Progress Report

Digital Marketing Skills for Agri-Startups

Batch - IX

MANAGE-Centre for Innovation and Agripreneurship (CIA)
National Institute of Agricultural Extension Management (MANAGE)
(An Organisation of Ministry of Agriculture & Farmers Welfare, Govt. of India)
Rajendranagar, Hyderabad-500030, Telangana, India

The Program

MANAGE-CIA launched the ninth batch of its Digital Marketing Skills for Agri Startups training program on 28th September 2026. The program had 25 participants, comprising Students, Agripreneurs, Researchers and Agri professionals. The program is being held online during 28th September – 9th October 2026.

Program Objective

The 10-Day Online Program aims to provide participants with:

- Foundational Knowledge – A solid understanding of digital marketing concepts, trends, and strategic approaches.
- Technical Skills – Hands-on learning in website development, SEO, SEM, web analytics, and mobile marketing.
- Platform Proficiency – Practical exposure to social media tools, online marketing platforms, and email marketing techniques.
- Content & Engagement Strategies – Insights into content marketing and customer engagement to build and grow digital presence.



Session Wise Report

Inauguration: 28th September 2026 (Monday)

The ninth batch of the Digital Marketing Skills for Agri-Startups program began with the inaugural session on 28th September 2026. Ms. V. Usha Sree, Manager, MANAGE-CIA, graced the session, and Ms. Kanika Rajawat served as the Program Coordinator, welcoming the participants and coordinating the proceedings. The inaugural session set the tone for the ten-day program and was followed by the first technical session of the day.

Session 1.1 – The Role of Digital Marketing in Accelerating Agri-Startup Growth

Objective of the Session

The session was designed to enhance participants' understanding of digital marketing fundamentals, key components, essential tools, and emerging trends, highlighting its potential to expand agri-business growth, strengthen customer engagement, build brand trust, and reduce marketing costs.

Key Takeaways

The session began by contrasting the traditional agri-value chain (Farmer → Trader → Mandi → Wholesaler → Retailer → Consumer) with the digital route (Brand → Consumer), where no layers stand in between. Digital marketing was defined as the use of digital channels such as the internet, mobile, social media and search to promote and sell. Its three main advantages were highlighted as reach (speaking to customers directly), trust (building credibility without a middleman) and low cost, which together help the producer retain more of the final price.

Country Delight, a subscription-led dairy D2C brand, and DeHaat, a platform connecting farmers and buyers directly, were discussed as examples.

A comparison of digital and traditional marketing was made across cost, reach, targeting and measurability. Traditional ads are bound by geography and their impact is unknown, while digital marketing reaches anyone, anywhere and gives exact figures on views, clicks and sales. Participants were reminded that word-of-mouth trust still matters, as digital extends it rather than replacing it.

Ms. Haritha Sivasubramaniam,
Digital Marketing Trainer & Personal Brand Manager, The Brand Koodam

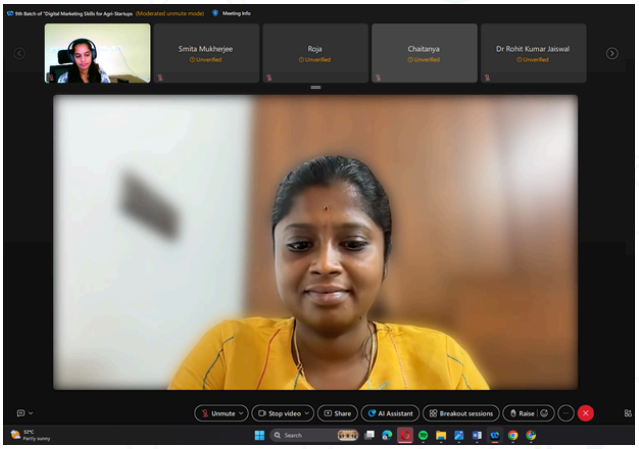


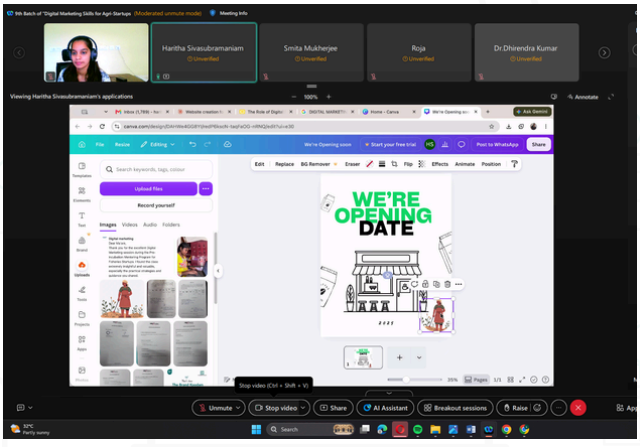
Eight components of digital marketing were covered: Website, SEO, SEM, Social Media, Content Marketing, Email Marketing, Mobile Marketing and Web Analytics, each with a specific job. Basic free or low-cost tools were introduced: Canva for ready-made templates, Google Trends for search insights, Meta Business Suite for scheduling and managing posts, WhatsApp Business for direct customer communication, and Edits for reel editing.

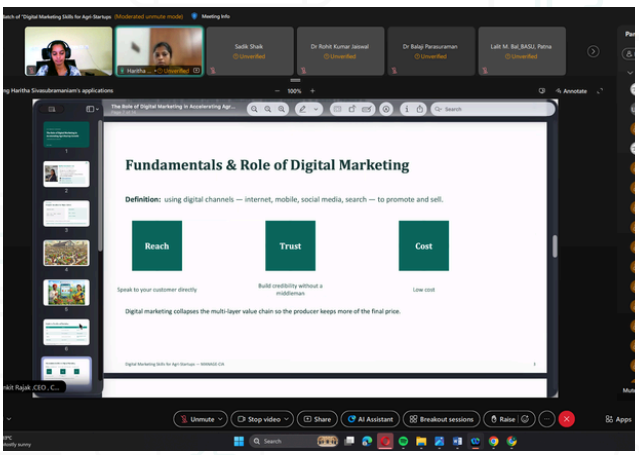
The four P's of marketing were re-read in a digital context: Product (story and presentation, not just the item), Price (transparent, flexible and subscription-friendly), Place (website, app or WhatsApp catalogue, so the customer never has to travel) and Promotion (social content and influencer partnerships rather than banners). Recent trends were also discussed, including AI-driven personalisation, short-form video, social commerce, voice search for rural and vernacular users, and micro-influencers.

Session Summary

The session provided insights into the benefits of digital marketing, including direct audience reach, trust-building, and cost-effective promotion. It highlighted the use of free and user-friendly digital tools to overcome budget and skill barriers, enabling beginners to create and promote content with minimal investment. The session also emphasized selecting relevant digital platforms and emerging trends based on business objectives, target audiences, and available resources.









Session 1.2 – Digital Content Strategies for Modern Farming Entrepreneurship

Objective of the Session

The session was designed to demonstrate how digital content can strengthen agricultural communication and foster meaningful connections with farmers. It focused on practical approaches to developing simple, informative, and farmer-oriented content, including short-form videos, field-based storytelling, modern farming technologies, and the effective use of digital platforms to make agricultural knowledge accessible, engaging, and relevant to farming communities.

Key Takeaways

The session began by highlighting the connection between agricultural knowledge, communication, and digital outreach, drawing on Ms. Debasmita Mondal's experience with KrishiBarta. Her approach focused on presenting agricultural information in a simple, practical, local-language, and farmer-oriented manner, covering areas such as modern farming technologies, farmer stories, government schemes, agronomy, training opportunities, and market linkages.

Participants were introduced to the content development process behind agricultural videos, beginning with identifying farmer questions and field-level needs, followed by research, topic selection, scripting, capturing relevant visuals, and publishing. The session emphasised that useful agricultural content should originate from real problems and practical field experiences rather than being created only for promotion.

A major focus was placed on short-form video creation. The suggested structure included starting with a strong hook, showing the relevant farm, crop, technology, or farmer, explaining two or three practical points, providing field-based evidence, and ending with an opportunity for audience interaction. This approach helps make complex agricultural topics easier to understand while encouraging meaningful conversations with farmers.



