



EXPERTISE
EXPERIENCE
EXCELLENCE

ASIA'S LEADING DIGITAL MARKETING INSTITUTE

SINCE 2016



+91 9811335081 +91 7355781092
+91 9519024441 +91 9335264655
+91 8299653801 +91 9873603923

www.ndmit.com

"NDMIT IS MODIFYING THE NATION TOWARDS INNOVATION"

NDMIT (Digital Marketing Training Institute) provides the best learning techniques on how to learn the creativity and skills of digital marketing. We provide placements to MNCs, corporate houses, and reputed firms. Our candidates are motivated to indulge themselves in how to captivate the learning techniques of digital marketing. Our marketing programs open great perspectives. We groom our candidates according to the needs of the current digital era. NDMIT came with the motive of transformation, from creation and plugs innovation to the world.



WHO WE ARE ???

NDMIT is one of the Leading Digital Marketing Training Institutes in the country, established in 2016. NDMIT was founded with the aim to impart better education and training in Digital Marketing. The digital waves keep their velocity high and it is changing every day. Through Digital Marketing, every business and company strengthens its online presence in this digital era.

NDMIT provides training to everyone starting from fresh graduates to business owners and to the ultimate marketing and sales professionals. The candidates from each sector are properly guided to gain knowledge of Digital Marketing. We are here to enhance the skills and creativity of the candidates and let them dive into the pool of Digital Marketing.

WHAT DO WE DO???

At NDMIT, the main focus is to help people understand the role and significance of Digital Marketing in our daily lives.

The candidates are trained according to the niche which is required to grow their career. We provide live training sessions on how to develop the skills in Digital Marketing and bring the best out of them. To ensure this, NDMIT provides flexible training sessions to its trainees, where they get a chance to learn and explore techniques of digital marketing.

What is the Future Scope of Digital Marketing?



The scope of Digital Marketing has seen drastic growth from the year 2020. When we think about the key indicators of success in Marketing, the first thing we can think about is the number of people reached through Marketing practices. The internet's penetration has reached outstanding numbers. Looking at India, they have the 2nd largest number of internet users in the world. By 2025, the number of active internet users in India will grow to almost 666 million. Thus, this indicates that a larger share of people are shifting online and hence it makes complete sense to start marketing online.

With the rising popularity of digital marketing, companies are demanding digital marketing professionals and experts. Especially considering the current coronavirus crisis, the job market will focus majorly on Digital and Technological Skills as it will enable them to work remotely. Thus, companies are looking for people who are skilled enough to handle Digital Marketing

The Digital Marketing career scope in the Indian internet industry is alone going to reach worth \$160 billion by 2025, according to a Goldman Sachs report, which is three times its current value. Many companies are shifting their focus from traditional marketing to digital marketing.



**20 Lakh + Jobs
Available**



**5.5 LPA
Average Salary**



**3 LPA
Average Freelancing
Income**

NDMIT TRAINING METHODOLOGY

Get Your Digital Marketing Certification from the leading institute of India i.e. NDMIT. Build your excellence by creating your website and put your efficiency into learning the aspects of Digital Marketing. NDMIT provides various modules which are segmented under 3 divisions i.e. Basic, Pre-Specialization, and Specialization. Develop your proficiency in communication with CDP Program. A comprehensive methodology is being constructed by the institute, which enables the aspirants to learn the skill-oriented feature of digital marketing. We always tend to provide the best curriculum to our candidates according to the demand of current business needs and desires



RAHUL PANDEY
FOUNDER & MARKETING HEAD



SHAHBAZ HASSAN JAFFERY
CO- FOUNDER & PRODUCT HEAD

BRINGING THE BEST COMPOSITE LEARNING TO YOU

SMS - STUDY MATERIAL SYSTEM



SMS

STUDY MATERIAL SYSTEM

NDMIT's online study material system is an exclusive first kind of product in digital education that enables our classroom students to carry their learning progress to their homes.

SMS helps students to drive maximized learning & retention from each class through its post-class exercise, quizzes, and self-learning videos.

A mandatory learning track ensures each student must complete all course essentials before he becomes eligible for specialization and examinations.

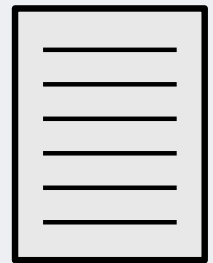
The SMART learning track program also sends progress reports to their trainer.



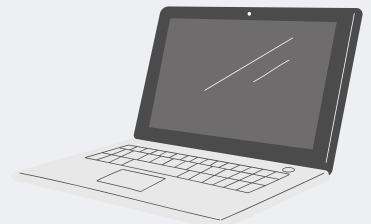
RESPONSIVE INTERFACE



24*7 LEARNING SYSTEM



CONTENT LIBRARY



ASSIGNMENTS & TASK

COLLABORATIVE CLASSROOM

FOR LEARNING AS A TEAM

The idea behind NDMIT collaborative classroom is to develop joint thinking and a co-learner-inspired learning atmosphere in the classroom which helps students to understand, evaluate, and solve the concept of digital marketing theory. Our certified faculty will lead the classroom to ensure smooth and doubt-free progress of the course.



