



**NATIONAL INSTITUTE OF RURAL DEVELOPMENT AND
PANCHAYATI RAJ, DELHI BRANCH**

(Ministry of Rural Development, Government of India)

**Training of Trainers (ToTs) Programme on Marketing Skills (Western Region)
for State Programme Manager/ District Programme Managers/
Nodal Persons (Non-Farm) of SRLMs**



Date of Training: 19th to 21st January, 2026
Venue: NIRDPR, Rajendra Nagar, Hyderabad-500030

Organized by

Centre for Marketing & Promotion of Rural Products, Entrepreneurship Development (CMPRPED)
NIRDPR Delhi Branch, Core 4B, UG Floor, India Habitat Centre,
Lodhi Road, New Delhi-110003

About the Training

Self Help Groups (SHGs) are playing great role in uplifting the rural women directly, and the rural population indirectly as the empowerment of women leads to upliftment of the entire household. Self Help Groups/Producer Groups/Rural Entrepreneurs are producing the products and also involved in selling their products but they operate at small scale. To increase their outreach, it was felt that their marketing skill should be developed. The SHGs should be trained to adopt Better Designing & Packaging, Value Chain Management, Pricing Strategies, e-Marketing for promotion and improving sale of their products. As the SHGs belong to rural areas, so it is necessary to improve their Communication and Behavioural Skills, Customer Care Strategies also to face the challenges of marketing, Taxes/GST Norms, etc., these are also needed to be improved.

In view, CMPRPED, NIRDPR Delhi Branch is organizing three (3) Days **Training of Trainer's Programme on Marketing Skills for State/District Programme Managers (Non-Farm)/ Nodal Persons of SRLMs of Western Region from 19th to 21st January, 2026 at NIRDPR Hyderabad Campus.**

Objectives

- To brainstorm and identify the issues and Challenges in Marketing of SHG Products. (The challenges i.e., Branding, Packaging, Communication, Value Chain etc.),
- To impart latest marketing skills, appropriate to overcome the Challenges (Branding, Designing, Packaging, Communication, Behavioural Change, Sale and Promotion of SHG Products through online/e- Marketing Channels, Value Chain Management, Taxes/GST Issues, Mode of transactions and how to ensure operational Protocols/Complaints related to Branding and Packaging etc.).
- To orient the participants to adopt best practices through exposure visits.

Outcome:

As an outcome of the training, the participants i.e. State/District Programme Managers/ Nodal Persons will be able to provide further training to other Block Level Functionaries/CRPs/SHGs/PGs in their area. After training, they will have an idea of the benefits of better designing, packaging, branding, sale and promotion of the products through various channels of online/e-Marketing, sale and promotion of the rural products through social media, good communication skills etc., Taxes/GST issues faced by SHGs, better understanding of mode of transactions and how to ensure operational protocols etc. In the long run, the trainer will be able to empower the SHGs to get the right price of their products through online/offline marketing and through exhibitions at State/National/International levels.

Sessions:

| Time | Session | Resource Person |
|-------------------------|--|---|
| Date 19.01.2026 | | |
| 09:30 AM to 10:00 AM | Introductory Session | Dr. Molishree, Director (RL), MoRD, Dr. Vanishree Joseph, Director, NRLM, RC & Shri Chiranji Lal, AD (CMRPED), NIRDPR, Delhi Branch |
| 10:00 AM to 11:15 AM | Issues and Challenges in Marketing of SHG Products | Dr. Partha Pratham Sahu, Associate Professor, NIRDPR |
| 11:15 AM to 11:30 AM | (Tea Break) | |
| 11:30 AM to 12:45 PM | Group Work & Presentations on Issues and Challenges in Marketing of SHG Products | Dr. Partha Pratham Sahu, Associate Professor, NIRDPR |
| 12:45 PM to 02:00 PM | (Lunch Break) | |
| 02:00 PM to 03:15 PM | Branding, Better Designing & Packaging of SHG Products | Ms. Ritika Agarwal, NIFT, Delhi |
| 03:15 PM to 03:30 PM | (Tea Break) | |
| 03:30 PM to 04:45 PM | Promotion of Rural Products through e-Marketing & Social Media | Ms. Ritika Agarwal, NIFT, Delhi |
| Date: 20.01.2026 | | |
| 10:00 AM to 11:15AM | Sales Communication and Psychology of Buyers, Behavioral Changes | Dr. Akanksha Shukla, Associate Professor, NIRDPR Hyderabad |
| 11:15 AM to 11:30AM | (Tea Break) | |
| 11:30 AM to 12:45 PM | Devising Media Strategy through Online Communication | Dr. Akanksha Shukla, Associate Professor, NIRDPR Hyderabad |
| 12:45 PM to 02:00 PM | (Lunch Break) | |
| 02:00 PM to 03:15 PM | Value Chain Management (Handicraft & Handloom Products) | Surjit Vikraman, Associate Professor NIRDPR |
| 03:15 PM to 03:30 PM | (Tea Break) | |
| 03:30 PM to 04:45 PM | Financial Inclusion issues related to SHGs, Taxes/GST Issues. | Shri P. Mohanaiah, NRP , Hyderabad |
| Date: 21.01.2026 | | |
| 10:00 AM to 01:00 PM | Exposure Visit of Participants | Shri Suresh Prasad, NIRDPR Delhi Branch |
| 01:00 PM to 02:00 PM | (Lunch Break) | |
| 02:00 PM to 05:00 PM | Feedback Session, Group Photograph & Certificate Distribution | Shri Suresh Prasad, NIRDPR Delhi Branch |

Course Coordinator
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