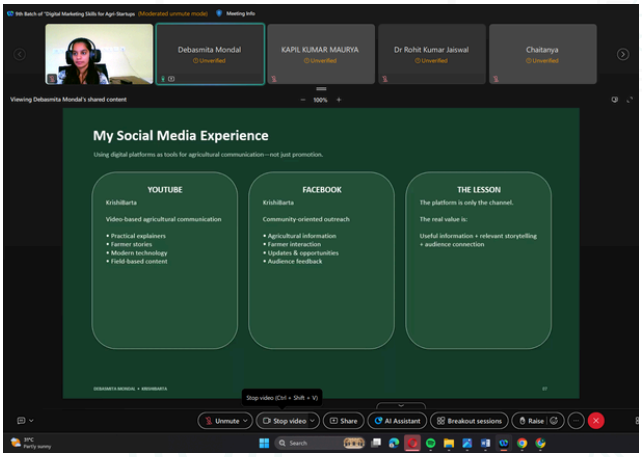
Ms. Debasmita Mondal
Digital Marketing Trainer &
Founder of KrishiBarta

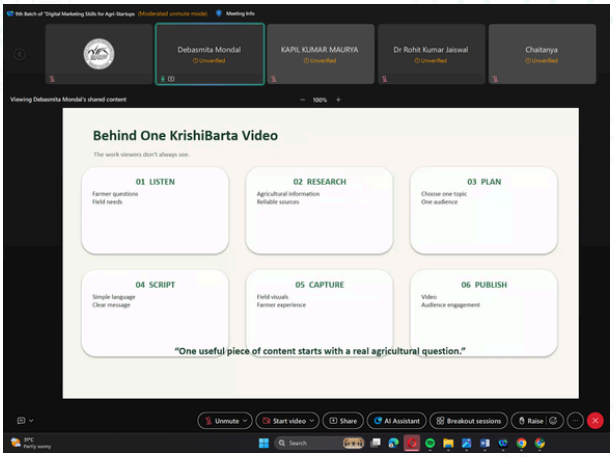
The session also demonstrated how technologies such as polyhouse, hydroponics, and aeroponics can be communicated effectively by showing the technology, explaining how it works, and connecting it with practical field realities. Farmer experiences and success stories were presented as valuable content resources that can support peer learning by documenting the challenge, decision, field experience, learning, and takeaway for other farmers.

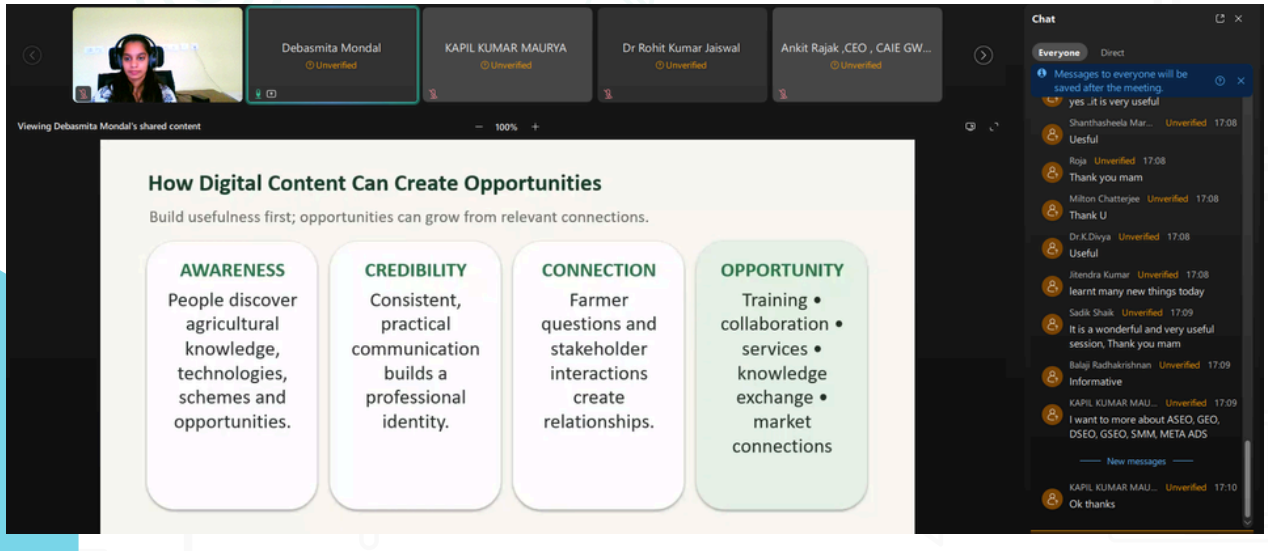
The session emphasized that digital outreach should extend beyond reach and views to foster meaningful engagement. Relevant content can generate questions, conversations, follow-up content, and stakeholder connections, creating opportunities for collaboration, training, knowledge exchange, and market linkages.

Session Summary

The session concluded with an emphasis on responsible agricultural communication. Participants were encouraged to verify information, simplify technical concepts without losing their meaning, use locally relevant examples, incorporate real field experiences, distinguish individual experiences from general recommendations, and use audience feedback to improve future content. The overall message was to build digital presence consistently through useful, credible, and sustainable agricultural communication.







Session 2 – Building a Digital Footprint: Crafting and Launching a Website for Startups

Objective of the Session

The session aimed to help startups understand why a professional website is the foundation of their digital presence and to guide them through the journey from idea to domain, design, a live website, Google visibility and finally customers.

Key Takeaways

The session opened with a simple exercise: search for your own business name on Google and see what customers find. A website was presented as a digital office that works 24×7, which the business owns, unlike social media where the platform controls reach and visibility. Seven reasons for having a website were discussed: trust and credibility, discoverability, ownership, lead generation, sales and bookings, professionalism and scalable growth. The difference was made clear that social media builds awareness and engagement, while a website converts visitors into leads, bookings and sales.

The session covered different types of websites, including brochure, portfolio, e-commerce, and booking/service websites, along with various development approaches such as DIY/no-code platforms, freelancer or agency support, and custom development. It compared platforms such as WordPress/WooCommerce, Shopify, Wix, and Framer, with indicative costs and an overview of domain registration, hosting, design and development, and ongoing maintenance expenses. The session also explained the importance of a domain name as a business's digital address, common extensions such as .com, .in, .co.in, .org, and .store, and key considerations for choosing a short, memorable, and easy-to-spell domain name.

Mr. Rohan Manohar Karote
Digital Marketing and Branding expert
Co – Founder, Pacers Media

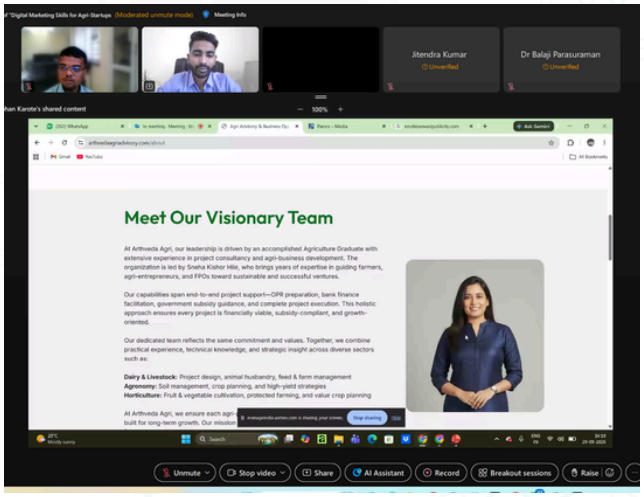


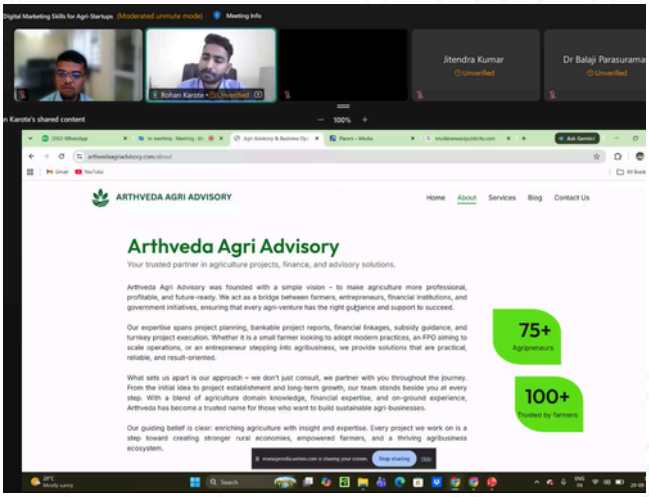
For website content, the essential pages (Home, Products, About Us and Contact) were discussed, along with the "5-second rule" for the homepage. A strong homepage should state the Audience, Problem, Promise, Proof and a single primary Call-to-Action. Common mistakes were highlighted: an unclear value offer, weak or missing CTA, slow page speed, a broken mobile layout, and generic copy without social proof.