DIGITAL EXPERIENCE ZONE

PRACTICAL HANDS ON LEARNING

Learn, apply and succeed in achieving a high flying career in the digital industry. At our experience zone, you will get a chance to practically implement the classroom learning on 50+ Software under the supervision of experts, certified by digital giants like Facebook, Google.



NDMIT AWARDS

Recognizes the best-performing students & team, across the NDMIT network and is aimed at achieving excellence via. internal competition.



STUDENT OF THE BATCH

To maintain the competitive feel among students one of them is to be fetched as STUDENT OF THE BATCH



WEBSITE OF THE BATCH

Creativity is a gift we drive into the hands of our students but there would be one who leads to find the best we fetch WEBSITE OF THE BATCH

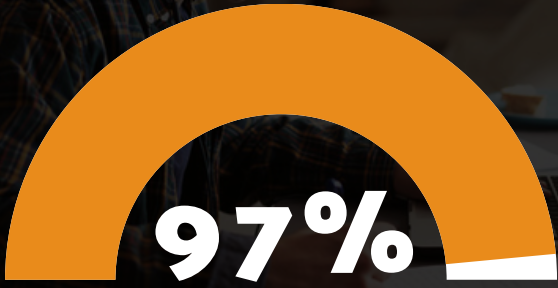


TEAM OF THE SPECIALIZATION

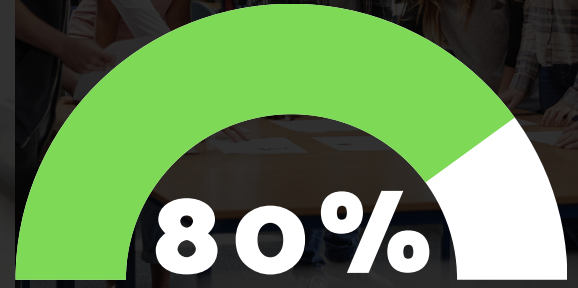
Specialization is like a war where teams collide to become the best among them all by completing practical tasks, we present the TEAM OF THE SPECIALIZATION



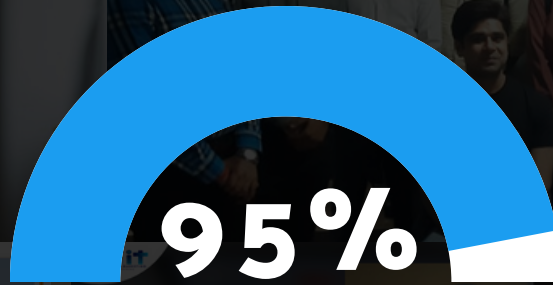
WHY WE ARE BEST



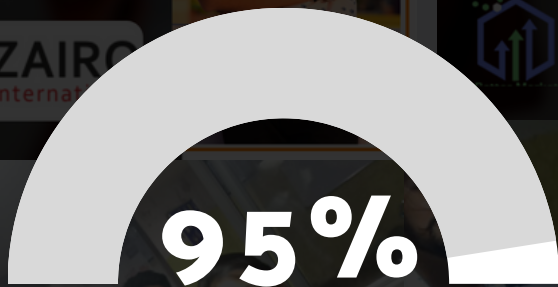
**TRAINING
QUALITY**



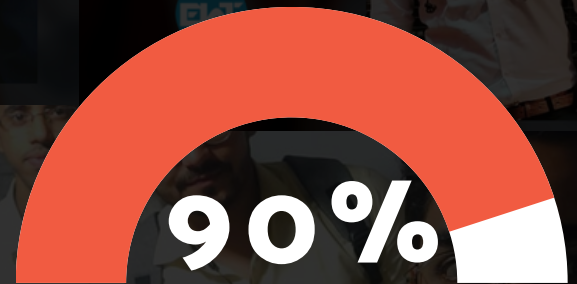
**INFRASTRUCTURE
& MANAGEMENT**



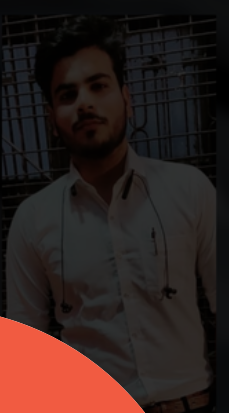
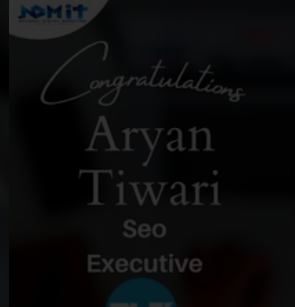
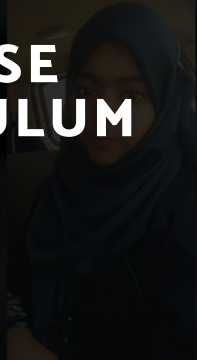
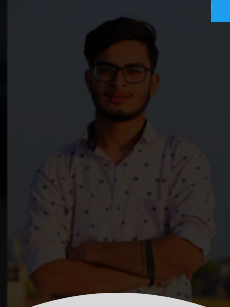
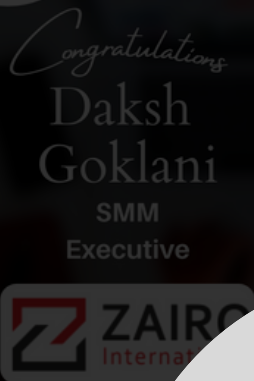
**COURSE
CURRICULUM**



