Draft Course Outline

For

Digital Marketing Course in using e-Commerce Sites

By

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Introduction

e-commerce offers multiple benefits to society by enabling uninhibited growth of entrepreneurial ventures, creating an inclusive ecosystem, promoting SME growth and providing direct and indirect livelihood to many.

According to the KPMG-IAMAI ecommerce report, 'SME/MSME sector contributes significantly to the manufacturing and exports of India and the sector provides employment to 42 million individuals across 13 million units spread across the country. Despite registering a consistent higher growth rate than the rest of the industrial sector, many SMEs and MSMEs in India do not have the requisite knowledge or resources to reach out to customers on digital media.'

Marketplace platforms provided by e-commerce players like Amazon, Olx, Quikr, Fashionandyou, Snapdeal or organisations such as the Central Cottage Industries Corporation of India (CCIC) and the Handicrafts and Handlooms Export Corporation of India (HHEC) have been instrumental in providing livelihood opportunities to individuals associated with SMEs and MSMEs and other small retailers.

There are small and budding entrepreneurs in different parts of India who are hemmed by big retailers and looking for access to a platform that

would provide them with avenues to get the customer at a minimal investment. E-commerce is now helping small retailers by creating a perfect platform that connects them and their consumers, creating a wonderful mix of pricing, access, distribution, convenience and extended employment opportunities. The advantage is that it not only makes the site an exclusive shopping destination, but also gives small and medium retailers a chance to sell to a bigger clientele.

An online platform will enable rural artisans to sell saris, leather goods, sculptures and other handicrafts made by rural populace. These platforms will provide the rural artisans with a direct selling platform to local, regional and global customers, thus cutting out the middleman and ensuring higher profits. Snapdeal.com was the first ever online partner to tap directly from the manufacturer; it is very well known in the Varanasi market.

Other than generating income for both the parties, small manufacturers help the online portals to showcase regional products and procure small volumes. This is a win-win situation for both – the vendor and the e-commerce portal – as they get to showcase newer products at short intervals, which keeps the customers interested in buying more from these websites.

SMEs across the country are welcoming the change and embracing e-commerce to sustain

themselves in both domestic and international markets. Shortening of traditional supply chains, minimisation of transport obstacles and reduction in delivery costs have led to higher profit margins for these small retailers, pushing their revenue figures in two digits in a short span of time.

Innovative business inventory models for small retailers

Majority of the Indian e-commerce players have inventory-led models where these companies have been trying to reduce their inventory exposure by resorting to sales on return (SOR) basis.

This working capital management technique assumes that the e-commerce company is buying an item from a supplier and in case the product is not sold within a stipulated time, the supplier will take the item back. Another practice in vogue is creating a back-to-back arrangement, that is, get a customer order and then procure the item and ship it to the buyer. These practices work well with small sales of unit shipment. The inventory-led e-commerce business model cannot offer product variety, selection and price advantage to customers in comparison to other models and it creates a network of retailers all across the country, which in turn can generate multiple business opportunities.

E-commerce retailers are now looking at shop models and creating seller and buyer market

players where anyone, if free to sell their merchandise, could use the logistics of the website to deliver it to the end consumer. This kind of arrangement eliminates the challenge of exclusive contract rates, which earlier had to be worked out with each individual retailer. In the new models, small vendors gain and earn much more as these models tend to take care of the marketing, logistics, customer support and payment while sellers take care of manufacturing inventory online. Entry regulations and rules are much lower in e-commerce, thus making it easier for newcomers and small traders to reach a wider customer base at much lower costs.

Sai Handicrafts, who are selling their Kanchipuram silk at various online stores, have not just witnessed increased sales in a short span of time, but are now able to track design movements and trends in accordance to the demands of the customers. The innovative feedback mechanism now enables them to innovate and customise with more efficiency. Some e-commerce companies are even setting up their fulfillment centres in smaller towns and vendors from such locations are bound to make profits out of this proposition. Such a model is further helping small vendors to list and sell their products.

Amazon has recently launched its own full-blown site for the Indian market, which also allows any third party retailer to sell their products on

Amazon's Indian marketplace and through a fulfillment centre near Mumbai, customers will receive the merchandise they ordered straight to their door. Looking at more examples is ShopClues, which sells everything that is allowed to be sold online and can be practically shipped, whereas, LadyBlush is a marketplace exclusively for women. On other hand, Nethaat connects sellers and buyers of handicrafts, designer handmade items and eco-friendly products.

Vendors selling through FabFurnish have to ship their products to the warehouse, which are then shipped to customers. While FabFurnish takes care of end delivery to customers only, Pepperfry, another furniture portal, follows the managed marketplace model. It takes care of the logistics as well as the procurement of furniture from small vendors in Jaipur, Jodhpur and Saharanpur.