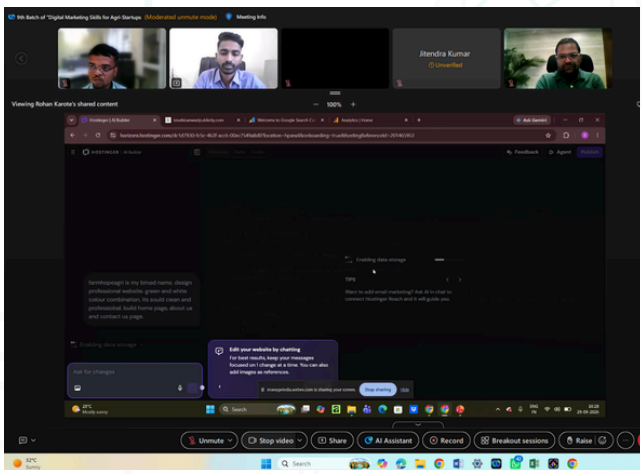
The session also covered search and AI-era discovery. Clear, structured pages, original proof and authority, technical accessibility and fresh content were recommended, along with building an "Answer Library" by collecting real customer questions from WhatsApp, calls and conversations and publishing clear answers as FAQs and blog posts. Brand identity (logo, colours, typography, imagery and voice), basic design rules, a pre-launch checklist and a 7-day action plan to plan, build, test and launch a website were shared with the participants.

Session Summary

The session provided a practical roadmap for website development, covering the selection of an appropriate website type and platform, domain registration, homepage content creation, and avoidance of common development mistakes. It also highlighted the importance of making websites search-engine and AI-friendly, testing functionality before launch, and following a structured approach to launching a functional website within a week.









Session 3 – Relationship-Driven Digital Marketing for Agri Brands: Email, Influencer & WhatsApp-Vernacular Strategies

Objective of the Session

The session was designed to equip participants with practical knowledge of relationship-driven digital marketing strategies for agri and food brands, focusing on building customer trust, encouraging repeat purchases, generating referrals, understanding buyer segments, leveraging suitable digital channels, and applying AI tools and structured marketing workflows to strengthen customer engagement and establish sustainable digital relationships.

Key Takeaways

The session highlighted that relationships can be more valuable than reach for agri and food brands, as trust, customer interaction, repeat orders, and referrals play an important role in long-term business growth. Participants were encouraged to focus on building credibility through useful information, authentic stories, customer proof, and consistent communication.

A key learning was the importance of understanding the target buyer before selecting digital channels. The session discussed different approaches for farmers and rural buyers, B2B and institutional customers, and urban D2C consumers, showing how platforms and communication styles should be aligned with the behaviour and preferences of each audience.

The session covered practical methods for leveraging email marketing and influencer collaborations to strengthen customer relationships. It focused on audience segmentation, lead capture, automated email workflows, influencer selection, campaign objective setting, performance tracking, and long-term creator engagement to support effective and sustainable digital marketing strategies.

Ms. Sowmya S
Digital Marketing Trainer & Branding Specialist , Elite Enabler Awardee

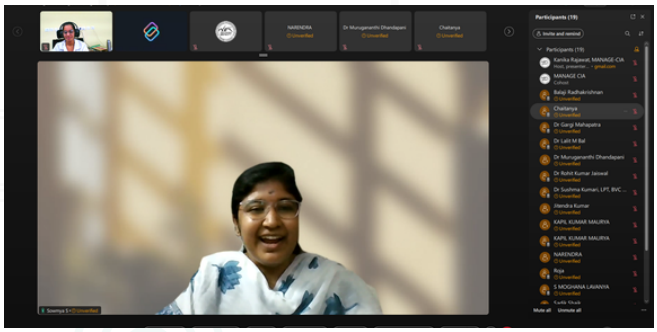


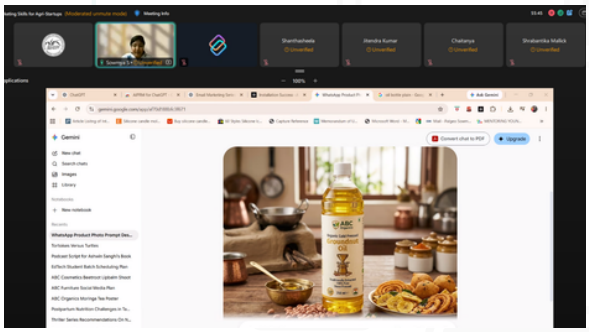
The session also emphasised WhatsApp Business and vernacular-first communication as effective tools for reaching farmers, retailers, and regional audiences. Participants learned about setting up catalogues, labels, quick replies, broadcast lists, click-to-chat options, and adapting content naturally into regional languages rather than relying on direct translation.

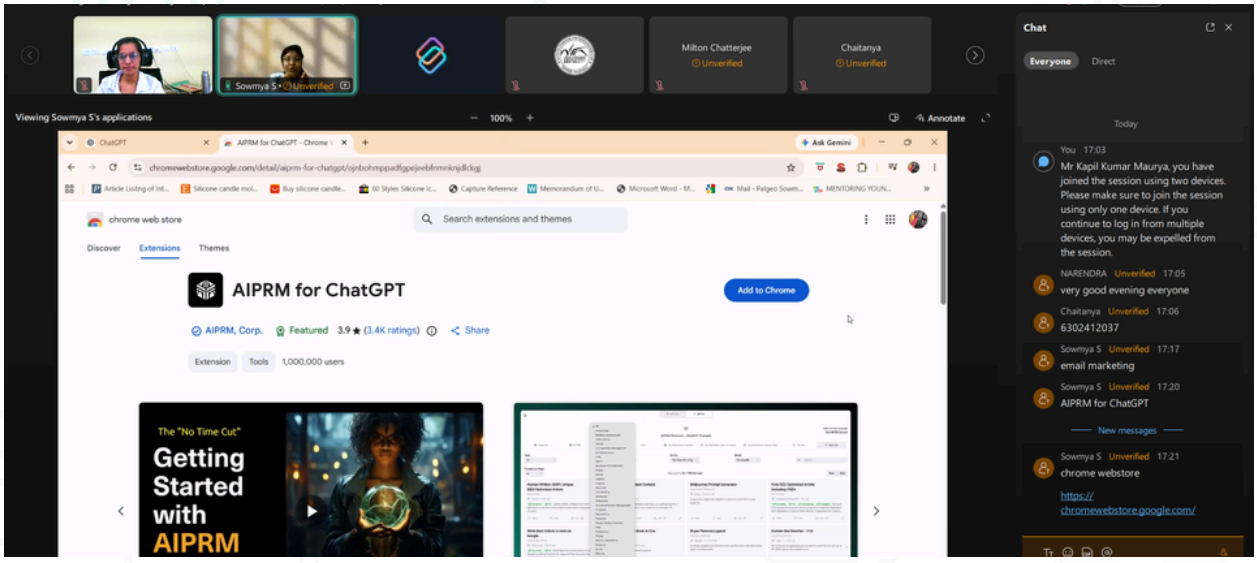
Another important takeaway was the practical application of AI tools in digital marketing, including content creation, translation, design, email marketing, and WhatsApp automation. The session concluded with a 30-day relationship marketing roadmap covering setup, creator collaborations, customer communication, follow-ups, testimonials, and performance optimisation, providing participants with actionable steps to strengthen their digital marketing efforts.

Session Summary

The session provided an overview of relationship-driven digital marketing strategies, focusing on email marketing, influencer collaborations, WhatsApp Business, and vernacular communication. It covered customer segmentation, email automation, influencer selection, campaign performance tracking, WhatsApp catalogues, customer follow-ups, and repeat-order generation. The session also emphasized building customer trust through consistent engagement and regional-language communication, introducing AI tools for content creation, translation, design, and marketing automation, and outlining a practical 30-day roadmap for planning, implementing, and optimizing digital marketing activities for agri and food brands.







Session 4 – Agro Google: From Student Guidance to an Agriculture Content Community

Objective of the Session

The session was designed to introduce Agro Google and its digital approach to agricultural education, guidance, counselling, and farmer support, with the objective of enhancing understanding of how digital platforms can make agricultural information more accessible, accurate, and user-friendly for students and farmers. It also aimed to emphasize the importance of identifying target audiences' information needs and developing relevant digital content and support systems to address them effectively.

Key Takeaways

The session began with an introduction to Agro Google, explaining the idea behind the platform and its objective of making agriculture-related information easily available to students and farmers. The initiative focused on providing education, guidance, counselling, and farmer-oriented support, with an emphasis on delivering the right information at the right time.