**PLACEMENT
CRITERIA**



**PRACTICAL
RATING**



COURSE MODULES

MODULE 01 (20 MM)

- Introduction to the Program
- Understanding the Training Methodology
- Your Goals, Our Expectations, and How we will help you to achieve your goals.
- Discover different Career Options (With Framework)

MODULE 02 (20 MM)

- Introduction to Digital Marketing
- Understand Digital marketing in the current context & why it's booming
- Discover what's traditional marketing & understand why Digital Marketing is in need of time.
- Constituent of Digital Marketing
- Develop a framework for the digital marketing process

MODULE 03 (20 MM)

- Objectives of Digital Marketing. & discover what it can achieve for business/brands
- Solve Case Studies on Digital Marketing & see the patterns of how it's applied in the real world
- Discover the framework of Digital Strategy
- Practical Exercise on Business objectives (Business Point of view and User Point of View)



MODULE 04: Content Marketing playbook (20 MM)

- Discover content marketing, rules to consider, and its advantages.
- Understand different content types & develop an understanding of when to use which content type.
- Build a promotional calendar that roadmaps your customer communication to keep it consistent across all channels and media.

MODULE 05: Practical graphic designing to design content (Designing Images & Banners) (20MM)

- Graphic Designing (Image Design With [Canva](#) & [PiktoChart](#)
- Practical implementation of tools to design Banner and Logo Design (Logo Maker + Use the Internet to find out types of banners)
- Practical Exercise on Banner & logo Design (Worksheet)

COURSE MODULES

MODULE 06: E-book and PDF publishing (20 MM)

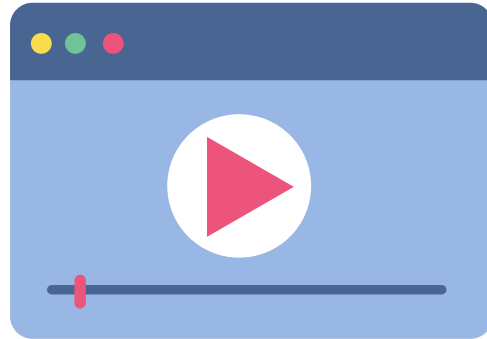
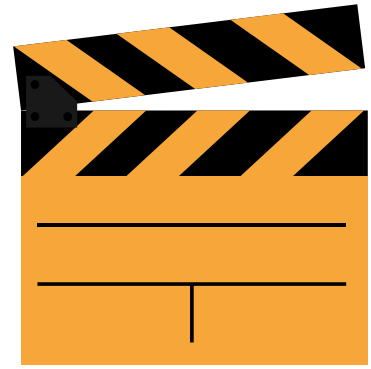
- Discover the secret way of using [E-Book](#) in digital marketing strategy
- Discover various classifications of E-book
- Practical Exercises in E-book Design
- Discover How to promote E-book & make the same E-book, a lead generating machine

MODULE 07: Video Making Strategy | Creations (20MM)

- Video Marketing and its Importance
- Online Videos and their types
- Video Scripts
- Exercise & Activity

MODULE 08: Youtuber special- YouTube Marketing and Channel Creation (20MM)

- Channel Customization
- Profile & Post best practices
- Exercise & Activity- Customization and Upload



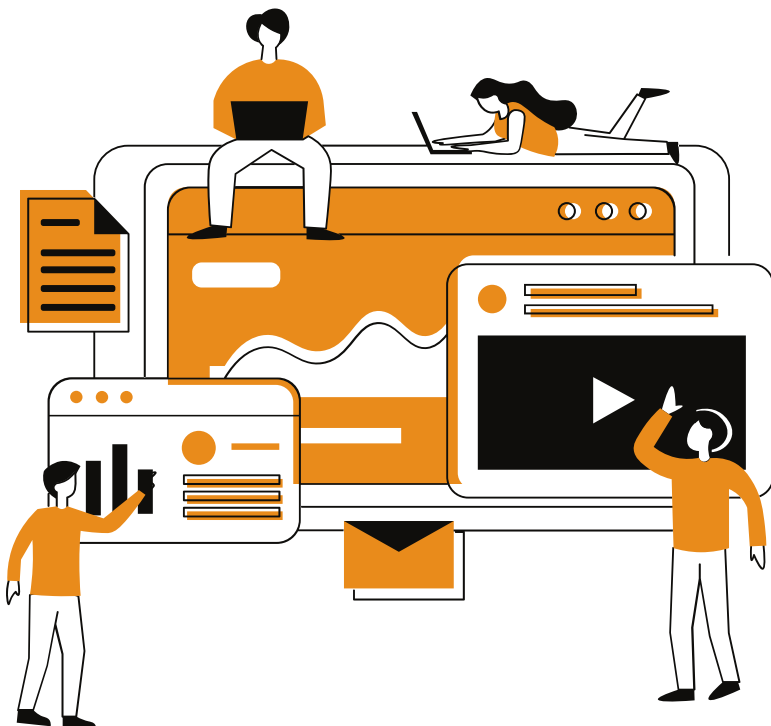
MODULE 09: Lead Generation- Online (20 MM)

