

## SAMPARK: A SOCIAL INITIATIVE BY KUMAUN UNIVERSITY, NAINITAL

कुमाऊँ विश्वविद्यालय  
स्लीपी हॉलो नैनीताल-263001, उत्तराखण्ड



Kumaun University

(Accredited Grade "A" by NAAC)

### ONE WEEK FREE ON LINE COURSE ON "RURAL MARKETING IS REAL MARKETING"

**Faculty of Management**  
**Sir J.C Bose Technical Campus, Bhimtal**

**Objective of the course:** *The main objective of the course is to explore the opportunities available in the rural areas. This course will also be helping learners / participants to understand the prospects and challenges of rural areas & rural marketing.*

**Learning outcome:** *In Consonance with SAMPARK: A Social Initiative by Kumaun University, Nainital an effort has been made to develop the on-line course on rural marketing. After successful completion of the course learners / participants will be able to understand how the growth of rural marketing leads to increased business operations, professional activities and services that can generate a lot of employment opportunities in coming years. Rural marketing can generate more attractive employment opportunities to rural and urban people / migrants and could make them self-reliant.*

**Click here for Registration:** <https://forms.gle/pB6i6DY2bnCyZtum9>

**Most Urgent:** *Join WhatsApp group for further communication and information.*

**Link for WhatsApp is:** <https://chat.whatsapp.com/BONanGa25F6AsBkSdi0zF0>

**Note:** *E- Certificate will be provided to all the registered participants on their E-mails.*



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