1. **Agenda:**
   1. Custom Serializer for Key, Value.
2. When we use primitive java types such as int, long, string etc, we can use in-built Kafka Serializers and Deserializer to convert java types into bytes of array.
3. In case of custom Key/Value, we need our custom Serializer to convert key, value into Bytes Array.
4. Following using Jackson Library to serialize Java Object into Byte Array.A screenshot of a computer

   Description automatically generated
5. A computer screen shot of a code

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6. This is one way but there are other ways.   
   Following is the code from Producer side where we are serializing the Java Object into byte array to send to Kafka Cluster.
7. Graphical user interface, text, application, email

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8. Following is the code from Consumer side where we are deserializing the byte array into Java Object.  
   A picture containing text

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