

GOVERNMENT COLLEGE OF ENGINEERING [IRTT]

ERODE: 638 316



Electrical and Electronics Engineering

NAAN MUDHALVAN

DIGITAL MARKETING

ASSIGNMENT

*BRAND NAME: Turmeric premium
powder*

*CATEGORY: Important Agriculture
product (Turmeric)*

NAME: JEGANATHAN G

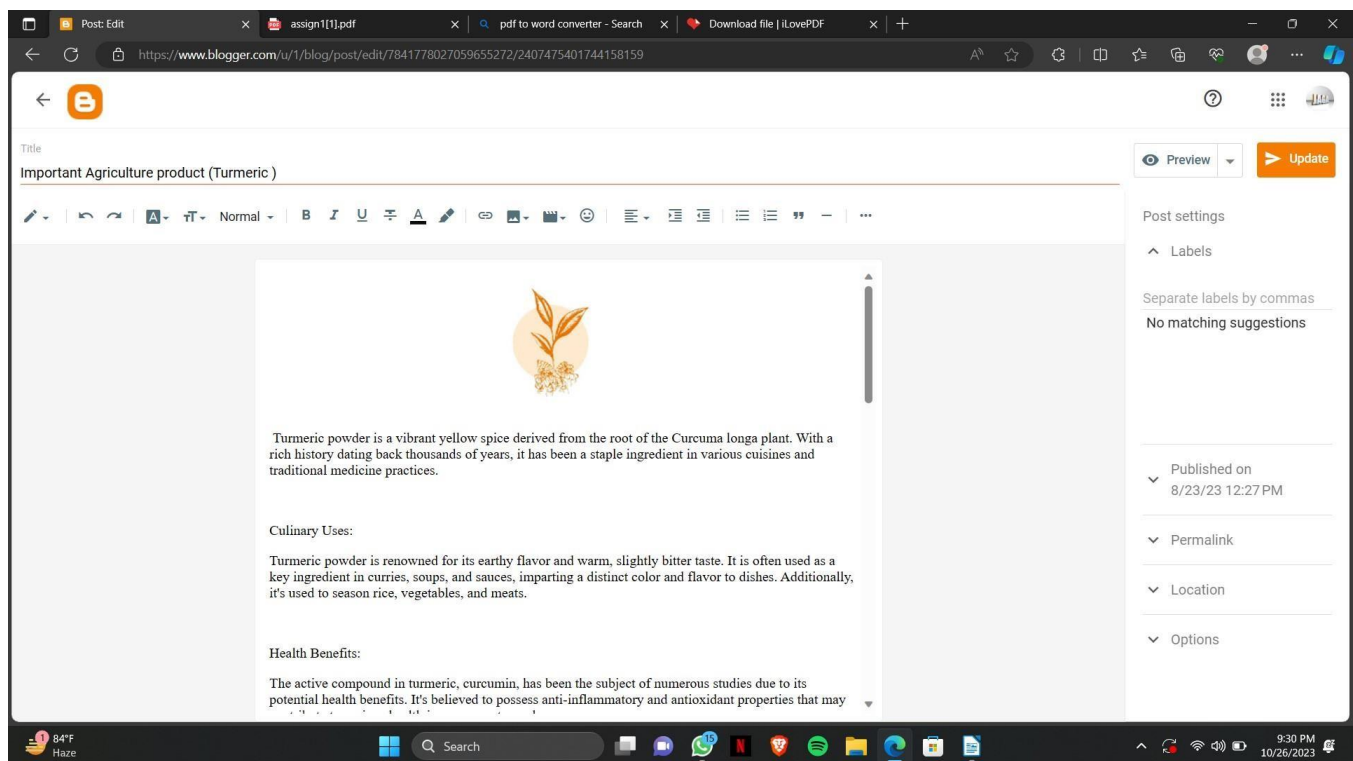
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1. Create a blog or website using Blogspot and WordPress. Customize the theme design and post new article with 500 words.

Link: Blog using Blogspot

<https://www.blogger.com/blog/stats/week/7841778027059655272>

Screenshot:



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Title

Important Agriculture product (Turmeric)

Preview Update

Paragraph B I U Paragraph

Turmeric powder is a vibrant yellow spice derived from the root of the *Curcuma longa* plant. With a rich history dating back thousands of years, it has been a staple ingredient in various cuisines and traditional medicine practices.

