

Presentation on Summer Training Assignment

A warm welcome to learned faculty SDS,IIHMR



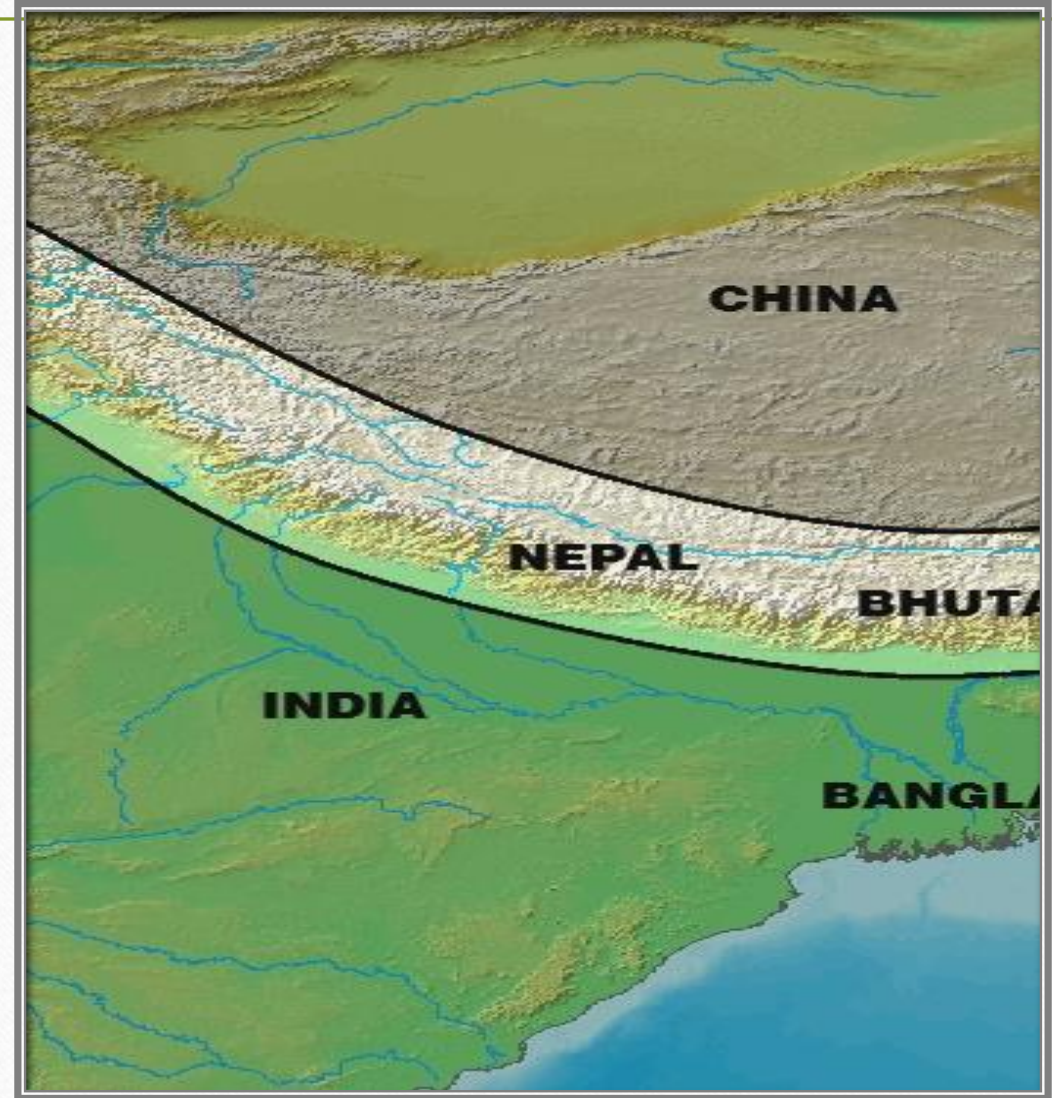
This report presentation
consist of two sub- section

Presentation 1 on resperach report and
presentation 2 on online courses

- A presentation by **Dinesh Upadhyay** as part of Summer Training Assignment under mentorship of **Prof.Sazzad Parveez**

An Overview

- From Hindu Kush Range in Afghanistan to Hkakabo Razi in Myanmar
- From this vast stretch of area, I have tried to be focused on Western Himalaya (Uttarakhand)
- Animal encroachment, migration to plain part, employment, connectivity are major and common problems in the western Himalaya



