

REPORT

Sensitization Workshop on
relevance of Social Media

8th JUNE, 2023



VENUE : Conference Room
National Council for Cooperative Training
New Delhi

Report of the Sensitization Workshop on Relevance of Social Media for the Nodal Officers of NCCT and its Training Units organised by NCCT on 8th June, 2023 at 10.00 am in the Conference Hall of NCCT at NCCT, New Delhi

Introduction:

The Sensitization Workshop on the relevance of social media for the Nodal Officers of National Council for Cooperative Training (NCCT) and its Training Units was organized by NCCT on 8th June 2023. The workshop aimed to enhance the understanding and utilization of social media platforms for effective communication, outreach, and promotion of NCCT's initiatives. The workshop consisted of two informative sessions conducted by industry experts and was attended by Nodal Officers from various training units.

Inaugural Session:



At the outset, Shri Mohan Kumar Mishra, Secretary, NCCT extended a warm welcome to the Chief Guest, Shri Kapil Meena, Deputy Secretary for joining the Workshop. He said that Shri Kapil Meena, Deputy Secretary is heading the Social Media in the Ministry of Cooperation and we have to learn the information about the Social Media from his experience. He also said that Cooperative Sector is the backbone of the Indian economy and its role in the eradication of poverty and employment. Now the cooperative sector contributes to keeping the GDP at 5 trillion dollars. We have to contribute to communicating and collaborating in this digital world for reaching all the stakeholders. NCCT reaches the stakeholders through its Social Media handles like Twitter, Instagram and Facebook, YouTube etc. He also informed that NCCT reached 34 lakh people through Facebook and intended to reach 1 crore people by this year's end.

The Workshop commenced with the inaugural address delivered by Shri Kapil Meena IAS, Deputy Secretary, Ministry of Cooperation, Government of India. Shri Meena highlighted the importance of social media in today's digital age and emphasized its potential for cooperative training institutions. He encouraged the participants to leverage social media platforms to enhance engagement, disseminate information, and foster collaboration in the cooperative sector. Shri Kapil Meena, Deputy Secretary appreciated that NCCT is doing a good job in social media to popularise its activities. He also informed that Ministry is doing regular updates and additional information about different Ministries and also trying to increase their reach through YouTube. He also said that they are having a WhatsApp group, NCCT may connect and communicate.

Session-I: Introduction to Social Media



The first session was conducted by Shri Saransh Jain, Founder of Freelance Mantra, a Digital Marketer and Website Developer. He provided an in-depth introduction to social media, covering its definition, functionality, and various types of platforms available. Participants gained insights into the working mechanisms of popular social media platforms and learned about the unique features and benefits offered by each platform.

- **Creating a social media presence:**

Shri Jain explained the process of establishing a social media presence effectively. He discussed the importance of selecting the right platforms based on the target audience and objectives. Participants were guided on creating compelling profiles and pages, along with optimizing their content to maximize visibility and engagement.

- **Using social media to connect with customers:**

The session delved into strategies for connecting with customers through social media. Participants learned how to identify and target their desired audience, create engaging content, and effectively respond to comments and questions. Best practices for customer engagement and relationship building on social media were also shared.

- **Social media best practices:**

Shri Jain highlighted common social media mistakes to avoid and provided valuable tips on maintaining a safe and secure online presence. The session emphasized the importance of consistent branding, adherence to ethical guidelines, and staying updated with the latest social media trends and features.

- **Question and Answer Session:**

Following the presentation, participants engaged in an interactive Q&A session, where they had the opportunity to seek clarifications and address specific queries related to social media usage in their respective roles.

Session-II: Using social media to promote products and services:



The second session was conducted by Ms. Pooja Khanduja, Strategic Planning and Analytics Lead at Meta Platforms Inc. She focused on leveraging social media platforms to promote products and services effectively. Ms. Khanduja guided participants on creating successful social media campaigns, measuring campaign success, and tracking key metrics such as reach, engagement, and conversions.

General Interaction with participants:

Ms. Khanduja encouraged participants to share their experiences and challenges related to social media usage in their training units. The session facilitated peer-to-peer knowledge exchange and provided a platform for participants to discuss and explore innovative social media strategies.

