

Digital Marketing And Entrepreneurship Workshop

Date: 11 August, 2016

Venue: Seminal Hall

Udyamita- On August 11, 2016, the entrepreneurial cell of SGND Khalsa Campus successfully held a session on Digital Marketing and Entrepreneurship at the college itself. It drew over 50 people, demonstrating that Gen-Z is interested in new-age firms and that this younger generation did not want to be employees, but rather employers. This session was led by notable digital marketers who gave students with valuable insights into the field of digital marketing. Entrepreneurship and digital marketing are in high demand. The presenters also projected that the next several years will be all about entrepreneurship, with India being the world's next startup capital.

After the workshop, Udyamita members solicited input from the students. The pupils were brimming with energy and ambition. It would be unjust to conclude this report without thanking the speaker for his years of research and understanding.