Present scenario

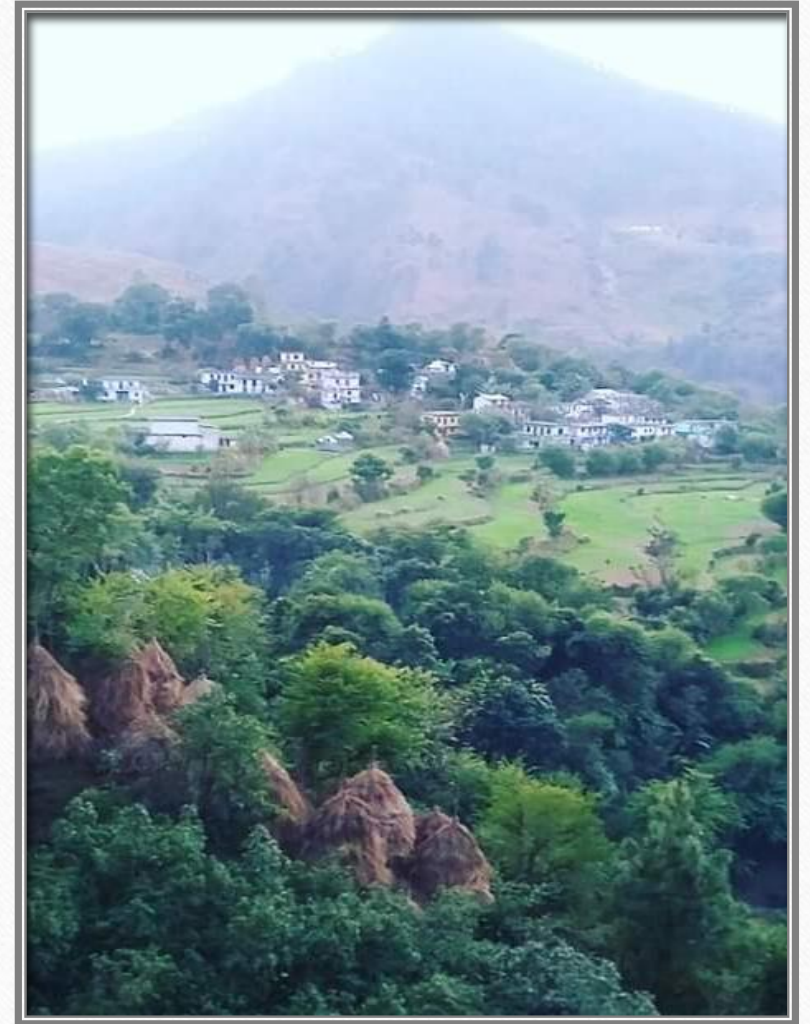
- The region is facing rapid migration after 1980 due to lack of employment, health, education and other facilities
- There has been decline in agri practise due to animal encorachment, connectivity, lack of adaptability resulting in less utilization of natural resources.
- Adaptive and climate centric herbal farming and aggroforestry can be sustainable solution



Aggroforestry and Allied activities to Solve problem of Migration in Himalyan Region

Key aspects

- Forced migration
- Sustainability
- Local resources for employment generation
- Preservation of herbal farming



Problem and Solution

- During this research study I focused on solving the problem of forced migration and how we can solve it.
- Scienric beauty,forest resources,water resources,suitable terrain and climate for herbal farming and allied activities are the strength of the region.
- The summarised extract of this study was that to use the strength of this Himalyan region to generate employment through climate centric and sustainable practise of herbal farming,animal farming,agro-farm tourism, aggroforestry, and became leader in supplier and manufacturer of these output.

