

2. ISCA, Coimbatore chapter sponsored Awareness programme on “DIGITAL MARKETING OF VALUE ADDED PRODUCTS” was jointly organized by PG and Research Department of Biotechnology and Department of Computer Applications and Information Technology, Kongunadu Arts and Science College, Coimbatore on 07.03.2022 at the college premises. The welcome address was given by Dr S Mythili, Associate Professor and Head, Department of Information Technology, KASC. The theme of the programme was given by the Dr B Vishnupriya, Assistant Professor in Biotechnology, KASC. Dr. S R Madhan Shankar, Dean Academics, KASC felicitated the gathering.

A total of 11 farmers from Maniyakarampalayam and Udayampalayam, Coimbatore were participated in this awareness programme. Students from Department of Biotechnology displayed value added products of Corn based Eco-friendly gum, Edible cutlery with grains, Cocopeat block, Ecofriendly handmade coconut shell pot and Coco Compost for organic farming. Also students explained the procedure to make eco-friendly products to the farmers in detail. Participants were eagerly listened and gave suggestions to make the products more viable and standardized.

Ms. Abinaya Rajendran, Account Manager, Executive Selling Partner Relations Team, Amazon, India was the Resource Person of Virtual Session. She explained about Digital Marketing of a Value added product. In her speech, she explained about steps for online marketing, the government norms and basic documents needed to start an online business. She also explained about the benefits of online marketing and how to contact the Amazon local agents to continue their online marketing process. The session ended with a fine note and the farmers clear their doubts about the online marketing. A total of 11 farmers, 15 students and faculties attended the Virtual Session.



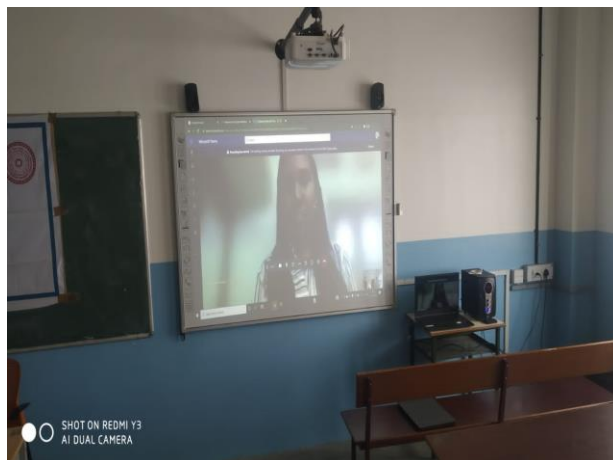
Welcome the Participants



Visual Presentation of Digital Marketing



Explanation about Cocopeat



Presentation by Resource Person



Explanation about Corn Gum Preparation



Participants of Virtual Session



Farmers with Faculty of Biotechnology, Computer Applications and Information Technology Departments.