A key part of the session was understanding the problems faced by agriculture students while making educational and career-related decisions. These include questions related to entrance examinations, selection of colleges and courses, counselling procedures, choice filling, required documents, cut-offs, and seat allotment. The session demonstrated how structured digital guidance can help students navigate these challenges more effectively.

Another important focus was on short-form agricultural content. The session showcased the use of short videos for areas such as farmer awareness, practical farming tips, and agriculture-related facts. Such content can help communicate useful agricultural information in a simple and easily consumable format while increasing engagement across digital platforms.

Mr. Ajay kumar &
Mr. Puspendra Kumar
Founder & Co – Founder
Agro Google

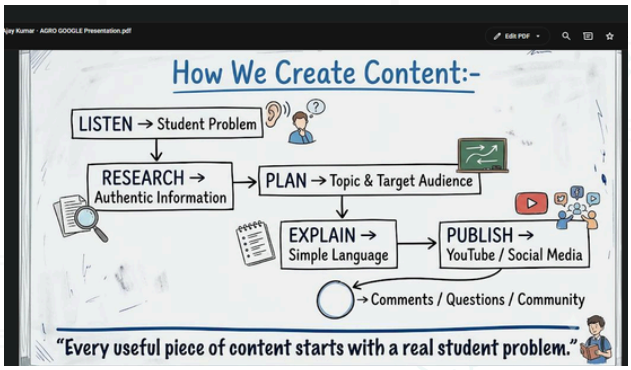


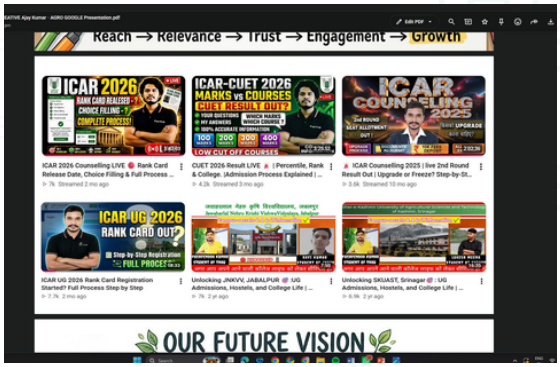
The session also demonstrated the role of different digital platforms in building and engaging an online community, YouTube is used for educational videos and live sessions, Telegram for instant examination and counselling updates, WhatsApp for direct community discussions, and Instagram for updates, Shorts, and mentorship. This multi-platform approach helps reach audiences through different forms of digital communication.

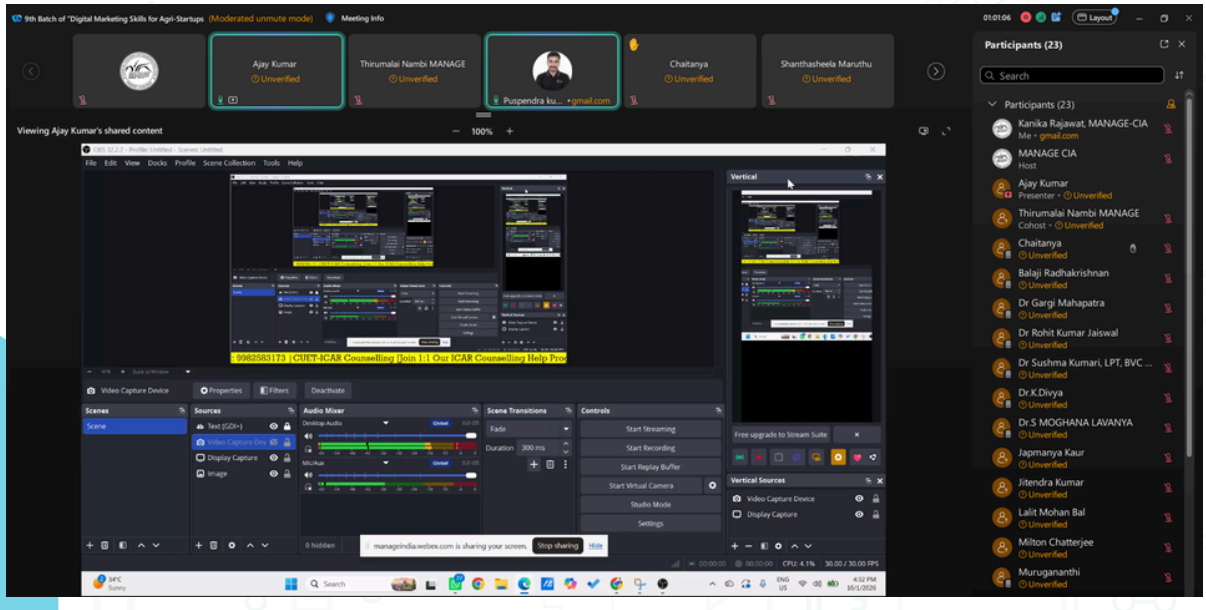
A significant takeaway was the guidance flow followed by Agro Google: Problem → Discussion → Information → Options → Decision. This approach emphasises that effective digital communication should go beyond simply sharing information. The ultimate objective should be to understand the user's problem, provide relevant information, present suitable options, and support them in making an informed decision.

Session Summary

The session provided an overview of Agro Google's use of digital platforms, including YouTube, Instagram, Telegram, and WhatsApp, to support agricultural education, guidance, and farmer outreach. It highlighted the role of short-form content, live sessions, and community engagement in disseminating relevant agricultural information, building audience trust, and strengthening communication with students and farming communities.







Session 5 – Search Engine Optimization in Boosting Online Visibility- Unlocking Organic Growth

Objective of the Session

The session was designed to provide a comprehensive understanding of Search Engine Optimization (SEO) and its role in enhancing online visibility, organic traffic, and digital discoverability. It focused on SEO strategies for agri-startups, academic institutions, researchers, and agribusinesses to improve search rankings, reach relevant audiences through search engines such as Google, optimize their digital presence, and achieve sustainable organic growth.

Key Takeaways

The session began with an introduction to SEO (Search Engine Optimization) and explained how search engines discover, crawl, index, and rank webpages before presenting them to users. Participants learned how SEO helps organizations become more visible online and attract visitors through unpaid search results. The importance of SEO for agri-startups, universities, and researchers was highlighted as a means of increasing visibility, engagement, and outreach.

A major focus of the session was understanding search intent and keyword research. Participants explored how users search online and the different categories of search intent, including informational, navigational, commercial, and transactional searches. The session demonstrated the importance of identifying audience needs, researching relevant keywords, and aligning content with user intent to improve search performance and relevance.

The session covered the fundamentals of On-Page SEO, highlighting the role of optimized page titles, meta descriptions, URLs, headings, keyword placement, image alt text, internal links, and calls-to-action in improving online visibility. It explained how these elements help search engines understand webpage content, enhance user experience, improve click-through rates, and increase website traffic. Practical examples demonstrated the application of On-Page SEO techniques to achieve better search rankings and digital engagement.

Ms. Dharshini
Digital Marketing Analyst



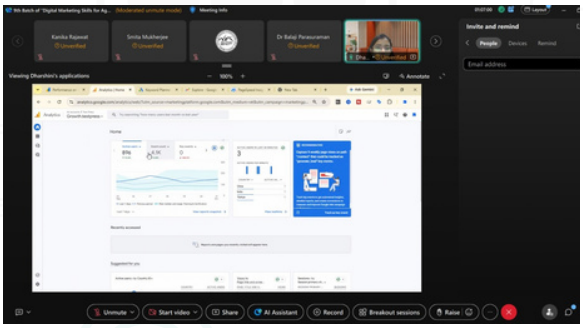
Another important aspect discussed was content creation and internal linking strategies. The session emphasized creating useful, audience-focused content such as blogs, FAQs, guides, case studies, research summaries, videos, and infographics. Participants learned how strategic internal linking improves website navigation, enhances user experience, and helps search engines understand relationships between pages and topics.

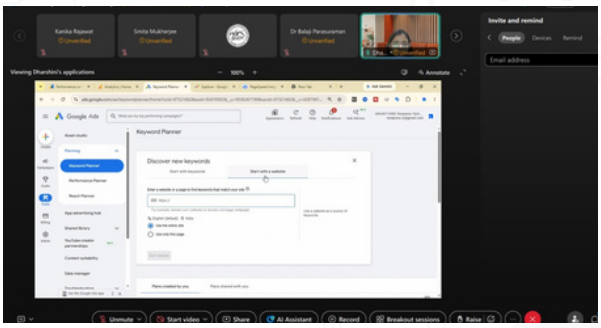
The session also introduced participants to Technical SEO, covering essential website health factors such as mobile responsiveness, website speed, HTTPS security, sitemap management, crawlability, indexability, broken links, and Core Web Vitals. The importance of maintaining a technically sound website for better search performance and user experience was strongly emphasized.

