earning sustainable amount of money. The social media is full of opportunities and as long as we have the inclination, a little bit of expertise and some free time, we can indeed make decent income from the Internet by doing creative jobs at home and earning regular income without making much investment.

The people worldwide are extremely fond of watching videos and short clips on their smart phones and social networking sites. Several videos on widespread topics like Information, Entertainment, Cooking, Movie trailers, Education, Cartoons, Songs, Recent trends, etc are being created and uploaded on YouTube website (which is the world's largest video platform) and the videos uploaded are viewed by millions of audience. As the number of views of videos and subscribers increases, the person uploading the video earns income through it. This is called YouTube Monetization.

YouTube Monetization is the process of earning money through the uploaded YouTube videos by enabling ads on them. A free channel is created on YouTube which when once becomes popular, starts getting regular unique traffic of views and becomes profitable. This is more so because advertisers become willing to pay, in order to advertise on the videos person requires special knowledge, creativity and skills.

Though easy, using the platform of YouTube to monetize it, requires proper skills. It is possible through the comfort of home and small investment to create and upload creative videos and earn income through it. Therefore, it is an excellent new business opportunity as well as means to promote existing business through YouTube. However, there are certain tools and techniques and strategies for succeeding on the world's largest video platform.

Due to lack of right information as to what are the clean and legal methods of making money from YouTube, some people get trapped in scams as well. So all you need to know is the right information on how you can become an online entrepreneur. Considering this and emerging opportunities available for freshers and prospective entrepreneurs for using the platform of YouTube to earn income, The National Institute for Entrepreneurship and Small Business Development (NIESBUD), under the Ministry of Skill Development and Entrepreneurship, Government of India, has designed and announced a special One Day Training programme on **“Start and Grow Business through YouTube Monetization”** to be held on 18th May 2019 at NIESBUD Noida Campus.

Extremely Beneficial for:

1. Students
2. Job Seekers
3. Retired personnel
4. Housewives
5. Professionals

Programme Objectives

The training aims to teach several ways in which an individual can utilize his skills and creativity to create an Online Channel on YouTube and upload content to get earnings from it. This training programme deals with the various aspects of:

- i. Creating channel and attracting subscribers for it
- ii. Branding the page, creating engaging playlists and customizing content to draw in more viewers.
- iii. Understanding effective content strategies
- iv. Monetizing channel with YouTube Partner Program
- v. Building an Audience
- vi. Using YouTube Analytics

Course Methodology

The one day programme would include class room lectures with Live presentations on screen and Interactive sessions with the participants and individual/group assignments.

Fee Details

Rs 3000/- (Rs Three Thousand Only per participant including GST). This includes course fee, lunch, high tea/coffee, GST and certificate. Limited seats for 30 persons only.

Avail 10% discount in case of two or more registrations. Those who wish to avail Residential Facility at NIESBUD during the programme will have to pay Rs 1500 per person per night (on double sharing basis). This includes accommodation, boarding and lodging at NIESBUD Hostel located at NIESBUD Campus. Kindly inform in advance in order to make suitable arrangements.

Mode of Payment:

- 1) *Cash payment at NIESBUD*
- 2) *DD drawn in favour of NIESBUD payable at Noida*
- 3) *Online Bank Transfer. The details are:*

Name of bank: Oriental bank of Commerce

Account holder name: National Institute for Entrepreneurship and Small Business Development

Address: B-31, Sector 62, Noida

Account No: 09312011002654

Account Type : Savings

IFSC Code: ORBC0100931

MICR Code: 110022092

Contact

**Ms. PARUL PURI, ADVISOR (TRAINING) AND PROGRAMME
DIRECTOR, +91-9458625494**

parulpuri@yahoo.co.in

Date: 18th May 2019, Saturday

Time: 10:00 AM – 4:00 PM

Venue: A-23, Sector 62, Noida-201309, Uttar Pradesh