- Discover the Lead Generation framework
- Lead Generation tools and their Types
- Exercise and Activity- [Capturing of leads through Google forms](#)

-----1st Phase Exam-----

MODULE 10: (WOB Competition- 100 Marks) Learn Website Creation through (CMS)

- Buying Domain & Hosting (Go-daddy)
- Develop an understanding of C-panel & Various tools in that.
- [WordPress-Installation](#)
- Process of theme selection and customization
- Building Home & internal pages
- Blog, Warmup & Squeeze Pages
- Menu Customization
- Exercise & Activity



COURSE MODULES

MODULE 11: (100 MM)

Virtual Store (Website – [E-commerce Store](#))
Building

- Setting up own e-commerce store
- E-Commerce tools
- Customization & Essentials
- Creating product Feed

MODULE 12: Email Marketing (Implementation on Website & Automation Tools) (100MM)

- Discover Email marketing importance & how it always delivers hot prospects to business
- Discover Various Email Marketing tools
- Email Marketing Opt-in tools
- Discover what to write in an email to attract your audience to us.
- Learn How to Draft HTML Emails
- Discover Tool kit for effective Email Marketing
- The roadmap that will take you through every places you need to build out in order to attract new leads and email subscribers.
- Build an "Automated Selling Machine" that consistently converts cold leads into red-hot buyers... literally while you sleep.
- Practical Exercise & Activity

MODULE 13: Inbound Marketing (50 MM)

- What is inbound Marketing
- How to develop Magnetic Content Ideas that will attract an audience
- [Content Calendar Building](#)
- How to develop content one time & Re-purpose the same content various times & save tonnes of time in producing content.



MODULE 14: Web content Writing (50 MM)

- Discover different Elements of Effective blog posts
- How to create blog posts & utilize different tools
- How to market blog posts to different audiences
- Exercises and Activity

-----2nd Phase Exam -----

[Pre- Specialization \[Introducing Specialized Trainers \] Online + Offline Classroom Training](#)

MODULE 15: Google Web analytics & Traffic Reporting (100 MM)

- Get introduced to Web analytics
- Setup Google Analytics
- Google Analytics Reports – An Overview
- Exercises & Activity

COURSE MODULES

MODULE 16: Advanced Google Analytics (100 MM + Certification 200 MM)

- Tag Manager & Advanced Google Analytics
- Google Tag Manager
- Event Tracking
- Custom Metrics & Dimensions
- Reports- Advanced
- Conversion Attribution Model

-----Certification-----

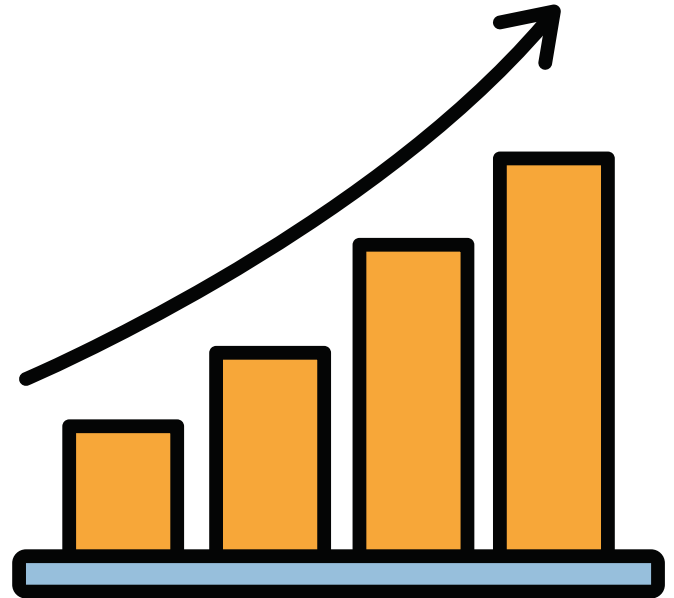
Writing Skills and Copywriting (500 MM)- Special Class

MODULE 17: Customer Persuasive Science

- Discover Neuro Marketing (Tag Rs99 Vs Tag Rs100)
- Secrets revealed-Emotional & Motivational Marketing
- Discover the power of Prospects Empathy
- User – Untold Pain| Unexpected Gain | Dream & Desires | Greed

MODULE 18: Copywriting – Use words to sell more

- Introduction – Copywriting
- Copywriting Mindset
- Copywriting vs content writing
- Learn what a customer avatar is and the steps to create it, so you can finally get clear on whom you're selling to and craft a tailored message for your audience.
- Secret questionnaire to get into the head of the dream buyer to find emotional hot buttons
- Power of power words
- Secret tools to find what's your dream audience thinking.