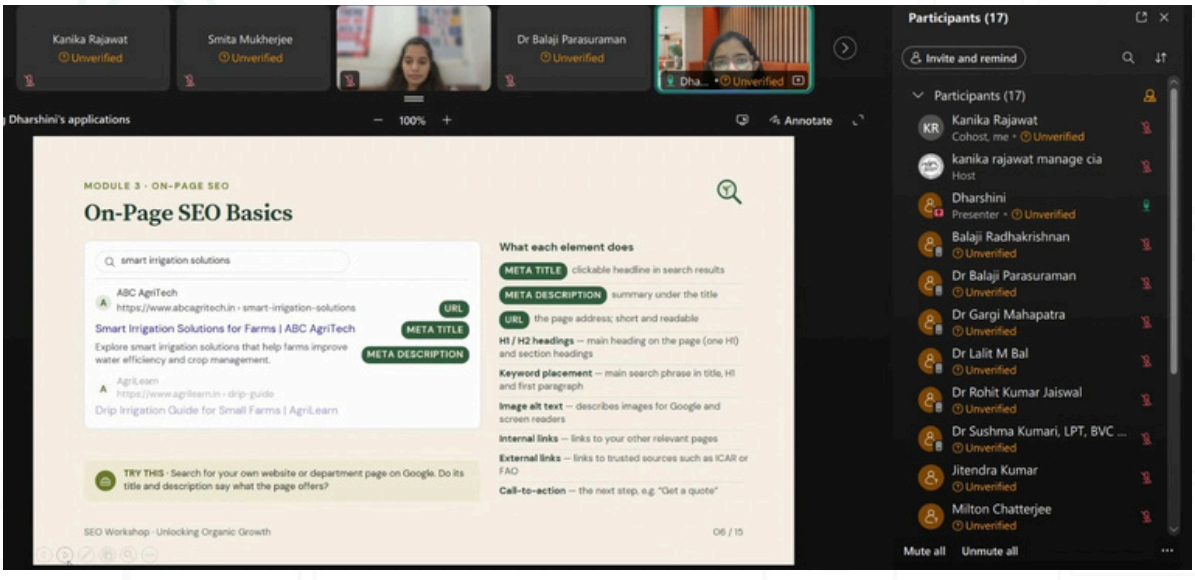
The session highlighted SEO monitoring, Local SEO, and continuous optimization using tools like Google Search Console and GA4. It covered Google Business Profile, customer reviews, location-based keywords, and performance tracking to improve online visibility and achieve sustainable organic growth.

Session Summary

The session on "SEO in Boosting Online Visibility" provided an overview of SEO fundamentals and their role in enhancing online discoverability. It covered keyword research, on-page and technical SEO, content optimization, local SEO, and performance tracking using tools such as Google Search Console and Google Analytics. The session emphasized the application of strategic SEO practices to improve search rankings, increase website visibility, reach relevant audiences, and achieve sustainable organic growth.







Session 6 – Digital Branding: Leveraging the Digital Landscape for Effective Brand Building and Management

Objective of the Session

The session was designed to highlight the role of digital branding in transforming agricultural products into recognizable and trustworthy brands. It focused on brand identity, packaging, storytelling, customer trust, and consistent communication, emphasizing the use of digital platforms to communicate product value, strengthen customer relationships, expand market reach, and establish a strong brand presence. It also aimed to underscore the importance of aligning digital branding with product quality, reliable supply, competitive pricing, transparency, and consistent delivery on brand promises.

Key Takeaways

The session began by highlighting that a good agricultural product does not automatically become a successful brand. Using agricultural examples such as turmeric and millets, it explained how a product can move from being a basic commodity to a branded offering through processing, packaging, a recognizable name and identity, and a clear story about its origin, production practices, and intended use.

The session explained the progression from a product to a brand and ultimately to a digital brand. It highlighted how agricultural produce, initially sold in bulk based on price, quantity, and basic quality, can be transformed into a distinctive brand through value addition, suitable packaging, a unique brand name, visual identity, consistent messaging, and compelling product storytelling, thereby communicating greater value and building stronger customer recognition.

A major focus was placed on building a clear brand identity. Elements such as the brand name, logo, colours, typography, packaging, photographs, videos, messages, and brand personality contribute to how customers recognize and understand an agricultural product. The session emphasised that identity should remain consistent across packaging, social media, websites, and other communication channels.

Dr. Kaluvoya Anitha
Assistant Professor
Osmania University
Digital Media & Communication Researcher



The session also highlighted the importance of brand positioning and differentiation. The same agricultural product may be positioned differently for health-conscious consumers, food businesses, retailers, or premium customers, but the positioning should always be based on genuine strengths of the product and business. Claims relating to origin, traditional methods, sustainability, purity, or production practices should be accurate and verifiable.

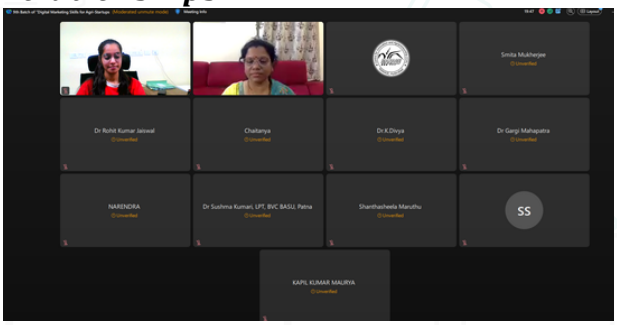
The session highlighted the role of digital platforms in strengthening agricultural storytelling and customer engagement. It explained how Instagram and Reels can be used for short visual stories, YouTube for detailed explanations and farmer stories, websites for product information and online orders, and WhatsApp Business for enquiries, catalogues, product availability, and customer communication. Emphasis was placed on selecting suitable digital platforms and storytelling approaches based on the target audience and communication objectives.

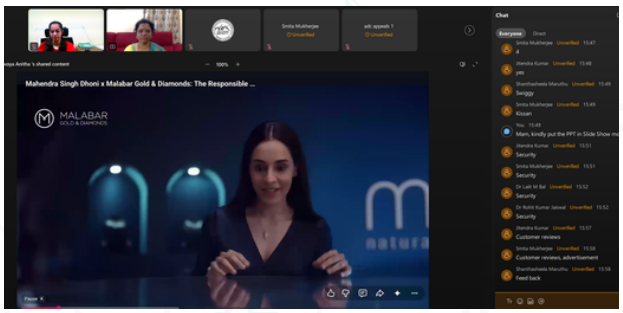
The session further demonstrated practical approaches to content creation and customer communication, including different ways of presenting the same agricultural product through product-focused posts, farmer stories, and customer information. The AIDA framework-Attention, Interest, Desire, and Action-was introduced as a useful way to plan digital communication and encourage customers to enquire, visit a website, contact the seller, or place an order.

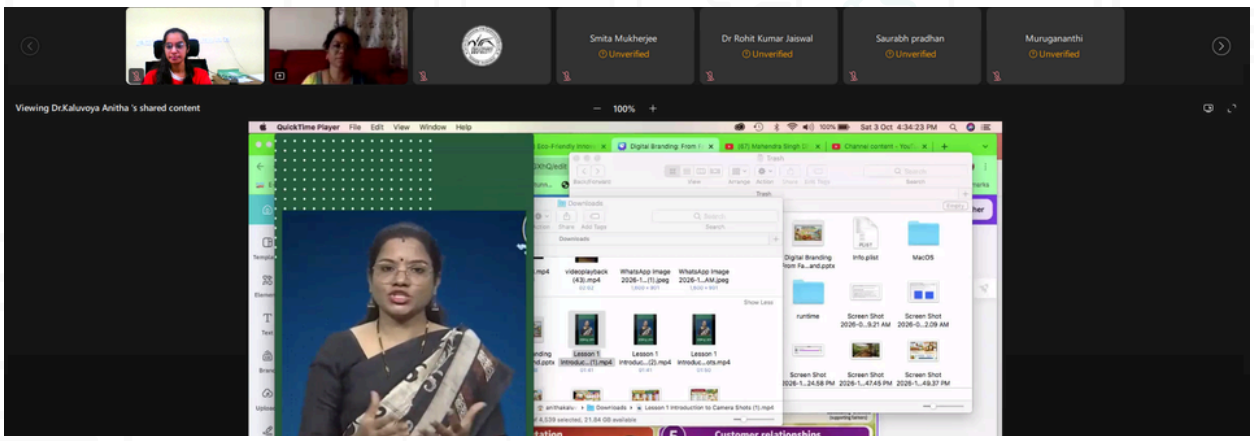
The session highlighted the importance of trust, transparency, and customer feedback in building brand credibility. It emphasised genuine information, respectful responses, and consistent engagement to develop long-term customer relationships.

