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THE FEDERATION OF TELANGANA CHAMBERS OF COMMERCE AND INDUSTRY

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The Federation of Telangana
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Certificate Program on

Digital Marketing and Social Media Marketing

*The Digital Disruptor:
Unleashing Your Online Potential*

Dates & Time : May 15 to 17, 2023
from 10.00 am to 5.00 pm
Venue : FTCCI Skill Centre, Hyderabad

Register
Here

Day 1

- ▶ Introduction to Digital Marketing
- ▶ Understanding the Digital Marketing Landscape
- ▶ Developing a Digital Marketing Strategy
- ▶ Target Audience and Buyer Persona
- ▶ Market Research and Competitive Analysis
- ▶ Digital Marketing Channels (SEO, PPC, Email Marketing, Social Media, Content Marketing)

Day 2

- ▶ Search Engine Optimization (SEO)
- ▶ Pay-Per-Click (PPC) Advertising
- ▶ Social Media Marketing (SMM)
- ▶ Content Marketing
- ▶ Email Marketing
- ▶ Video Marketing

Day 3

- ▶ Mobile Marketing
- ▶ Influencer Marketing
- ▶ Analytics and Data-Driven Marketing
- ▶ Conversion Rate Optimization
- ▶ Marketing Automation and CRM
- ▶ E-commerce and Affiliate Marketing



Ms Sravani Asuri
Founder and Head
Trainer, DiginomaD

These topics will provide a comprehensive overview of digital marketing and equip attendees with the knowledge and skills needed to create successful digital marketing campaigns.

Program Fee : Rs 5000/-
For Students : Rs 3000/-
+18% GST
(Fee includes Lunch)

RSVP: Mr. Rakesh Singh Mob: 8309789290
e-Mail: rakesh@ftcci.in

The Cheque / DD is to be drawn in favour of "FTCCI" payable at Hyderabad.
For Neft / RTGS : FTCCI, SBI, Bazarghat (Br), Hyderabad
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(TO BE PUBLISHED IN THE GAZETTE OF INDIA EXTRAORDINARY PART-1 SECTION-I)

Government of India
Ministry of Commerce & Industry
Department of Commerce
Directorate General of Foreign Trade
Vaniya Bhawan, New Delhi

**“Public Notice No. 09/2023
New Delhi, Dated : 25th April, 2023**

Subject: Amendment in Para 4.12 (vi) of the Handbook of Procedures, 2023

In exercise of powers conferred under Paragraph 1.03 and 2.04 of the Foreign Trade Policy, 2023, as amended from time to time, the Director General of Foreign Trade hereby makes the following amendment in the provision of Para 4.12(vi) of the Handbook of Procedures 2023.

Existing para 4.12(vi)	Amended para 4.12(vi)
Norms ratified by any Norms Committee (NC) in the O/o DGFT on or after 01.04.2023 in respect of any Advance Authorization obtained under paragraph 4.07 shall be valid for a period of three years from the date of ratification. Since all decisions of the Norms Committees are available in the form of minutes on the DGFT website, all other applicants of Advance Authorization are also eligible to apply and get their authorizations based on such ratified norms on repeat basis during validity of these norms. This para is not applicable for authorizations applied for items listed under Appendix 4P.	Norms ratified by any Norms Committee (NC) in the O/o DGFT on or after 1.04.2023 in respect of any Advance Authorisation obtained under paragraph 4.07 shall be valid for a period of three years from the date of ratification. However, the Norms ratified by any Norms Committee (NC) on or after 01.04.2015 in respect of any Advance Authorisation obtained under paragraph 4.07 of HBP, 2015-2020 shall also be valid further upto 31.03.2026. Since all decisions of the Norms Committees are available in the form of minutes on the DGFT website, all other applicants of Advance Authorisation are also eligible to apply and get their authorizations based on such ratified norms on repeat basis during validity of these norms. This para is not applicable for authorizations applied for items listed under Appendix 4P.

Effect of the Public Notice: Para 4.12(vi) of the Handbook of Procedures 2023 in respect of Advance Authorization issued under para 4.07 of HBP 2015-2020 has been amended to extend the validity of ad-hoc norms ratified from 01.04.2015 up to 31.03.2023, which shall now be valid up to 31.03.2026, for ease of doing business and reduction of transaction cost.

Sd/-
(Santosh Kumar Sarangi)
Director General of Foreign Trade
Ex-officio Addl. Secretary to the Government of India
e-mail: dgft@nic.in

To get regular WhatsApp updates from FTCCI, kindly save Mobile Number 9100199948 in WhatsApp Device (Mobile Phone/Tab) and send a WhatsApp Message with “Start & your Name” to this number, as the updates are being sent by WhatsApp through “WhatsApp Broadcast” Group. Members who save the number will only receive the FTCCI's updates through WhatsApp (9100199948) number in their phone.



We welcome Your Participation

FTCCI Review attempts to keep abreast its members with latest information on various developments taking place around the globe. If you have any news / information on the issues related to Government policies, programs and latest developments that you may like to share with the FTCCI members, please write to sujatha@ftcci.in



The Federation of Telangana
Chambers of Commerce and Industry



FTCCI EXCELLENCE AWARDS 2022

**Invites Nominations from Micro, Small, Medium, Large Enterprises,
Scientists, Engineers, Women Entrepreneurs & Differently Abled Persons**
FTCCI Excellence Awards have been instituted to recognize Corporates, Institutions, Entrepreneurs
and Individuals for their outstanding contributions and achievements

FTCCI AWARDS ARE OPEN TO ALL

Categories

INDUSTRY

1. Excellence in Industrial Productivity
2. Excellence in All Round Performance
3. Excellence in Agro Based Industry
4. Excellence in Marketing Innovation
5. Excellence in Export Performance
6. Excellence in Export Performance (MSE)
7. Excellence in New & Renewable Energy Development / Application
8. Excellence in Employee Welfare Initiatives
9. Excellence in Corporate Social Responsibility

INNOVATION

10. Excellence in Product Innovation
11. Excellence in Product Innovation (MSE)
12. Excellence in Innovative Product/Service in Healthcare with Highest Impact

R & D TECHNOLOGY

13. Excellence in Research & Development
14. Excellence in Research & Development (MSE)

15. Outstanding Contribution to the Aerospace and Defence Industry

INFORMATION TECHNOLOGY

16. Excellence in Information Technology (IT)

TOURISM

17. Excellence in Tourism Promotion

CHAMBER / ASSOCIATION

18. Excellence in Association/Chamber for serving Industry, Commerce and Economy

INDIVIDUAL ACHIEVEMENT

19. Excellence in Science or Engineering
20. Outstanding Woman Entrepreneur

SOCIAL WELFARE

21. Outstanding Self-Sustaining Effort by a Differently Abled Person
22. Excellence in Social Welfare Initiatives for Women Empowerment

STARTUP

23. Best Startup of the Year

A Brochure containing the guidelines and questionnaire of awards can be obtained from the Federation Office or can be downloaded from website : www.ftcci.in

The last date for
receipt registration fee
15th May, 2023

The last date for
receipt of entries is
31st May, 2023

For Details Contact

Pavan Kaundinya, Joint Director

Ph: 8978539118 / 9100389009

e-Mail: ftcciawards@ftcci.in

Date & Venue

Monday, 3rd July, 2023 | HICC, Hyderabad



The Federation of Telangana Chambers of Commerce and Industry

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Lakdikapool, Hyderabad - 500 004
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