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DEPARTMENT : INDUSTRIAL BIOTECHNOLOGY  
COLLEGE : GOVERNMENT COLLEGE OF  
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NAAN MUDHALVAN COURSE: DIGITAL MARKETING  
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## ASSIGNMENT ON DIGITAL MARKETING

1. Create a blog or website using blogspot and wordpress. Customize the theme design and post new article with 500 words.

Blogspot:

<https://mohangbiotech.blogspot.com/2023/10/coimbatore-start-up-makes-dna.html?m=1>



WordPress:

<https://wordpress.com/setup/build/processing?siteSlug=biotech241.wordpress.com&siteId=225279250&showLaunchpad=true>

2. Create a new facebook business page and post one social media poster for your brand.

<https://www.facebook.com/profile.php?id=61550793360714&mibextid=ZbWKwL>



**MOHAN G Biotech**

Aug 31 · 🌐



Futuristic fragrance: New biotech unlocks scents that have never been sniffed. [#Research](#)  
[#perfume](#) [#perfume](#) [#perfumery](#) [#perfumes](#)



3. Create and design a social media advertisement poster using canva.



4. Create email newsletter design using Mailchimp or canva tool.

# Monthly Newsletter

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30.08.2023@mohang's biotechWednesday

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**THINGS TO KNOW IN DAILY**

## Application of Industrial Biotechnology



Industrial biotechnology is the application of biotechnology to industry to make it more efficient and environmentally friendly. It is a vast discipline that comprises various research areas, including green biotechnology, red biotechnology, yellow biotechnology, blue biotechnology, and white biotechnology.

White biotechnology, also known as industrial biotechnology, aims to use the power of biotech and genetic engineering to produce industry-grade products having economic value and improve the environmental footprint of modern industries. It focuses on addressing some of the biggest challenges the world faces, such as meeting food demand, discovering alternative fuel sources and producing them for mass use.



The Potential Benefits of using Industrial Biotechnology.

[LEARN MORE](#)

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