Session Summary

The session highlighted digital branding as a continuous process that requires consistent communication, transparency, active customer engagement, and regular performance evaluation to strengthen brand visibility, build customer trust, and establish sustainable long-term relationships.







Session 7 – AI Tools for Content Creation & Predictive Marketing

Objective of the Session

The session was designed to provide an understanding of the practical applications of Artificial Intelligence (AI) in content creation, creative communication, and predictive marketing. It focused on exploring AI tools such as ChatGPT, Gemini, Freepik, and Suno AI for generating ideas, written content, visuals, advertisements, music, and other digital assets, highlighting their potential to enhance agricultural communication, streamline digital marketing activities, and support innovative content development.

Key Takeaways

The session introduced participants to AI as a practical content creation tool, demonstrating how generative AI can support different stages of the creative process, from developing ideas and writing content to creating visual and audio material. Participants were encouraged to explore AI not only for information but also as a creative assistant for developing digital marketing content.

A major focus was placed on ChatGPT and Gemini for generating ideas, writing captions, developing content concepts, creating promotional messages, and supporting communication activities. These tools demonstrated how simple prompts can be used to create different versions of content according to the target audience, platform, and communication objective.

The session also covered Freepik and other AI-based creative tools for developing visual content and promotional materials. It highlighted how AI can support image generation and enhancement, design conceptualization, advertisement creation, and the development of diverse visual assets, enabling agricultural businesses to streamline content creation and explore innovative creative approaches.

Ms. Neha Kapoor
Co-Founder & CMO
DGTL Innovations



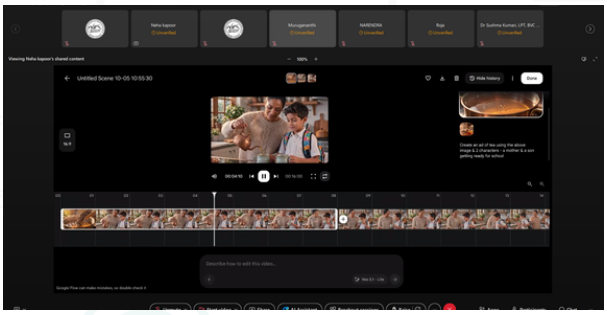
The session further demonstrated Suno AI for music and song creation, where participants explored how AI can generate songs and music from simple prompts. This showed how AI-generated audio can be used creatively for short videos, promotional campaigns, reels, agricultural awareness content, and digital storytelling.

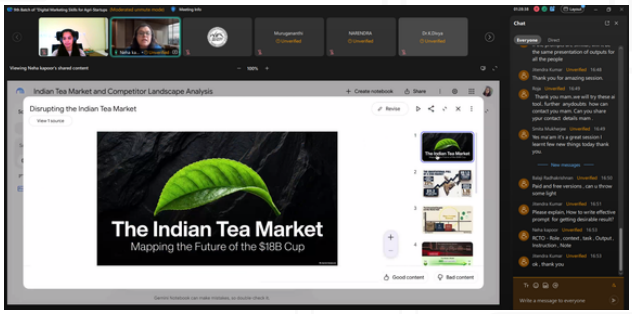
The session highlighted the importance of clear prompting and human creativity while using AI tools. Participants learned that better instructions can improve AI outputs, but the content still requires human review, editing, and fact-checking before use. AI was presented as a support tool that enhances creativity rather than replacing human judgement.

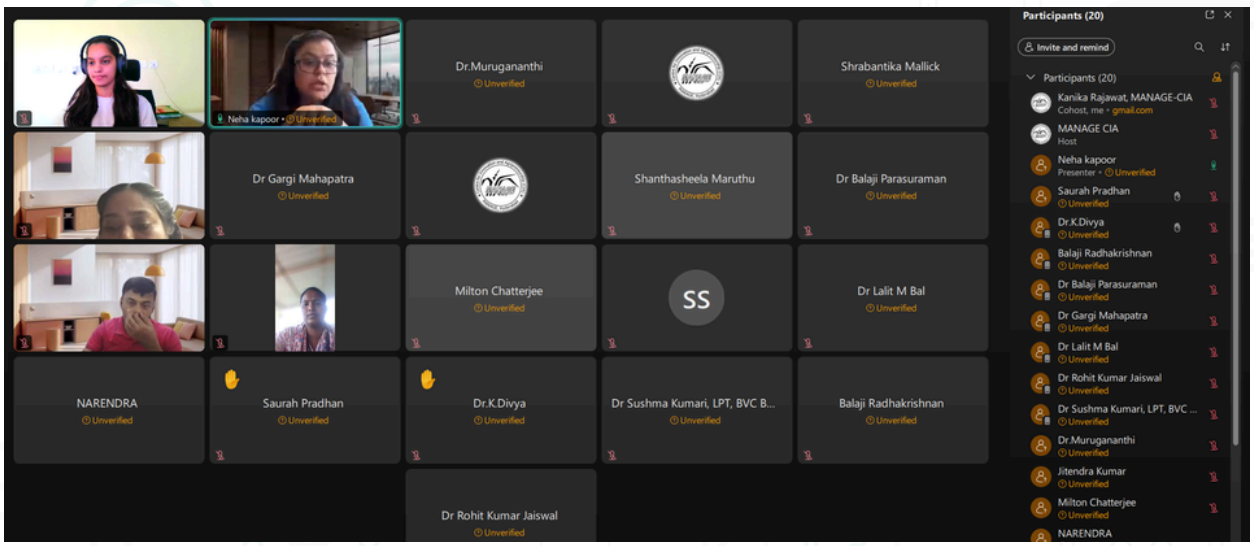
The session also demonstrated how AI can help create complete PPTs and digital learning materials. Participants learned to generate slide content, structure presentations, develop ideas, and create engaging visuals, making AI useful for training, marketing, awareness, and professional communication.

Session Summary

The session concluded by highlighting the role of AI in predictive and data-driven marketing, emphasizing its potential to analyze audience preferences, engagement patterns, and content performance to support informed marketing decisions. It underscored how AI can make content creation faster, more creative, flexible, and accessible, while stressing the importance of clear objectives, effective prompting, human judgment, and responsible AI usage to achieve meaningful results.







Session 8.1 – Leveraging Mobile Applications for Accelerating Business Growth

Objective of the Session

The session was designed to highlight the role of mobile and digital marketing in helping agricultural businesses understand customer needs, select appropriate digital tools, promote digital solutions, improve user adoption, measure marketing outcomes, and foster long-term engagement. It focused on practical strategies for choosing between mobile apps, websites, and WhatsApp, improving app visibility and installations, leveraging relevant notifications and email communication, and building customer databases through responsible, permission-based digital engagement.

Key Takeaways

The session began by emphasising the importance of starting with the customer rather than the app. Customer behaviour was explained through a simple journey of need, search, trust, try, value, and repeat. Agricultural examples such as mandi-price applications, crop-advisory apps, and input-ordering apps demonstrated how digital solutions should begin by solving a clear and relevant customer problem.

The session highlighted that mobile applications are not always the most suitable digital solution for agricultural businesses. It emphasized evaluating the frequency of user needs, the suitability of mobile-based solutions, the time required to deliver value, and the potential for collecting useful customer data before investing in app development. It also outlined how websites, WhatsApp-based communication, or mobile applications can be selected based on business requirements and user convenience.

A major focus was placed on planning and promoting agricultural apps effectively. Participants were introduced to practical considerations such as starting with a minimum viable product, supporting regional languages and low-bandwidth environments, and ensuring simple onboarding. Promotion can happen through search, social media, dealers, FPOs, field teams, QR codes, events, and other trusted touchpoints, with the emphasis on reaching the right customer through the right route.

Mr. Lakhshya Verma
Digital marketing head at mjunction



The session also highlighted App Store Optimisation and the importance of first value. Clear benefits, credibility through ratings and reviews, convenient visuals, relevant language, and localisation can make an app easier to discover and trust. The real objective, however, is not simply to achieve downloads but to move users quickly from installation to registration, activation, first useful value, and continued use.