MODULE 19: Headlines – A Secret weapon to drive conversion

- How to write Incredibly effective Headlines even if you are not good at English
- Fill in the blanks template to write headlines
- Pareto principle significance in the headline
- Secrets revealed regarding effective headlines for search & social Campaigns
- Discover Effective headlines to write high performing emails
- Ad copy secrets revealed

MODULE 20: Essentials of Landing page

- Discover how to write a landing page copy so that it can become a selling machine
- Secret ways revealed to write bullet points
- Discover the true power of offers that sell automatically
- Secret for writing a powerful Guarantee
- Integrate Social proof to take your conversion to the moon
- Discover ways to write Irresistible calls to action that drives clicks

COURSE MODULES

MODULE 21: Copywriting Skills- Bite Sizes Fundamentals

- Discover the WIIFM principle & make your content convincing machine
- Introduction to feature & benefit
- How to flip features into benefits like a PRO
- Show, don't sell method for effective copy

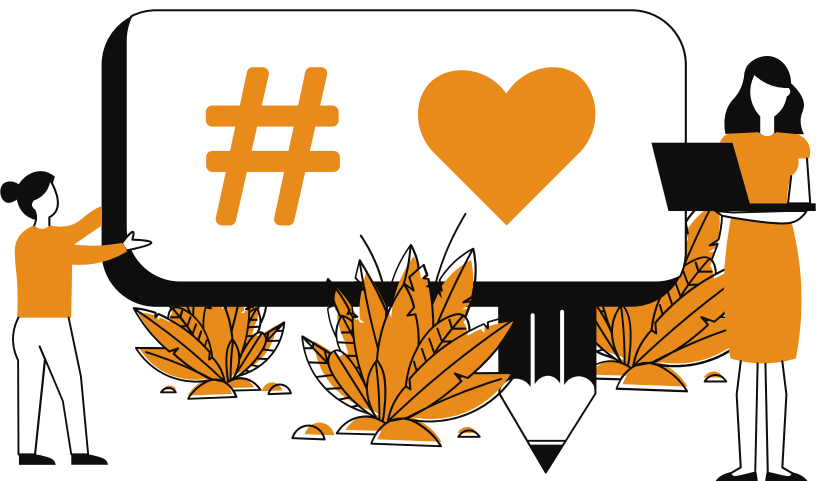
MODULE 22: Copywriting Skills- Secrets

- Discover power words to make your copy selling machine.
- Full plan to write effective copy

MODULE 23: AD copy

- Discover various fill in the blank template to write effective ads like a pro even if you failed an English exam
- How to twist existing ad template with your core message
- Write Down Content for the website (All internal Pages)

Social Media Marketing (Organic)



MODULE 24: Introduction to Social Media Marketing

- What is Social Media Marketing
- Power of Social Media for Business
- Discover Organic Social Media Marketing that drives results

MODULE 25: Social Media

- Discover Content Calendar Strategy for social media
- Build a promotional calendar that roadmaps your customer communication to keep it consistent across all channels and media.
- Optimize and Build a Highly Engaging social media Page that attracts and keeps adoring fans with a highly engaging Facebook page that publishes the types of content audiences respond to best
- Learn unique Hooks & Jobs Strategy
- Develop profile through proper nurturing

MODULE 26: Social Media tools

- Secrets for Conversational Marketing
- How to Choose the Right Social Media tools
- How to create a Brand Strategy to make powerful brands through social media

COURSE MODULES

MODULE 27: Decode Facebook Business Marketing Strategy

- Profile | Group | Pages
- Discover Secrets to attract and keep adoring fans with a highly engaging Facebook page that publishes the types of content audiences respond to best
- Analyze page insights report to find which content performing & which is not performing
- Customization of FB page according to the brand and audience type
- Analysis of Case Studies of how Facebook's organic strategy is making millions for brands & Model those patterns in your own Facebook page

MODULE 28: Instagram Business Marketing strategy

- Want eye-catching and engaging Instagram posts that convert passive "scrollers" into red-hot leads and buyers? Now's your chance...
- Discover best practices of Instagram posts
- Creation of Instagram Business profiles for influencing prospects
- Live examples and exercises to see how Instagram profiles convert prospects into buyers



MODULE 29: Decode Twitter Business Marketing

- Discover Twitter platform from a marketing perspective
- Discover different abbreviations and terminology specific to Twitter
- Discover Twitter strategy for brands
- Discover different content to which the audience is more receptive on Twitter
- Live examples and exercises- Learn How to Model different business Twitter strategies in your own profile.

MODULE 30: Decode Linked In Marketing

- Hot platform for B2B lead generation
- [Craft an All-Star LinkedIn Profile](#)
- Leverage Social Selling's newest frontier to get back 80% of your leads
- Create a powerful Linked In-Profile, Page and posting to attract leads organically for your freelance business
- Discover a secret way to develop a Personal profile on LinkedIn in a way, that company HR will chase you to join their company
- Live examples and exercises to understand LinkedIn best practices

COURSE MODULES

MODULE 31: Decode Quora Marketing-Gateway to develop brand authority

- Discover Why quora are the most underrated powerful marketing weapon & Deserves a place in the marketing mix
- [Create Quora-Profile](#) and Best practices for posting
- Discover a secret strategy to create convincing content in the form of answers
- Powerful Traffic building strategies in quora

MODULE 32: Online reputation Management- Reputation is everything

- Discover the importance of [ORM for brand/person.](#)
- Discover the Process of ORM-Monitoring|Prevention|Cleaning
- Powerful social media tools for Monitoring|Prevention|Cleaning
- Case studies about how companies do ORM & how you can model it for your business.

