



30 DAYS INTERNATIONAL AGRICULTURE WINTER SCHOOL-CUM-TRAINING PROGRAM

On

"Novel Approaches in Agricultural Systems"

Jointly Organized By / Knowledge Partner

**ICAR-ATARI (11 ZONES) & ALL KRISHI VIGYAN KENDRA
CHANDRA SHEKHAR AZAD UNIVERSITY OF AGRICULTURE & TECHNOLOGY, KANPUR
INDIAN SOCIETY OF GENETICS AND PLANT BREEDING, NEW DELHI
SWAMI KESHWANAND RAJASTHAN AGRICULTURE UNIVERSITY, BIKANER
D. Y. PATIL AGRICULTURE AND TECHNICAL UNIVERSITY, TALSANDE
HINDUSTAN AGRICULTURAL RESEARCH WELFARE SOCIETY, AGRA
HANSHRAJ COLLEGE, UNIVERSITY OF DELHI & AGRI VISION 4U**



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DATE: 01-30, MARCH 2025
TIME: 05:00 PM - 08:00 PM
VENUE: HYBRID MODE (ZOOM)

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**JAGRAN INSTITUTE OF MANAGEMENT
AND MASS COMMUNICATION, KANPUR**

&



**CHANDRA SHEKHAR AZAD UNIVERSITY OF
AGRICULTURE AND TECHNOLOGY, KANPUR**

Jointly Offers a Certificate Course

**Digital Marketing with AI & International
Agri - Trade**

21st Feb to 31st March, 2025 | Duration: 6 Weeks (45 Days)



CSAUAT

JIMMC

www.csauk.ac.in | www.jimmckanpur.ac.in



Course Overview

AI Shaping The

Future Of Farming & Agriculture

The Certificate Course in Digital Marketing with AI & International Agri-Trade, offered by Jagran Institute of Management and Mass Communication (JIMMC) and Chandra Shekhar Azad University of Agriculture and Technology (CSA), is a 6-week program tailored for individuals interested in the intersection of digital marketing and global agricultural trade. The course covers essential topics like SEO, social media marketing, Google Ads, and AI applications in marketing and supply chains, alongside modules on international agri-trade, export logistics, and CRM tools. It also emphasizes personality development, communication, and leadership skills to prepare participants for global markets.

Modules Overview

Weeks 1-3:

Digital Marketing Modules

1. Introduction to Digital Marketing
2. Website Planning & Analysis
3. Search Engine Optimization (SEO)
4. Social Media Marketing (SMM)
5. Finding Target Market and Segmentation
6. Google Ads and Video Advertising
7. Google Web Analytics



Weeks 4-5:

International Agriculture Trade Modules

8. International Agri Trade – Institutional Framework
9. Agriculture International Marketing and Logistics
10. Integration of CRM in Agriculture Marketing
11. Podcasting and Networking in Agri-Business

Week 6: Personality Development, AI, and Interview Preparation

12. Communication Skills and Personality Development
13. Interview Preparation and Resume Building
14. Leadership and Teamwork Skills
15. AI Applications in Digital Marketing & Agri-Trade
 - AI in Digital Marketing
 - AI in Supply Chains
 - AI for Market Analysis and Trade
 - AI in Communication and Development

Ways to Use AI in Marketing



Ad Optimization



Sentiment Analysis



Scaled A/B Testing



Campaign Translation



Intelligent Chatbots



Content Inspiration

Learning Outcomes

Participants will:

- Gain practical digital marketing skills with a focus on agriculture.
- Understand the international framework for agricultural trade.
- Learn how to market and export agricultural products globally.
- Master AI tools and technologies for marketing, trade, and personal development.
- Enhance their personality, communication, and leadership skills for global market.

Fees Structure

Rs.2000/- Students of Jagran Education Foundation & CSA University of Agriculture and Technology Kanpur

Rs.2500/- Other students and Research Professionals

Rs.3000/- Academicians / Industrial Professionals

To know more:

Visit our website www.jimmckanpur.ac.in 'or' scan the QR Code



PATRONS



Dr. Mahendra Mohan Gupta
Chairman
Jagran Education Foundation



Dr. Anand Kumar Singh
Vice Chancellor
CSA University of
Agriculture and
Technology, Kanpur



Dr. J. N. Gupta
CEO
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Foundation

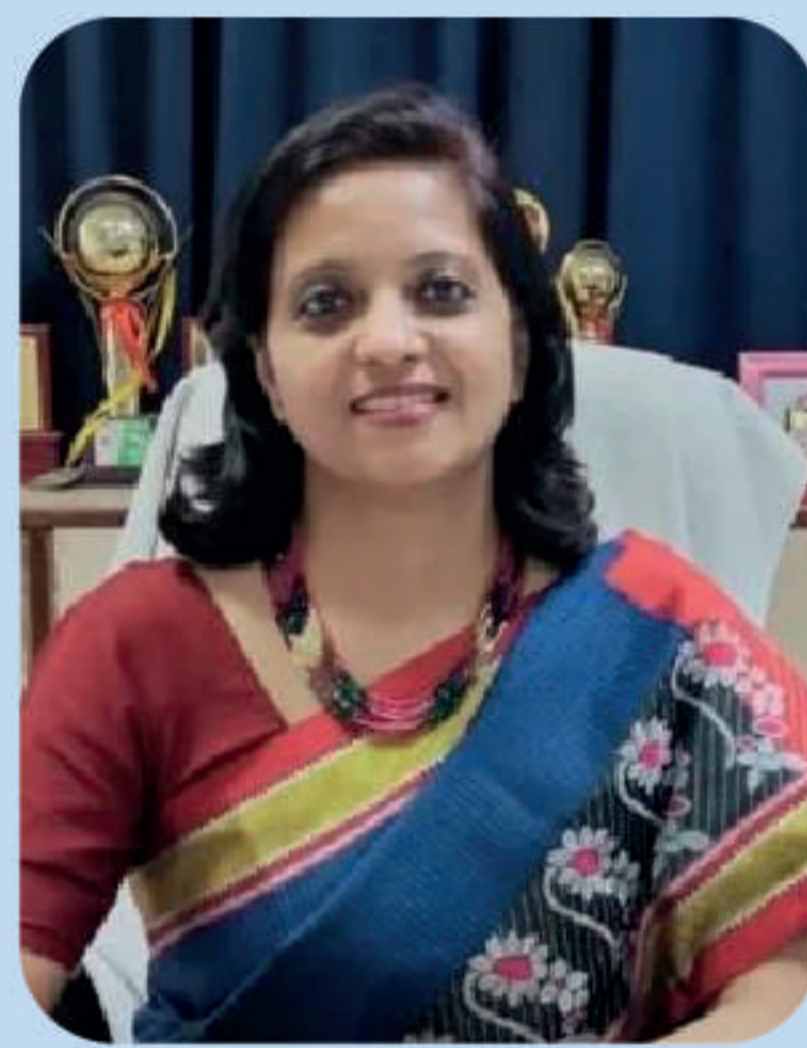
COURSE DIRECTORS



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Advisory Committee / Resource Persons

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- **Dr. Satyen Yadav**
Chairman, Horticulture Produce Management Institute
- **Alok Srivastava**
Assistant Director & Head Federation of Indian Export Organizations Aegis Ministry of Commerce & Industry, GoI
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