Culinary Uses:

Turmeric powder is renowned for its earthy flavor and warm, slightly bitter taste. It is often used as a key ingredient in curries, soups, and sauces, imparting a distinct color and flavor to dishes. Additionally, it's used to season rice, vegetables, and meats.

Health Benefits:

The active compound in turmeric, curcumin, has been the subject of numerous studies due to its potential health benefits. It's believed to possess anti-inflammatory and antioxidant properties that may contribute to various health improvements, such as:

Anti-Inflammatory Effects: Curcumin's anti-inflammatory properties may help in managing chronic inflammatory conditions like arthritis.

Antioxidant Protection: Curcumin's antioxidant properties can help neutralize harmful free radicals,

Post settings

Labels

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Usage and Precautions:

While turmeric powder offers potential benefits, it's important to note that curcumin's absorption in the body can be limited. Consuming it with black pepper, which contains piperine, can enhance curcumin absorption. Also, excessive consumption of turmeric might lead to stomach discomfort in some individuals.

Cultural and Traditional Significance:

Turmeric holds cultural significance in many parts of the world. In Indian and Southeast Asian cultures, it's used as a ceremonial dye, in religious rituals, and as an ingredient in traditional beauty treatments.

In modern times, turmeric has gained popularity globally, leading to its inclusion in various dishes, beverages like turmeric lattes, and supplements.

Conclusion:

Turmeric powder, derived from the *Curcuma longa* plant, is a versatile spice that not only adds flavor and color to dishes but also offers potential health benefits. Its long history of culinary and medicinal use continues to make it a staple in kitchens and wellness practices around the world.

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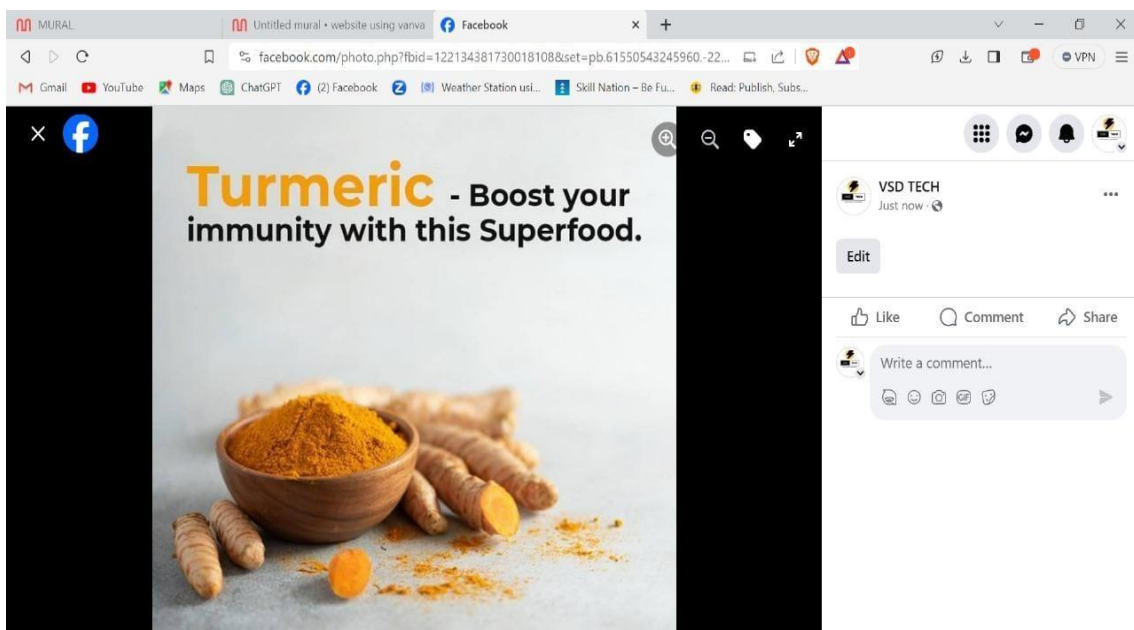
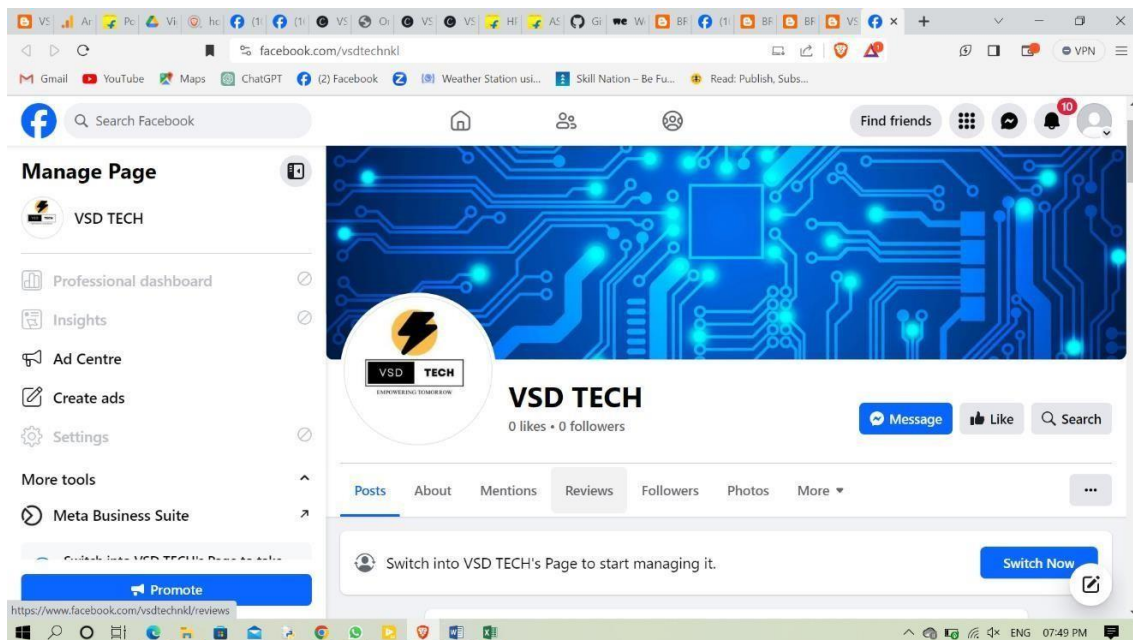
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2. Create a New Facebook Business Page and post one social media poster for your brand.