The session emphasized the importance of measuring meaningful digital engagement beyond impressions, views, and app installations by tracking metrics such as activation, retention, conversion, cost per install, and repeat usage. It highlighted the “Right Person, Right Message, Right Time” principle for mobile communication, stressing the need for relevant, timely, and useful notifications and in-app messages to enhance user engagement without becoming repetitive or intrusive.

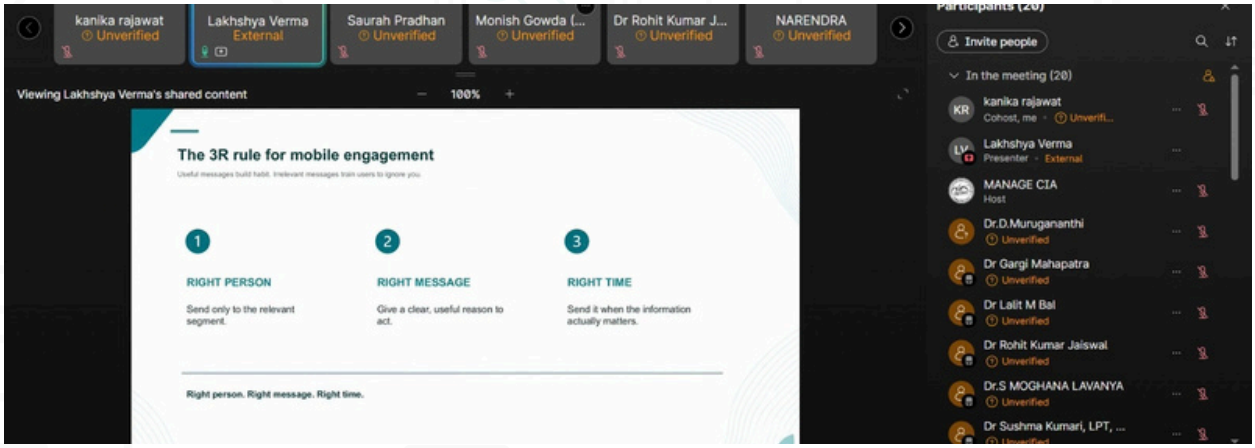
The session provided a practical overview of mobile and email marketing for agricultural businesses, focusing on customer needs, digital tools, customer databases, segmentation, email communication, and performance measurement. It emphasised collecting customer information responsibly and delivering relevant, useful, and value-driven communication.

Session Summary

The session emphasized that successful agricultural mobile marketing extends beyond app development and downloads to understanding customer needs, selecting appropriate digital channels, delivering relevant information at the right time, and measuring meaningful outcomes. It highlighted the effective use of mobile applications, websites, WhatsApp, social media, notifications, and email to foster meaningful and lasting customer engagement. The session concluded with the key message: “Useful first. Relevant always.”







Session 8.2 – Agri-Influencer Session on Brand Building, Digital Presence & Content Creation for Sustainable Agri-Startups

Objective of the Session

The session was designed to highlight the role of digital platforms, content creation, branding, and audience engagement in establishing a strong online presence for agricultural businesses. It focused on practical strategies for building digital visibility, developing product and personal brands, creating engaging content, and strengthening connections with farmers, entrepreneurs, learners, and agri-enthusiasts through consistent and effective online communication.

Key Takeaways

The session began by highlighting the importance of building a strong digital presence for agriculture. Agri Monk India's digital journey demonstrated how agricultural communication can evolve from an initial online presence into a wider platform reaching audiences across multiple states, showing the potential of digital media to make agriculture more visible and engaging.

The session highlighted the importance of establishing an online presence for agricultural businesses to improve visibility and reach the right audience. It emphasized building a strong digital foundation as the first step towards developing effective communication, creating relevant content, and strengthening audience engagement.

A major focus was placed on product branding and personal branding. Participants learned that agricultural businesses can build visibility not only around their products and services but also around the people and expertise behind them. Developing a clear identity can help businesses communicate what they offer and create stronger recognition among their target audience.



Mr. Monish Gowda
Agri Monk India
Agricultural Digital Content Creator
& Modern Farming Educator

The session also highlighted the importance of content creation for digital growth. Participants were introduced to the structure of an effective short-form video using a Hook, Body, and CTA approach. The emphasis was on creating content that captures attention, communicates useful information, and encourages the audience to take an appropriate next step.

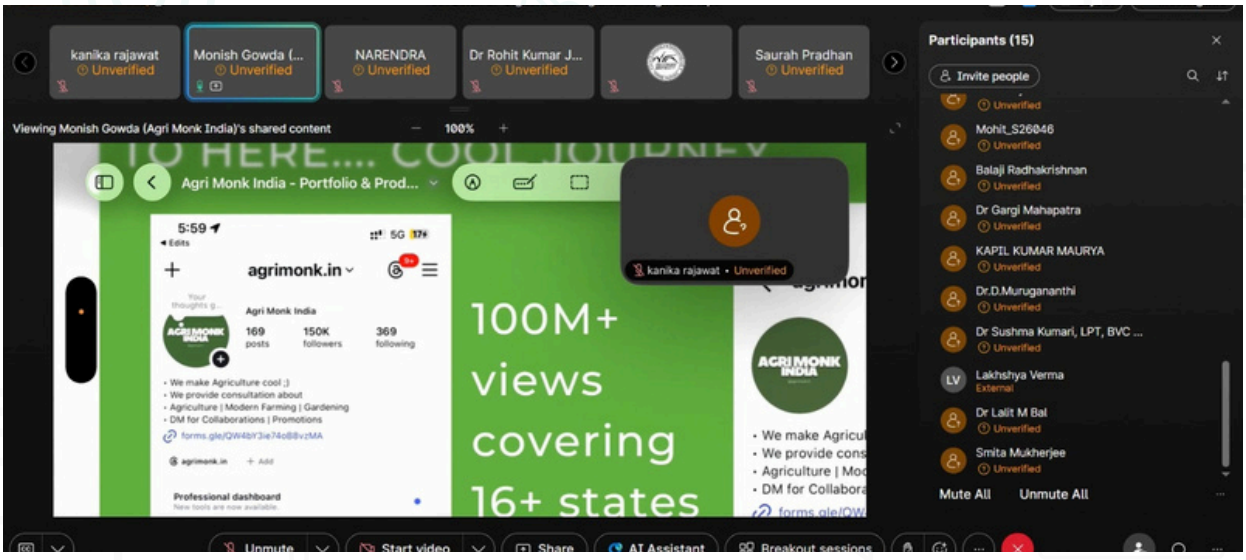
The session highlighted the distinction between digital reach and audience engagement as key aspects of online growth. It explained how reach increases content visibility, while meaningful engagement develops through interactions, conversations, comments, direct messages, and stories. The session emphasized consistent communication and audience interaction as essential strategies for building stronger relationships and fostering long-term engagement for agricultural businesses.

The session concluded with an emphasis on building an engaged agricultural community rather than simply collecting followers. Agri Monk India described its audience as a network of learners, farmers, entrepreneurs, and agri-enthusiasts who actively engage, share, and grow together. Regular responses to comments, DMs, stories, and audience queries were highlighted as important for developing trust, loyalty, and meaningful relationships within the agricultural community.

The session provided a practical understanding of how agricultural businesses can use digital platforms, branding, and content creation to establish an online presence and reach wider audiences. It highlighted the importance of creating relevant content, improving visibility, building product and personal brands, and maintaining regular communication with digital audiences.

Session Summary

The session emphasized that successful digital growth in agriculture requires more than an online presence, highlighting the importance of relevant content creation, clear brand identity, audience understanding, and consistent interaction. It demonstrated how effective digital communication can enhance visibility, strengthen audience engagement, build trust and loyalty, and foster lasting relationships within the agricultural community.