MODULE 33: Google My business-Gateway to generate leads for local businesses (Certification Module)

- Discover Google my business platform & its importance for business
- [Secrets of GMB profile optimization](#)
- Discover to use GMB as powerful Social media tools
- Create Listings for local businesses in Gmb and drive leads
- Case Studies



Google
Maps



MODULE 34: Buyer Persona -You can't target someone without identifying them.

- [Create Buyer Persona](#)
- Anatomy of business and their Niche market
- Create Platform segregation for segmented buyers with a Digital marketing framework
- User Framework with Target Audience|Need|Demography| Background Goals |Challenges | Recommendation.
- Case Studies

MODULES 35: Secrets of Keyword Research 70% SEO done if it's done correctly

- Why Keyword research is everything in search promotion
- Discover Essential elements of good Keywords
- Follow a proven secret process for deciding which keywords will make the biggest impact and drive tangible results for your organic efforts.
- Secret Tactic for Keyword Selection process
- [Special Keyword Research tools](#)
- Special secret Criteria for Selection of the right Keyword which very few marketers know.
- [Keyword Mapping, Ranking process](#)
- Implementation Practical work on Excel.

COURSE MODULES

MODULES 36: Search Engine Anatomy (SEO)

- Discover How search engine works
- Unique search engine optimization framework
- Process of crawling|Indexing|Retrival|Ranking
- [Anatomy of SERP](#)
- Analyse Case Studies for understanding what brands are following

MODULES 37: Content Optimization & Writing SEO oriented content (SEO)

- Discover how to develop Relevant content & relevancy Score
- Significance of Deep & Wide content in SEO
- Importance of Content-Length & [LSI keywords](#)
- [Content Keyword essentials](#)
- Discover Content writing methods as an SEO professional
- Things to do, to avoid Penalties from google
- [Webpage SEO oriented content](#) (Case study)

MODULE 38: HTML Tags (SEO)

- Define HTML tags
- Why HTML tags are important in SEO
- HTML tags and their usage



MODULE 39: Architecture Optimization (SEO)

- Define Architecture in SEO
- Why [Architecture optimization](#) is important in SEO Case study

MODULE 40: Webmaster tool | Search console (SEO)

- What is Search Console
- [Verifying Search console](#)
- Search console reports
 - Search console for website audit

Module 41 Off-page Promotion (SEO)

- Off-page and its definition
- Link Building
- [Local Citation](#)
- [Social Signal](#)
- [Google algorithm](#)

COURSE MODULES

Ads (social +Search+ Media Buying + Google AdSense)

MODULE 42: Google Ads

- Google ads Framework
- Buying Intent platform (Search & Display)
- Assessment terminology of ads
- How to set up a Google Ads account and launch a new Search Campaign—budget, bidding, and all
- Campaign|Adgroup|Adcopy
- Types of ads
- Case Study

MODULE 43: Social Media Ads

- Social Media Ads Framework
- Buying Intent platform (Display)
- Assessment terminology of ads
- Campaign|Adset|Adcopy
- Types of ads
 - Case Study

MODULE 44: Online Media Buying

- Online Media Buying and Its Process
- Important Players
- Online Ads type
- Online Media Buying Models
- Online Ad targeting & Placement Options
- Managing Ad buying campaign
- Online Media Buying Vendors Campaign co-ordination



MODULE 45: Ad-Sense Marketing & Monetization

- Framework of Ad-sense
- Sign up process
- Monetize- Blogger| YouTube | Website
- Case study & Practical

MODULE 46: Affiliate Marketing

- Framework of Affiliate Marketing
- Affiliates & their types
- Key Affiliate program selection
- Case study & Practical



COURSE MODULES

Specialization– 90 % Practical & 10 % Theory

Mega Module 47: Keyword Research (SEO)

- Keyword Selection process (Excel | Word | PDF)
- Keyword Mapping, Ranking process (Client Reporting)

Mega Modules 48: Content Optimization & Writing (SEO)

- Writing for SEO Content | Keyword essentials | Length | LSI Keywords (Webpage SEO Oriented content)
- How to Improve Relevancy score on keywords.
 - Blogs + Articles (SEO Optimized)

Mega Modules 49: HTML Tags (SEO)

- HTML Webpage Structure (Practical)
- HTML tags for All Pages (Practical)
- HTML tags on files
- Sitemap creation and update on c-panel | root files
- Robots Tag creation and update on c-panel | root files
- HTML tags best practices
- Creation of HTML webpages & Upload on C-panel root files
- Schema Coding
- URL Structure
- Improve Page loading
- Robots HTML tags
- Canonical HTML tags
- HTML tags Client Reporting



Mega Modules 50: On-Page (SEO)

- Head Tags Optimization
- Body Tags Optimization
- Website Structure Optimization
- Optimized SEO page creation
- Preparation of Sheet for client