Valedictory Address and Certificate Distribution:



The workshop concluded with a valedictory address by Shri Chandrasekhar Buddha, Chief Communication Officer, National Educational Alliance for Technology (NEAT), AICTE, New Delhi. Shri Buddha expressed his appreciation for the workshop and highlighted the significance of social media in the training and cooperative sectors. Certificates of participation were then distributed to all the attendees, acknowledging their active participation and commitment to leveraging social media effectively. Vote of Thanks was proposed by Ms. Gigimol George, LIA and Social Media Nodal Officer, ICM, Thiruvananthapuram.

Summing up - Vote of Thanks:

The Workshop was highly informative and provided valuable insights into the relevance and potential of social media for the Nodal Officers of NCCT and its Training Units. The participants gained a comprehensive understanding of social media platforms, strategies for effective utilization, and techniques for promoting products and services.

Overall, feedback of the participants was that the Sensitization Workshop on the relevance of social media for the Nodal Officers of NCCT and its Training Units was a successful endeavor that equipped participants with the knowledge and skills to harness the power of social media in their professional endeavors. It is expected that the insights gained from the workshop will contribute to the effective communication, outreach, and promotion of NCCT's initiatives in the cooperative training sector.

Recommendations of the Workshop

Major recommendations of the Workshop were:

- To achieve the target of reach of 1 crore by the end of the year 2023-24
- To like, share and follow the website, posts, tweets of each Institutions/individuals.
- To like share and follow the Posts of the Ministry of Cooperation.
- Conducting one Review meeting through VC of all the Directors and Nodal Officers of NCCT and its Training Units.
- Institutions must identify the target audience, align goal and objectives with social media expansion strategy.
- Develop, engage valuable content that educates, informs and add values to the target audience.
- Create a content calendar to ensure consistent posting.
- Include the mix of text, images, videos and other multimedia formats.
- Encourage user engagement and interaction by promptly responding to comments, messages and inquiries from followers.
- Leverage influencers and subject/industry experts to amplify reach and credibility.
- Use social media analytics tools to track performance and gather insights.
- Highlight the potential benefits of an effective social media presence for the NCCT's growth and success.