Link: Facebook business page

<https://www.facebook.com/vsdtechnkl>

Screen shot:

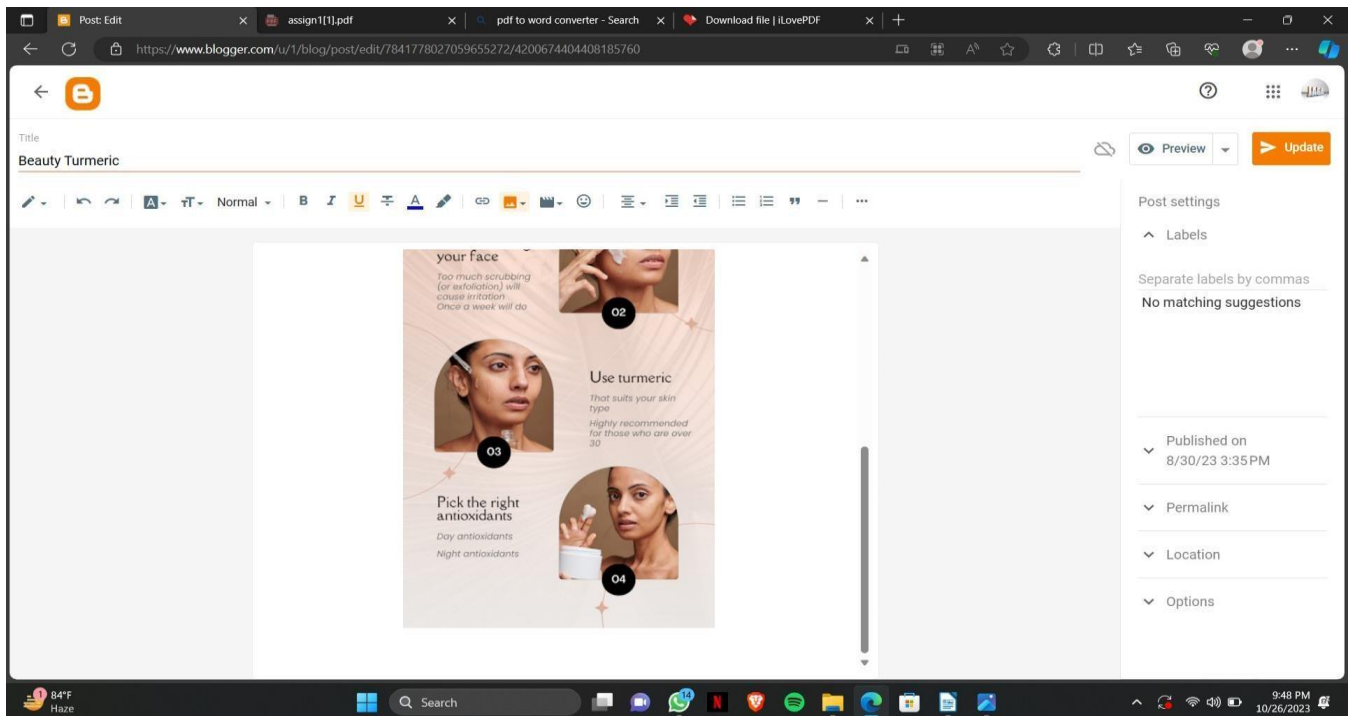
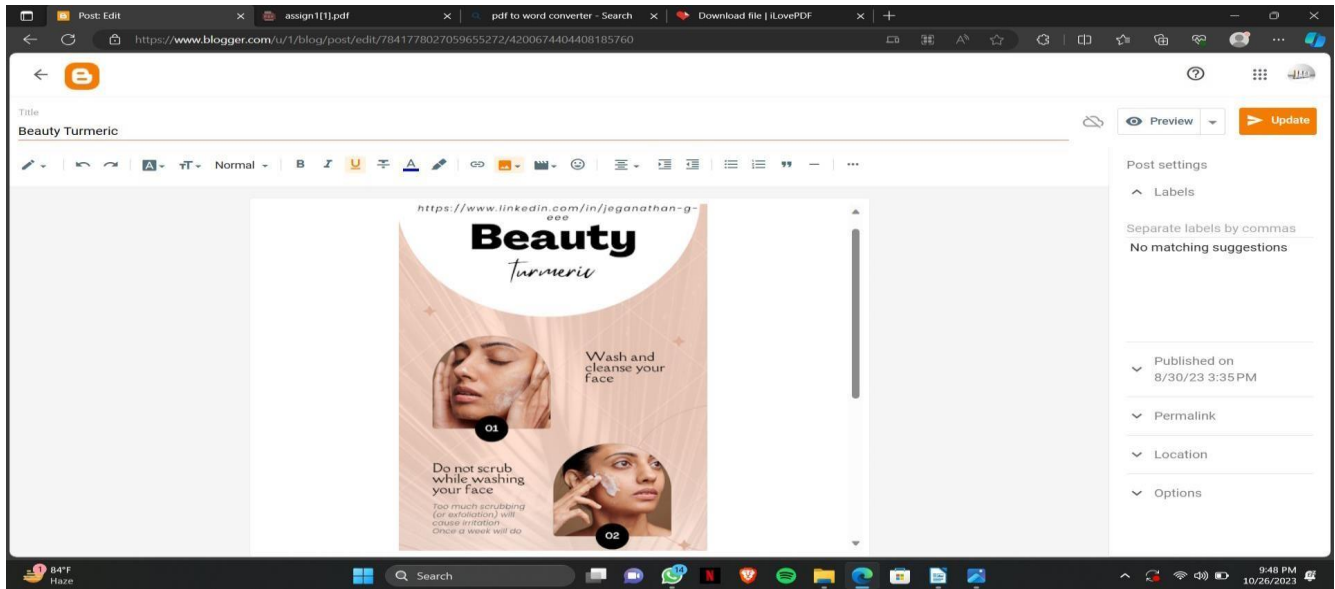


3. Create and design a social media advertisement poster using canva.

Link: Social media advertisement using canva

[Beauty Turmeric \(agricultureturmericwork.blogspot.com\)](https://agricultureturmericwork.blogspot.com)

Screenshot:



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

Link: Email newsletter design using canva

[Turmeric premium powder \(agricultureturmericwork.blogspot.com\)](https://agricultureturmericwork.blogspot.com)
screenshot:

