

# Seminar on Digital Marketing in Agriculture



Date : 22<sup>nd</sup> April, 2022

## :: Patrons ::

**Dr. K. B. Kathiria**  
Vice Chancellor  
Anand Agricultural University  
Anand, Gujarat

**Dr. R. C. Agrawal**  
DDG (Education)  
National Director-NAHEP  
ICAR, New Delhi

## :: Advisors ::

**Dr. Prabhat Kumar**  
National Coordinator  
NAHEP-CAAST, ICAR, New Delhi

**Dr. M. K. Jhala**  
Director of Research  
AAU, Anand

## :: Guest Speakers ::

**Mr. Tapan Kr. Jha**  
Manager Cum Youtuber  
Google Certified Digital Marketing

**Mr. Deepak Kumar**  
SEO Expert  
Digital Marketing Trainer

**Mr. Sumant Tiwari**  
Manger  
Digital Marketing Expert  
Social Media

Topic : Digital Marketing in  
Agriculture

Time : 10:00 to 12:00 Hrs.

Topic : Importance of E-commerce &  
Search Engine Optimization

Time : 14: 00 to 16:00 Hrs.

Topic : Social Media Optimization

Time : 16:00 to 18:00 Hrs.

## :: Convener ::

**Dr. R. S. Pundir**  
Principal & Dean, IABMI  
PI, NAHEP-CAAST  
AAU, Anand

## :: Organizing Secretary ::

**Dr. Y. A. Lad**  
Core Co - PI (HRD)  
NAHEP-CAAST  
AAU, Anand

## :: Co - Organizing Secretary ::

**Dr. D. R. Kathiria**  
Director (IT) & Principal (AIT)  
Core Co - PI, NAHEP-CAAST  
AAU, Anand

## Organizing Committee Members

Dr. M. R. Prajapti, Co-PI, NAHEP - CAAST  
Dr. C. R. Dudhagara, Co-PI, NAHEP - CAAST  
Ms. Vishita Khanna, Co-PI, NAHEP - CAAST  
Dr. D. K. Parmar, Co-PI, NAHEP - CAAST  
Dr. Vinaya Kumar. H. M, Co-PI, NAHEP - CAAST

## Programme Coordinator

Mr. Bhavik Patel, RA, NAHEP - CAAST  
Mr. Apurva Bhoi, PA, NAHEP - CAAST  
Ms. Shraddha Shah, PA, NAHEP - CAAST  
Mr. Smit Bhavsar, PA, NAHEP - CAAST

## :: Registration link ::

<https://forms.gle/uMwF1wxVBTfEqvvm9>

## :: Venue ::

Auditorium, International Agri-Business Management  
Institute, Anand Agricultural University, Anand

## Organized by

Centre for Agricultural Market Intelligence  
NAHEP-CAAST, Anand Agricultural University, Anand

Website : <http://nahep-caast.aau.in/>