

Title of Event: Digital Marketing and Entrepreneurship Workshop

Organized By: Udyamita, the entrepreneurship cell

Date: 11th August 2016

Number of participants: 42

Udyamita, the SGND Khalsa College e-cell was proud to organize a workshop on some of the most important skills of the coming decades: Digital Marketing. The workshop also attempted to touch on some concepts of entrepreneurship, and how upcoming start-ups could use the internet in growing their ventures.



The college welcomed industry experts to speak about the same, and it is fair to say that students had a value-adding experience.

The workshop was an interactive session with listeners directly in the same wavelength as the speaker. All participants gained new insights in the dynamic field of digital marketing and how it can help entrepreneurs.

Overall, the session highlighted the need for students to constantly update their ideas and skills with respect to the business environment.