Another trend is other than single category sites, marketplace platforms and e-commerce players are bringing in their private labels. In the face of rising competition from multi-category sites like Flipkart, Snapdeal and Amazon, launching private labels will help boost profit margins by 40 percent and offer its customers customised differentiation.

It will also help single category sites to sustain their stand and boost profits. Myntra has also capitalised on the advantages provided by private

labels and has about 10 private labels on its portal currently along with selling its own fashion products. These account for about 20 percent of Myntra's sales.

India's online retail scenario is developing along a global trajectory and is providing a sustainable and profit-centric marketing and distribution model for sellers. Where technology platforms are generally operated from the major cities and by big online retailers, most of the logistical management like sourcing, storage and deliveries are moving to Tier-II and -III city retailers and proving to be cost effective.

About NIELIT

NIELIT is a 100% owned organization of the Department of Electronics and Information Technology (DeitY), Ministry of Communications & IT, Government of India, is actively engaged in the development of human resources in the areas of IT; Electronics; Communication Technologies; Hardware; Cyber Law; Cyber Security; IPR; GIS; Cloud Computing; ESDM; e-Governance and related verticals.

NIELIT offers courses both in the Formal as well as the Non-Formal sectors of education and is also one of the National Examination body which

accredit institutes / organizations for the conduct of courses in the Non Formal IT & Electronics Sectors.

NIELIT has been mandated to undertake various projects under Capacity Building in IECT with the objective of creating human resources at various levels including development of employment and self-employment linked quality and cost effective training programmes, besides conducting IT Literacy programmes for the masses, especially targeted towards the rural/ underdeveloped areas in the country.

NIELIT is also the preferred agency for many State Governments for rolling out IT Literacy programmes for its employees and the masses. (Gujarat, UP, Maharashtra, Bihar, Arunachal Pradesh etc.)

The current manpower strength at NIELIT comprises of 644 regular employees and 2140 project-based (contractual) employees at more than 31 locations in the country. NIELIT has PAN India presence through a network of about 904 Accredited Institutes and 6124 Facilitation Centres providing training in Digital Literacy.

NIELIT Courses

Formal Courses in association with State University/ Technical Board which includes, M.Tech in Electronics Design & Technology and

Embedded Systems, B.Tech, MCA, BCA, Diploma Courses etc.

Non Formal Courses such as O, A, B and C Levels of courses in IT, Hardware, Bio-informatics, ITeS-BPO etc.

Standardized Short Term Employment Oriented Courses in IT and Electronics (courses with duration of less than one year) aimed towards imparting specific skill, besides enhancement of skills. The various verticals are Hardware; Cyber Law; Cyber Security; IPR; GIS; Cloud Computing; ESDM; e-Governance, Multimedia & Animations, VLSI, Embedded Systems, PCB, ESDM etc.

Digital Literacy courses such as the NIELIT CCC (Course on Computer Concepts) and BCC (Basic Computer Course aimed at equipping a person to use a computer for day-to-day needs.

Reach of NIELIT

Description	Number of Training Units
NIELIT Centres at Ajmer(Kekri), Agartala, Aizwal, Aurangabad, Calicut, Chandigarh, Chennai, Delhi, Gangtok, Gorakhpur, Guwahati, Imphal, Itanagar, Kolkata, Kohima, Patna, Srinagar, and Jammu. (New Centres at Srikakulam & Ropar and Centres at Haridwar, Ranchi–Jharkhand in pipeline)	18
NIELIT Extension Centres at Shimla, Lucknow, Chuchuyimlang, Guwahati, Shillong, Jorhat, Silchar, Senapati, Tezpur, Lunglei, Leh and Churchandpur.	13

Accredited Institutes – Computer Training Institute accredited by NIELIT based on well-defined norms and criteria for the conduct of courses in the Non Formal Sector (O/A/B/C Levels, CCC & BCC)	904
Facilitation Centres – Computer Training Units engaged in the delivery and proliferation of IT Literacy in the country through NIELIT's CCC/ BCC courses.	6124

Table 1 - NIELIT's Own Centres, Accredited and Facilitation Centres As on 12th august, 2014

Creating Synergy to strengthen 'Digital India' vision

- NIELIT has established tie-ups with BAMU, AICTE, Telecom Sector Skill Council, Tripura Technical University, CSC-SPV, IRDA, DGE&T, TCIL etc

- Courses aligned with the National Vocational Educational Qualification Framework (NVEQF) promulgated by AICTE (Level 1 to Level 7).e-Content Development in progress for 81 modules.