Mega Modules 51: Off-Page & Promotion to other portals (SEO)

- What is a Promotional Score & how does it helps in the ranking?
- Do-Follow link & No Follow link
- What are Social Signals
- Link building – Inbound links| Internal links | Outbound link
- Link Building strategy
- Submission Based link building
- Client link type requirement
 - Submission based Guest blogging
- Link outreach Guest blogging
- Key tools
- Link analysis
- Competitor backlink analysis
- High-value link building techniques
- Client reporting |Excel| Word| PDF
- Client report Analysis

Mega Modules 52: Off-Page & Promotion to other portals (SEO)

- Classified Submission
- NAP usage
- Local SEO Optimization
- International SEO
- Mobile SEO
- SEO Best practices
 - Client Reporting sheet

COURSE MODULES

Mega Modules 53: Pillars of Online Advertising

- Online Advertising- Definition| Importance
- Online AD platform Vs Ad Buying Models

Mega Modules 54: Google ADS

- Budget| Bidding| Auctions| Ad copy
- Campaign Structure
- Types: Search ads | Display Ads | Video Ads | Shopping Ads | App Ads
- [Google Assessment of Ads- CPI | CPM | CPC | CPV | CPA | CPE | CPL | CTR](#)
- Google Ads Objectives- Sales | Leads | Website traffic | Product Consideration | BA & reach | App-promotion
- Types of Keywords in Google Ads
- Tags- Conversion tags & Remarketing Tags
- Billing & Account set up
- [Practical – Google Search Ads + Campaign running+ Data practices](#)
- [Conversion Tracking set up](#)
- [Practical – Google Display ads + Campaign running+ Data practices](#)
- [Practical – Video ads + Campaign running+ Data practices](#)
- [Project Campaign Assignment from Client](#)

Mega Modules 55: Facebook ADS

- Campaign Structure – best practices
- Social media role and its customer journey- Targeting customer
- Role and Objectives of Facebook Ads
- Discover Facebook ad policies
- Billing and Account Set-Up
- Practical and Live Exercise
- [Facebook Ads funnel strategy](#)
- Advanced Instagram creatives
- Advanced FB ads optimization and strategy
- Funnel creation
- Case study and Practical



Mega Modules 56: Linked-In ADS

- Why LinkedIn ads and how this differs from FB
- LinkedIn Ads Objectives
- LinkedIn Ad Format
- Budget and scheduling process – LinkedIn
- Account and Billing setup

[LinkedIn- Ad campaign creation](#)

Mega Modules 57: Twitter ADS

- Why Twitter Ads?
- Objectives and types of Twitter ads
- Bidding| Budget | Creative
- Twitter Ad campaign creating
- Billing and Account Set up
- Case Studies and Practical

Mega Modules 58: Remarketing Ads

- [Setting Remarketing Pixel- All social media and Search Platforms](#)
- Customizing Google ads remarketing list
- Customizing FB ads customizing list
- Remarketing Campaign set up- FB
- Remarketing Campaign set up- Google
- Conversion ads Optimization
- Practical and Case Study

Unleash Your Potential with AI-Driven Course



AI MODULE 59

- 01 What Is Prompt ?
- 02 What Is Prompt Engineering ?
- 03 Advance Prompt Creation
- 04 AI Based Extentions
- 05 AI-Powered 1000+ Tools



AI MODULE 60

- 01 Introduction to AI in Digital Marketing
- 02 AI-Driven Personalization in Digital Marketing
- 03 Chatbots and AI-Powered Customer Service
- 04 Predictive Analytics and AI in Marketing Decision Making
- 05 Ethical Considerations in AI-Driven Digital Marketing

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CONSULTATION**

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RULES FOR PRE-SPECIALIZATION

Marking System-

- 1) NEGATIVE COMMENT (NC) - Given Bad performance by mentors.
- 2) POSITIVE FEEDBACK (PF) - Given Good performance by mentors.
- 3) NC & PF will be deducted & added in a total number of marks respectively.
- 4) Assignment marks of starter and advanced level modules.
- 5) Homework marks will be calculated in Total Marks.
- 6) In case of Absent without notice (not a genuine reason) NC will be marked
- 7) Bad and undisciplined behavior will result in NC.
- 8) Good performance and Etiquette will drive PF.

Eligibility for Specialization-

- 1) Attendance would be equivalent to 75% or more including Basic & Pre-specialization classes. Else candidates wouldn't be allowed to join specialization.
- 2) Marks would be equivalent to 80% or more in the respective manner mentioned above.

Minutes & Briefing marking system-

- 1) Candidates will give minutes of every class which will be allocated to the respective teams. The respective coach will mark the minutes out of 100.
- 2) In every class, a briefing of the previous class would be given by the respective team member as per the allocation of the team which will be marked out of 10 by the concerned coach.

Class timings and Scheduling -

- 1) Classes would be on daily basis.
- 2) Two classes per day.
- 3) Morning slot would be 7:00 AM.
- 4) Evening slot would be 8:00 PM.
- 5) CR will send the URL of the class 15 minutes before the allocated time.
- 6) Leverage of 5 minutes would be there to attend class after that NC will be marked.
- 7) Class timing would differ as per the respective schedule.