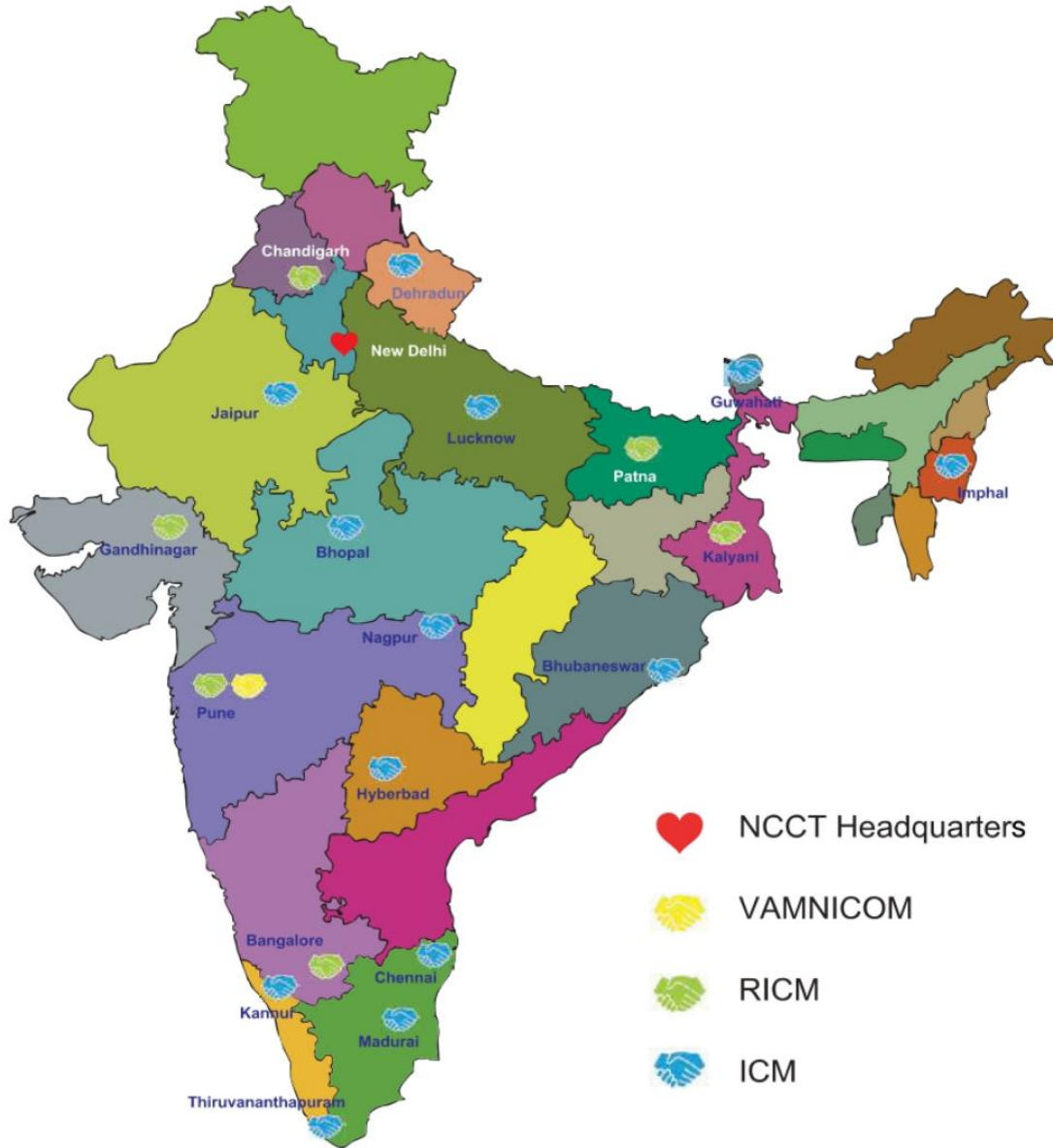
Glimpses of the Social Media Workshop



List of Participants of the Social Media Workshop

S.No.	Name of the Participants
1.	Ms. Saba Sayed, Research Officer, VAMNICOM
2.	Dr. M Jayaprakash, Faculty RICM Bengaluru
3.	Mr. Sunil Kumar, Faculty, RICM Chandigarh
4.	Shri Alpesh Joshi, LIA, Gandhinagar
5.	Mr. Ishan Guha, LDC ,RICM Kalyani
6.	Shri Braj Mohan, LDC, RICM Patna
7.	M. Pradeep Mathur, MTS, ICM, Bhopal
8.	Dr. Seema Mishra, Faculty, Bhubaneswar
9.	Mr. Nagarajan, Faculty, NICM Chennai
10.	Shri Hemanta Kumar Das, Director I/c, ICM Guwahati
11.	Ms. Anuhya Payyavula, MTS, ICM, Hyderabad
12.	Ms. Piyainu Thounaojam , Faculty, ICM Imphal
13.	Mr. Ashok Kumar, LDC, ICM Jaipur
14.	Dr. Alok Kumar Sharma, Faculty, ICM Lucknow
15.	Dr. S. Dharmaraj, Director I/c, ICM Madurai
16.	Mr. Dhananjay Madhyeswar, MTS, ICM Nagpur
17.	Dr. Devadatta Divekar, Faculty, ICM Pune
18.	Ms. Gigi Mol George, LIA, ICM Thiruvananthapuram
19.	Ms. Preetha Prasanth, Sr. Stenographer, NCCT HQ
20.	Shri Ghanendra Singh Gahlaut, Assistant, NCCT HQ
21.	Shri Anil Kumar Dubey, Social Media Manager, NCCT HQ


LOCATIONS OF NCCT INSTITUTES




NATIONAL COUNCIL FOR COOPERATIVE TRAINING

(AN AUTONOMOUS SOCIETY PROMOTED BY MINISTRY OF COOPERATION, GOVERNMENT OF INDIA)

3, Siri Institutional Area (3rd Floor), August Kranti Marg, New Delhi-110016

 011-41096510

 secy-ncct@gov.in

 www.ncct.ac.in