Key Outcomes and suggestion

- The state should encourage private real estate,agri solution organization to bring investment in middle and upper Himalya
- Herbal farming,agro farm tourism,aggroforestry, animal farming, aromatic medicinal plantation, spice farming allied processing industries, are the major solution
- Service industry in hill towns and cities can be a major employment provider in less time

Key note: The region must work on its area
of strength and not to copy the league of
industrial states

It's geography is natural suited to organic
and herbal farming and allied industries

Presentation Report on Online course

- My planning and objective with regard to online courses was focused on future i.e a balance between set of skills for academic (rural development) and laying foundation for gaining required skill for remote working
- I will be illustrating in brief about online courses done in Digital Marketing(Google Digital Garage),Business Content Writing (Allison)and Water and Sainitation(Asian Development Bank)

Fundamental of Digital Marketing

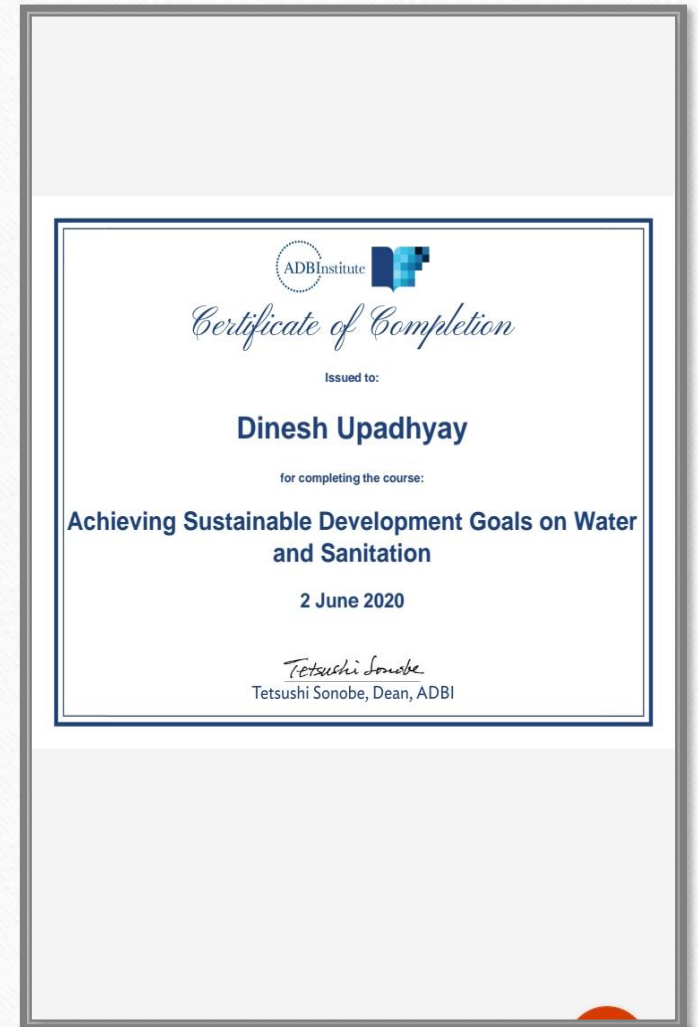
- A course by Google Digital Garage to give learner basic understanding of Digital marketing like how to take business online and topics search engine optimization
- Module – 26
- Duration 40 hr



Achieving Sustainable Development Goal on Water and Sanitation

An online course by ADB to give learner a unique understanding about Development and its various dimensions

- Self paced



Copywriting for Conversion

- A course by Alison in content writing to equip the learner with basics of copywriting
- Module – 8
- Duration – 2-3hr
- Key tag- Headlines is the key



 **Learner Achievement Verification**

This is to certify that the management of Alison has decided to award Dinesh Upadhyay living in India the certificate of completion in Copywriting for Conversions: How to Write Persuasive Content.

Learner Details



Name: Dinesh Upadhyay
E-mail: u.dinesh93@gmail.com
Country: India



Course and Result



Score
80%
Study Time
1:45:57

Copywriting for Conversions: How to Write Persuasive Content

Learn how to make your website content, blog posts, or social media pages stand out from the competition for all the right reasons by writing attention grabbing and persuasive content. The online world is crowded with entrepreneurs looking for a way to start a new venture, or to grow an existing one. To succeed, we need to understand how to use words effectively.

Modules Studied

- Module 1: Introduction to Copywriting
- Module 2: Writing Irresistible Headlines
- Module 3: Writing Content that Sells
- Module 4: Crafting Persuasive Reviews
- Module 5: Copywriting for Service Providers
- Module 6: Copywriting for Lead Generation Pages
- Module 7: Copywriting for e-Commerce Stores
- Module 8: Course assessment

Thanks for your valuable time

“Beyond a well known mountain...

There is a forbidden fountain...

Spreading water to tough terrain...

Where nature play music with rain...”