RULES FOR SPECIALIZATION **90% PRACTICAL+10% THEORY**

Rules for Specialization

- 1) Candidates will be shortlisted based on marks obtained. Below 80% would be not allowed.
- 2) Candidates will be only allowed to join specialization if there are no fee dues.
- 3) Segregation of students into teams of 4 to 6 candidates.
- 4) Each team will be guided by a mentor.
- 5) Each team will have a leader. Leaders will change on weekly basis on a performance basis.
- 6) A Class representative CR will be made among the best ones. CR will also change on a performance basis.
- 7) CR workings would be –
 - a) To Guide leaders
 - b) To manage Specialization Batch in every aspect.
 - c) To solve problems on ground level.
 - d) Bridge the gap between the mentors and supreme mentors
- 8) Late coming to classes will result in NC.
- 9) Rule related to Performance will be applicable the same as pre-specialization.
- 10) Q&A, Presentation, and Interview rounds will be organized on weekly basis.
- 11) Candidates will get a mock project to work with real clients.
- 12) The whole Specialization will be a mock practice of agency workings, hence Clients will also have the power to recommend PF & NC to candidates.
- 13) Candidates will be out of specialization if they score less than 33% in assignments Q&A, Presentation, and Interview rounds.

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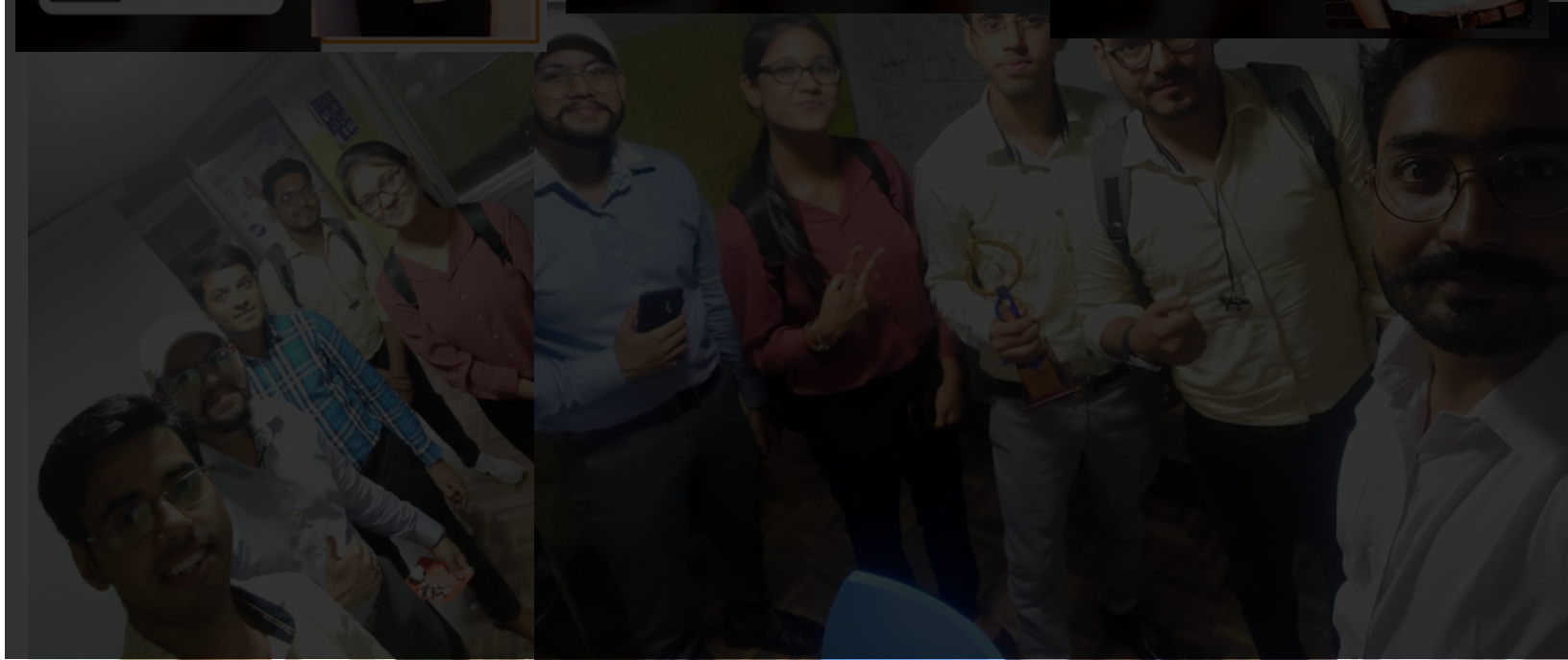
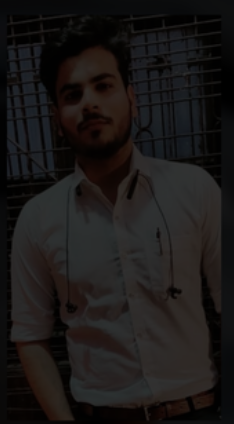
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