

**NATIONAL YOUTH FOR SOCIAL JUSTICE IN ASSOCIATION WITH  
THE NATIONAL INSTITUTE FOR ENTREPRENEURSHIP AND SMALL  
BUSINESS DEVELOPMENT (UNDER MSDE)**

**Announces**

**Entrepreneurship Training In  
Content Marketing & Blogging**

**Program Structure**

A. Name of the Program	<b>Content Marketing &amp; Blogging</b>
B. Program Dates	16/08/2017 to 16/09/2017
C. Program Duration in hours/weeks/month	Time: Daily 2 Hr Total:40 Hrs 1 Month Programme
D Fees Details	<b>Rs.12000 + 18% GST</b>
E. Eligibility Criteria for Participants 1. Educational Qualifications 2. Work Experience required, if any 3. Age Limit <i>[Note: ITEC norms is 25-45 years]</i> 4. Target Group <i>[Level of participants and target ministries/departments etc. may be indicated]</i>	12 <sup>th</sup> , Any Graduate, No need work exp. Age limit: 18 to 55 Any Service Person   Self Employed Corporate employees   Engineers  NRI Returned  Students/ Job Seekers   Retried & Interested people
F. Assessment of Eligibility	yes
G. Aim & Objective/s of the Program	The Programme has been designed to enable participants, Existing Entrepreneurs, Prospective Entrepreneurs, working Professionals, Self employed and Students, for the development of Business, Technology in Service field.
H. Learning Outcomes	To become self employed or become an entrepreneur.
I. Assessment Criteria	During the Class time we Assess the Student Performance both Concept & Practical wise.
J. Program Content	<b>Course Content is given below</b>

**CONTENT MARKETING & BLOGGING CONTENT**

- **Attract potential customers into conversion funnel:** Learn how content marketing & blogging is different, phases of implementation & how to generate pull factor in your reach building efforts.
- **Convert Prospects to Leads using content & blog:** Learn how to aggregate audience & impact their thinking to generate high potential leads.
- **Convert Traffic to Leads:** Learn all the latest techniques of website optimization and landing page designing.

- **Nurture Leads using emails:** Learn about Content Marketing Automation, and how to use Drip Email Marketing for Lead Nurturing & Qualification.
- **Guest Blogging,** Target audience & Content Marketing, Best Content Marketing Practices, Money Making tricks & tips, resources using content marketing & blogging.



Program on : 16.08.2017 to 16.09.2017

#### Objectives of the program

This training program is designed for Existing Entrepreneurs, Prospective Entrepreneurs, working Professionals, Self employed and Students, for the development of Business, Technology Service field.

e Certificates will be awarded by Niesbud.

It can be verified anytime at  
[niesbudtraining.org](http://niesbudtraining.org)

## Methodology

A combination of multiple, conventional as well as non-conventional training methodologies will be used to effectively enhance the learning experience. This will include the following:

- ◆ Tips
- ◆ Theory Classes
- ◆ More Practical Classes

## Who May Attend

This course has been designed keeping in mind the needs of the following category of professionals:

- ◆ Any Service Person
- ◆ Self Employed
- ◆ Corporate employees
- ◆ Engineers
- ◆ NRI Returned
- ◆ Students
- ◆ Job Seekers
- ◆ Retried persons
- ◆ Interested people

### Dates & Venue:

Program Date : 16.08.2017 to 16.09.2017

### Venue:

**NATIONAL YOUTH FOR SOCIAL JUSTICE**

Address: Plot No. 508/5065, Lane 5, Mallick complex, Jagamara, Bhubaneswar.

E-mail: career.nysj@gmail.com

Duration

: 1 Month

(Mon-Fri, Per day 2 Hr)

Class Timing

: 3 Pm to 5.00 pm

Venue

: Bhubaneswar

### Investment:

The investment for the program is **Rs.12000 + 18% GST** per participant.

### Contact:

**Tandra Pattnaik**

Course Co-ordinator

National Youth for Social Justice Trust

Phone: 7749906309, 9853497622

E-mail: career.nysj@gmail.com



National Youth for Social Justice in association with  
**The National Institute for Entrepreneurship and Small  
Business Development (NIESBUD)**

[An autonomous institution under the Ministry of Skill Development &  
Entrepreneurship, **Govt. of India**]

A-23, Sector-62, Noida, UP – 201309 | Web: www.niesbud.nic.in



## REGISTRATION FORM

Program Name: 2 month Entrepreneurship Development Programme On DIGITAL  
MARKETING (QUICK MONEY) on 16.08.2017 to 16.09.2017 Timing 11 am to 1.00 am,

Program Fee: Rs.17500/-

1. First Name :
2. Last Name :
3. Date of Birth :
4. Father's Name :
5. Gender : Female | Male
6. Category : GEN / OBC / SC / ST / INTER / MINORITY
7. Physically Handicapped : Yes / No      Minority : Yes / No

8. Educational Qualification : 8th Pass/10<sup>th</sup> Pass/12<sup>th</sup> Pass/ Diploma / Graduate/Post Graduate
9. Identity Document (Any1) : Election ID card / Passport / Pan Card / Driving License / Adhar Card  
Identity Document No :
10. Address-Street No/Colony:  
City : District:  
State : Pin cod  
Phone No :
11. E-mail :( in Capital letter) :
12. Trainee's Objective : Self Employment/Wage Employment/others\_\_\_\_\_
13. If working, Organization  
Designation:
14. Mode of Payment : (i)Cheque (ii) Online (iii) UPI (iv) USSD  
Bank Name :  
Chq Number/Online/UPI/USSD Transaction Number: Date of Transaction:
15. Place of the Program :

**Date:**

**Applicant's Signature:**

Note: (1) Please bring original registration form with one photograph, one photocopy of any ID proof and NEFT/ONLINE transaction details. (2) Reservation of participants will be done on first come first serve basis due to limited seats availability.

**Bank Details:** Payment to be made by Net Banking/NEFT/RTGS favoring : **National Youth for Social Justice**

Current Account No: **018811100004678**

| NEFT IFSC Code :

Bank Name : **Andhra Bank**

| Branch: Baramunda,Bhubaneswar,Odisha,India