- Web based learning materials of CCC (Course on Computer Concepts) available in 25 Indian Languages.

- Examinations for CCC and BCC are conducted in the Online Mode all over India.

- Recruitment of Technical Manpower on behalf of DeitY and other organizations.

- Automation of activities (online registration, online examinations application forms, online application for accreditation, online registration for experts, online payment etc).Placement Portal created. File Tracking & Management System & Biometric Attendance System.

NIELIT's Capacity Building Project:

- Rural Skill Development Programmes: Training in IT Skills, Electronis Equipment Repair & maintenance to improve the employability of 89400 Rural youth belonging to SC/ST & Minority Communities

- Computer Education in Rural India (Training of 100000 CSC/VLE operators)

- Scheme for Empowering Women in Rural India through Digital Literacy (Training of 25000 Women in Rural India)

- Training of 25000 Panchayati Raj Functionaries

- Mandated by Department of Administrative Reforms and Public Grievances to be the nodal agency for conducting Capacity Building Course for G1 Group (Section Officers and Assistants) and G2 Group (Under Secretaries, Deputy Secretaries and Directors) officers of various departments of Central Line Ministries.

The Course & Outcome:

To achieve the aim, NIELIT, is providing a platform to the craftsmen, small farmers, artisans and other people by its Digital literacy/IT literacy program titled "Digital Marketing Course on using e-Commerce sites" which will equip an individual for effectively using the digital media for marketing the products of his labour. The proposed tentative draft course will enable participant to get familiarise with the concept of Digital Marketing and using e-Commerce sites as an effective tool over conventional marketing strategies for showcasing their products and selling.

About Digital Marketing Course on using e-Commerce Sites

OBJECTIVE of Digital Marketing Course on using e-Commerce Sites:

This programme has essentially been conceived with an idea of giving an opportunity to the common man to attain a basic level of computer literacy thereby contributing to increased and speedy PC penetration among the members of micro and small enterprises in rural India. After completing the course the incumbent should be able to the use the computer for basic purposes of marketing their products. This helps the small rural business

communities and artisans, etc. to use the e-Commerce sites as an effective tool over conventional marketing strategies for showcasing their products and selling.

Tentative Course Outline for Digital Marketing

Course Objective: Using concepts of Digital Marketing and e-Commerce sites

Target participants and desired qualification – Sellers like craftsmen & artisans, may not be IT literate

Proposed course duration: 50 Hours

Batch Size: Minimum batch of 25 participants.

Tentative course outline:

Sr.	Topics	No. of	No. of	Total

No.		Theory Hours	Practical Hours	Hours (Theory + Practical)
	Introduction to ICT • Introduction about computers • Basics of Word Processing • Basics of Excel	4	5	9
	Introduction to Internet • Basic of Internet, • How to use email • How to use search engines	4	5	9

	What is Digital Marketing
	• Understanding Digital Marketing Process
	  o Visitors Engagement
	  o Increasing visibility
		3	--	3

	Introduction to e-Commerce Sites • Types of e-Commerce Sites • Introduction about various e-Commerce sites • How to use e-Commerce Sites	5	5	10

	• Popular e-Commerce Sites like Flipkart, Amazon, ebay, Myntra, Jabong, Snapdeal etc • Impact of e-Commerce			
	Using e-Commerce Sites • Registering on e-commerce sites • Registering products on e-Commerce sites • Placing Advertisement on e-Commerce sites • Creating a product catalogue on e-Commerce sites • Marketing products on e-Commerce sites • Integrating Social media for marketing campaign • Modes of Payments	6	8	14
	Sales and Feedback Analysis • Basic introduction about Google	2	3	4

	Analytics • Using Google Analytics • Usage of Mobiles for e-Commerce			
Total		24	26	50

After completing the training the incumbent will be able to:

- Develop an understanding about computer and its functioning
- Will be able to operate computer using its GUI based operating system
- Will develop understanding about word processor, spreadsheets, Internet, its uses and will be able to create, save, print & modify simple document like letters, costing sheets, using search engines.
- Develop an understanding about network & internet and use browsers and creating, receiving & sending mail with attachments.
- Develop an understanding and learn to use various e-Commerce sites and develop basic understanding of conventional marketing over digital marketing, advantages of Digital Marketing using e-commerce sites.
- This will enable them to set up their own product catalogue to facilitate broader reach of their product and will bring business at their door step.

Funding Agency:

Scheme should be 100% funded by the Department of Electronics and Information Technology, Ministry of Communications and Information Technology, Government of India for implementation of project over a period of 5 years.

Target Beneficiaries:

1 lac citizen from rural India belonging to the categories of artisans, craftsmen etc.