

**National Institute of Technical Teachers' Training & Research,**  
**Bhopal**

**Capacity Building Program on - Social Media Tools and Graphic Design for Logistic Management**

**Duration: 17/07/2023 To 21/07/2023 (Program Code- PMGS 3)**

**Online at NITTTR, Bhopal**

**1. Rationale:**

Infrastructure development in India is a critical enabler for achieving a \$20 trillion economy by 2040. As India marches on a high-growth trajectory, the country is all set to become a 5 trillion economy by the year 2024. Govt. of India has brought many policy reforms such as National Logistics Policy, National Logistics law, Logistic Master Plan, National Multimodal Facilities and Warehousing plan, National Logistics Workforce Strategy and digitization initiative to facilitate an inclusive and sustainable growth, to become Atma-Nirbhar Bharat. One of these policy reforms is PM Gati Shakti -National Master Plan for Multi-modal Connectivity launched by the Hon'ble Prime Minister to bring a paradigm shift in decision-making to break the silos of departmentalism. This ambitious initiative of Govt of India will bring down the logistics cost from 13% to 8% of GDP, leading to a reduction of approximately 40%, within the next five years.

National Institute of Technical Teachers' Training and Research (NITTTR) Bhopal, a resource institution of the Government of India under the Ministry of Education has decided to contribute to PM Gati Shakti Initiative as per its mandate to train teachers and trainers. These in turn will train the budding engineers, diploma holders and logistic professionals. The training programme on 'Social Media Tools and Graphic Design for Logistic Management' has been designed so that logistics companies can equip their staff with the skills essential for use of social media platforms and also to create visually appealing content, for engaging with their stakeholders.

Today social media platforms Facebook, Twitter, LinkedIn, Instagram and such others has become an integral part of communication process for any industry. It provides an excellent opportunity for logistics companies to reach a wider audience and promote their services. By leveraging social media, logistics companies can also engage with customers, build relationships, and gain valuable feedback that can be used to improve their services. Graphic design is equally important for logistics companies as it helps to create a visually appealing and professional image. With graphic design skills, logistics professionals can create compelling visual content for social media, websites, and other marketing collateral. Having a good understanding of graphic design tools can help logistics companies to create high-quality designs that stand out from the competition.

This programme has been designed to equip the participants with the skills and knowledge required to create compelling visual content and design social media campaigns, for effective logistic management.

## **2. Program Outcomes**

The Participant will be able to:

- i) Explain the importance of PM Gati Shakti initiative in the processes of logistics and supply chain management.
- ii) Describe the features of social media tools that are relevant to needs of supply chain management activities.
- iii) Design effective graphics to integrate into social media tools and applications to support supply chain management.

## **3. Programme Contents:**

### **Module 1 Overview of supply chain management**

- Introduction to PM Gatishakti Scheme
- Introduction to supply chain management

### **Module 2 Overview of social media platforms**

- Introduction to social media
- Overview of various social media tools Facebook, Twitter, Instagram, LinkedIn, and YouTube
- Role of social media in supply chain activities
  - Customer communication, Networking, Employee engagement, Collaboration, Marketing using social media
- Managing social media account – What and Why
- Content creation - text, images, videos, and live streaming for social media

### **Module 3 Graphic Design**

- Basics of graphics images
- Types of files
- Different open source and freemium tools for Graphic Design
  - Overview of interface and features
  - Designing social media graphics using open source and freemium tools
  - Creating custom graphics and templates for social media
- Image editing
- Animated graphics

### **Module 4 Application of digital marketing in supply chain management**

- Creating a website
- Use of digital marketing tools in business.
- SEO and its importance
- Keywords Research

#### **4 . Instructional Strategies:**

Online Input cum discussion, demonstration, case studies, mini project, demonstration, task-based practice assignments, field visit

#### **5. Learning Activities/Assignment/Tasks:**

- Creating accounts and profile on social media platform
- IdentifFeatures of Social media for business
- Designing Graphics for identified purpose
- Prepare Collage using image editing tools
- Key word research
- Creating google Ads accounts
- Create website

#### **6. Assessment & Grading:**

- Group Assignments
- Individual Tasks
- Summative Assessment through Portfolio created during course and MCQs.

#### **7. Target Group:**

Faculty from Higher education institutions and AICTE approved institutions.

#### **8. Program Team:**

- Mrs. Asmita A. Khajanchee -Coordinator & Associate Professor, DMRDE, NITTTR, Bhopal (Email- [aakhajanchee@nitttrbpl.ac.in](mailto:aakhajanchee@nitttrbpl.ac.in)) (Mobile - +919826491529)
- Dr. S.S. Kedar- Professor and HOD DMRDE, Programme faculty, DMRDE, NITTTR, Bhopal (Email- [sskedar@nitttrbpl.ac.in](mailto:sskedar@nitttrbpl.ac.in)) (Mobile - +919425007408)
- Shri Jitendra Chaturvedi, Graphics Artist and Social Media Champion, NITTTR Bhopal

#### **Programme Schedule:**

Day	Session I 10.0 - 11.30	Session II 11.45-1.15	Session III 2.15 - 3.45	Session IV 4.00- 5.30
1.	<b><u>Google meet class begins:</u></b> General Instructions and Program Orientation.	Introduction video Presentation- Importance of PM Gati Shakti Initiative	<b><u>Module 1:</u></b> Overview of supply chain management and key activities <b><u>Task 1 –</u></b> Identify Examples of supply chain in your field	
2.	<b><u>Module 2:</u></b> Overview of social media platforms, Role of social media for supply chain activities		<b><u>Task2</u></b> Communication on social media	
3.	<b><u>Module 3:</u></b> Overview of graphics and basics of graphic design, layout colour, arrangement, message		Tools of GIMP software	<b><u>Task 3 –</u></b> Prepare graphics for identified theme.
4.	<b><u>Module 4</u></b> Creating account on social media And keyword search	<b><u>Task 4</u></b> Develop a social media account and keyword research	SEO and designing content for improving visibility	<b><u>Task 5–</u></b> Creating a website
5.	<b><u>Task 5 continued</u></b> Enrichment of website	<b><u>Task 6 -</u></b> Creating Google Ads account	Presentation by participants and Portfolio submission	MCQ Test followed by Feedback & Valedictory Function.