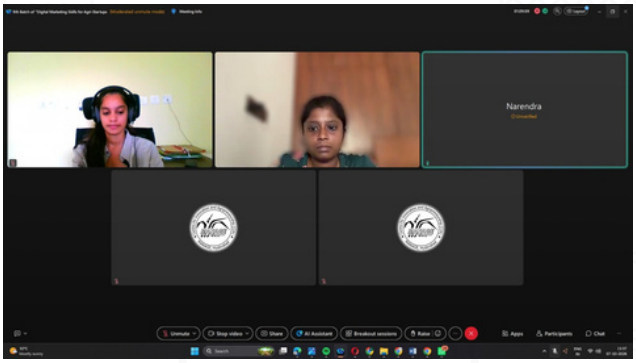
3-Day One-on-One Mentoring Session Summary

Objective of the Session

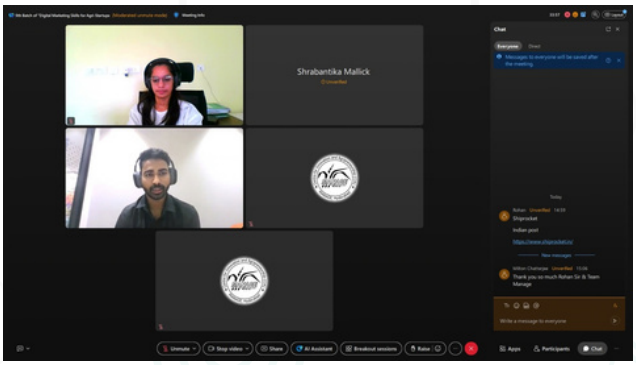
A 3-day one-on-one mentoring programme was organised to provide personalised guidance and expert support to agri-startups. A total of 18 participants received mentoring from 8 experienced mentors, with a personalised approach tailored to their specific business needs, challenges, and areas of interest. The individual mentoring sessions enabled in-depth discussions on startup journeys and provided practical, need-based recommendations to support business growth and development.

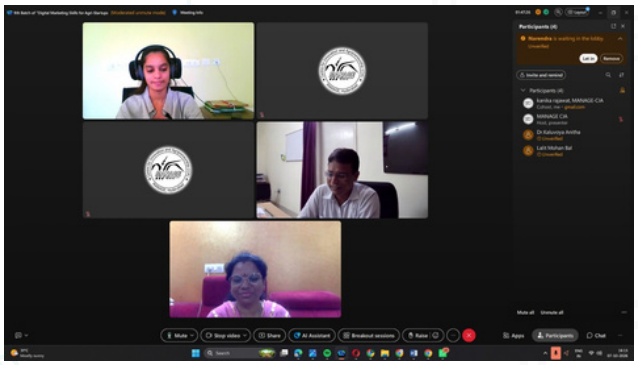
The mentoring discussions covered a wide range of areas, including marketing strategies, digital presence, content creation, customer engagement, business development, branding, market positioning, and growth planning. The sessions also provided participants with an opportunity to seek expert perspectives on existing challenges, clarify their concerns, and explore practical strategies for improving their business operations and market outreach.

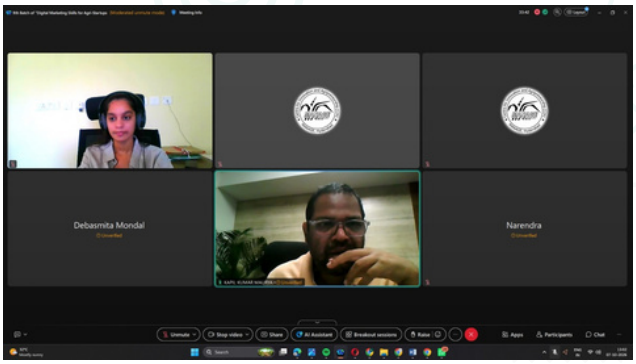
Through these focused interactions, participants gained valuable insights that could be applied directly to their respective ventures. The mentoring programme encouraged meaningful knowledge exchange, strategic thinking, and informed decision-making, helping participants develop clearer approaches towards strengthening and scaling their agri-startups.

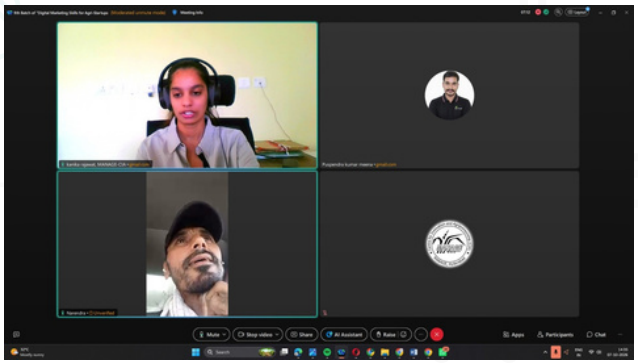












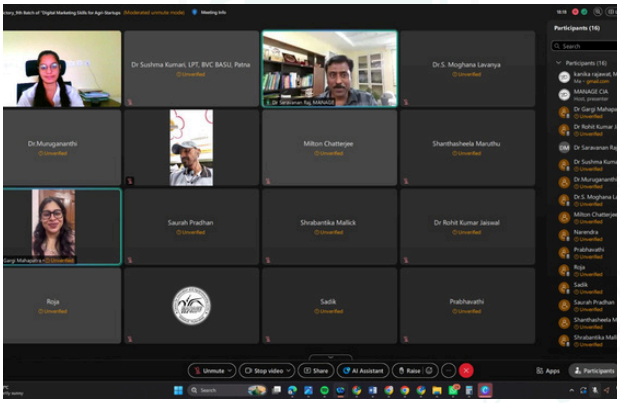
Valedictory Session

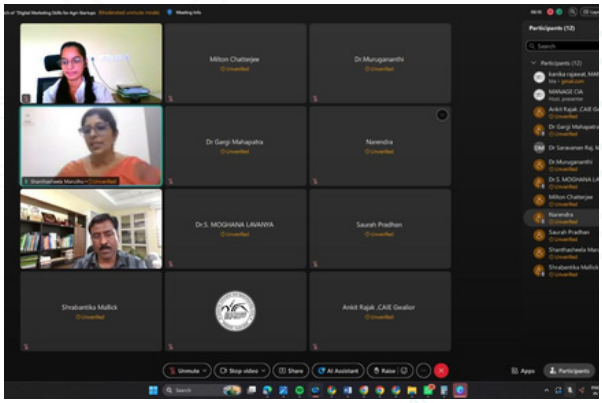
The valedictory session marked the culmination of the training programme, reflecting on the key learnings, expert insights and practical strategies covered throughout the training. It emphasised the application of digital marketing concepts, emerging technologies, and effective communication strategies to strengthen the online presence and support the growth of agri-startups.

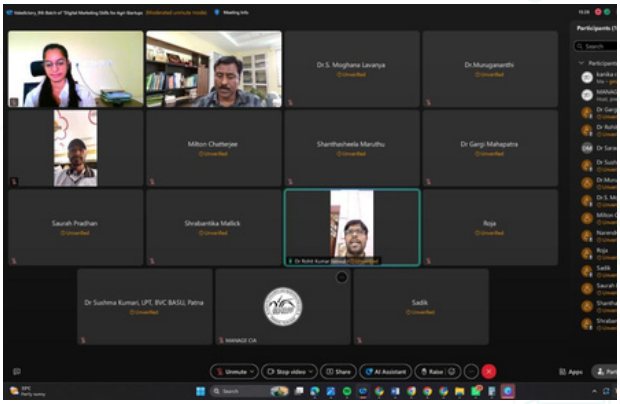
The session also featured an interactive discussion with Dr. Saravanan Raj, providing participants with an opportunity to share their experiences, clarify queries and gain insights into the practical application of digital marketing strategies for their respective ventures.

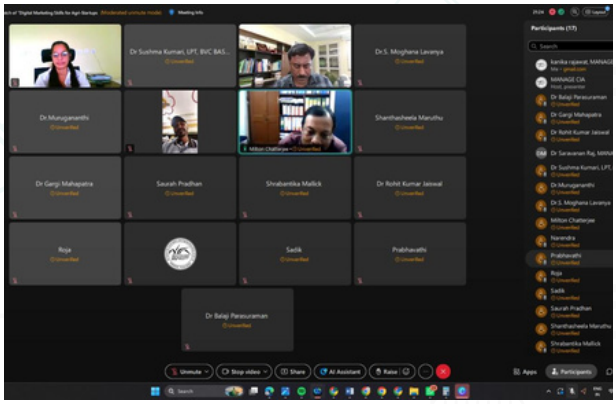
This was followed by a feedback-sharing session in which participants shared their experiences, key learnings, and suggestions regarding the training programme. The feedback highlighted the relevance of the sessions, the practical insights gained, and the usefulness of digital marketing tools and strategies in addressing their business needs.

The programme concluded with a formal vote of thanks, expressing gratitude to the speakers, mentors, and participants for their valuable contributions and active involvement in the training programme.









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Dr. Gargi Mahapatra



Ms. Mathangi Sumana Sri



Mr. Saurabh Pradhan



Mr. Jitendra Kumar



Mr. Kapil kumar Maurya



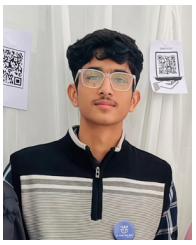
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