



**MSME**

MICRO, SMALL & MEDIUM ENTERPRISES

सूक्ष्म, लघु एवं मझिम उद्यम

Development & Facilitation Office



**One Week Management Development Programme on  
Digital Marketing From 09/09/2024 to 13/09/2024 at Kolkata,  
West Bengal.**

**Coverage:** Marketing & Concept of Digital Marketing, Mobile Photography & advertisement, Market place overview, E-Commerce Overview, Trade Mark Registration & Branding, Govt. E-Market Place (GeM) etc.

**Eligibility Criteria:** MSME entrepreneurs and/or their managerial & supervisory staff having Minimum Class X pass.

**Course Fee:** For General Rs. 400/-. Fees exempted for SC/ST/Women/Physically Handicapped candidates & Ex-serviceman **(To be paid after selection)**.

**Certificate:** Certificates will be awarded after successful completion of the training programme.

**Age:** 18 yrs. & above.

**Place of Training:** MSME-Development & Facilitation Office, 111 & 112 B. T. Road, Kolkata-700108. Timing: 11:00 A.M. to 5:15 P.M.

**Last date for Submission of Application:** 29.08.2024 along with copies of Age Proof Certificate, Caste, Qualification, Udyam Registration No. etc. at MSME-DFO, Kolkata.

**Interested candidates may apply in prescribed application form to:** Joint Director & HoO, MSME-Development & Facilitation Office, 111 & 112 B. T. Road, Kolkata-700108. Only hard copies of applications with documents will be accepted.

**Place, Date & Time of Interview:** MSME-DFO, Kolkata, 02/09/2024 (Monday) at 11:30 A.M.

**Contact Person: 1) Shri Bipul De, Asstt. Director,**

Contact No. 7974046001, 033-2577-0595/0598 email: bipul.de.msme@gov.in

**Format of application is available in the website of the Institute [www.msmedikolkata.gov.in](http://www.msmedikolkata.gov.in).**

**N.B.** - No separate call letter will be sent for attending the interview & no TA/DA will be paid for appearing in the interview. Original documents in respect of qualification, age, caste etc. are to be brought on the date of interview.

**Joint Director & HoO, MSME- Development & Facilitation Office**

**111 & 112, B.T. Road, Kolkata - 700108**

**Telephone No- 033-2577-0595/0597/0598**

**Email ID: [dcdi-kolkatta@dcmsme.gov.in](mailto:dcdi-kolkatta@dcmsme.gov.in) Website: [www.msmedikolkata.gov.in](http://www.msmedikolkata.gov.in)**

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