



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC ACCREDITED GRADE "A" INSTITUTE

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EVENT REPORT



<https://drive.google.com/drive/u/0/folders/1NGnR6IMyMhp-V-w1abJSs3ohhl7OR89H>

Event:	Webinar
Topic:	Digital Platforms: Upcoming Opportunities
Date:	04.06.2021
Time:	04:00 PM
Mode:	Virtual through Microsoft Teams
Students:	BBAAII and II nd MBA I Year
Faculty Co-ordinator:	Ms. Shilpa Bhandari, Assistant Professor Department of Management Sciences Mr. Rahul Tripathi, Assistant Professor Department of Management Sciences
Convener:	Dr. Nivedita, Head- Training & Placement Cell, TIAS
No. of Students:	33

Resource Person:

Mr. Bipin Kumar, Managing Director, Pertinax Digital Solutions Private Limited

Objective:

1. To make students understand about the opportunities in the field of Digital Platform/Marketing.
2. To make students understand about the working on Digital Platform/Marketing.
3. To make students aware about of the avenues of Digital Marketing was raised
4. To raise the confidence of the students.

Report:

A webinar on the topic, 'Digital Platform and Upcoming opportunities' was organized on 04.06.2021 for the students of BBA 2nd and 3rd year and MBA 1st year by Training and Placement Cell, TIAS under the bit of Capacity Enhancement Scheme. The Speaker for the session was Mr. Bipin Kumar, Managing Director, Pertinax Digital Solutions Private Limited. Mr. Kumar discussed with the students about the growing use of digital platform in business world. He informed that apart from coming huge number of companies for digital marketing, almost all other industry/company which are not digital marketing industry also have huge demand of skilled candidates as every company organizations has acknowledged the power of digital platform, especially in India where according to a data of 2020, 54% of the population has internet access. This essentially creates an enormous market through digital platform where the organizations are targeting. He sensitized the students that through digital platform the companies are getting higher ROI. He spoke about the four S of digital marketing: SEO SMO SMM SEM and that ow companies are focussing on these. HE told the students that the digital marketing has gone ahead of "Affiliate Marketing". He told the students that Digital platform has generated various job profiles like designers, developers, content write, Bloggers, Animators, Market Analysts, and so on. He discussed at length that the companies are targeting global market and scaling up their business. They are better equipped to market their product and are comfortably tracking and analysing the buyers' behaviour.

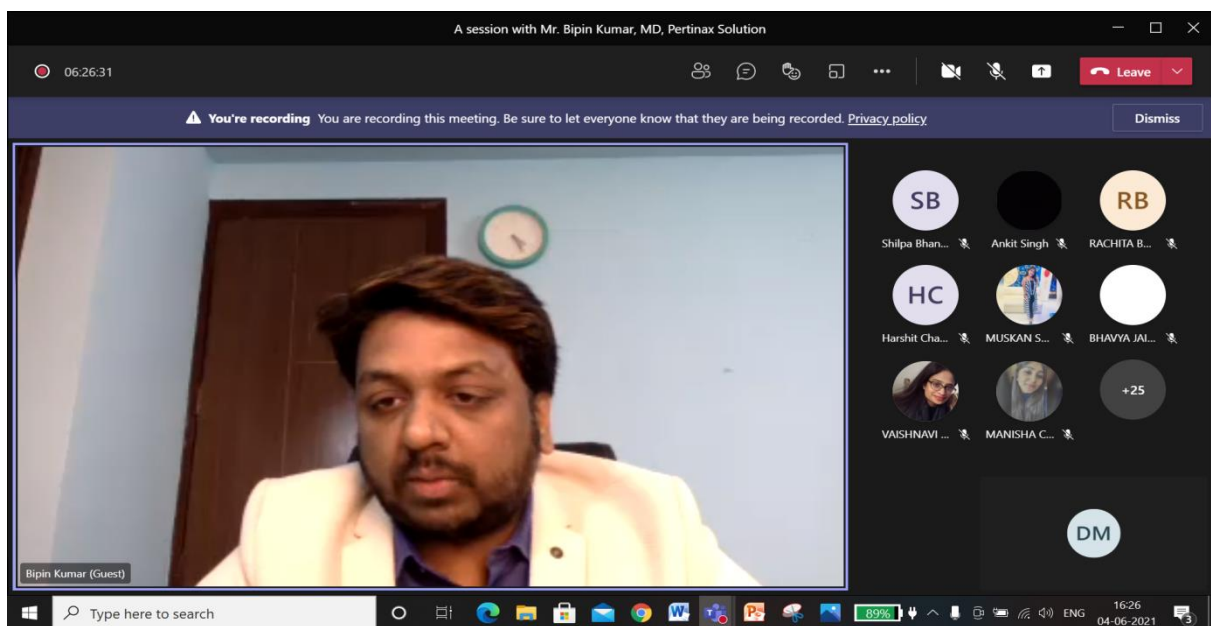
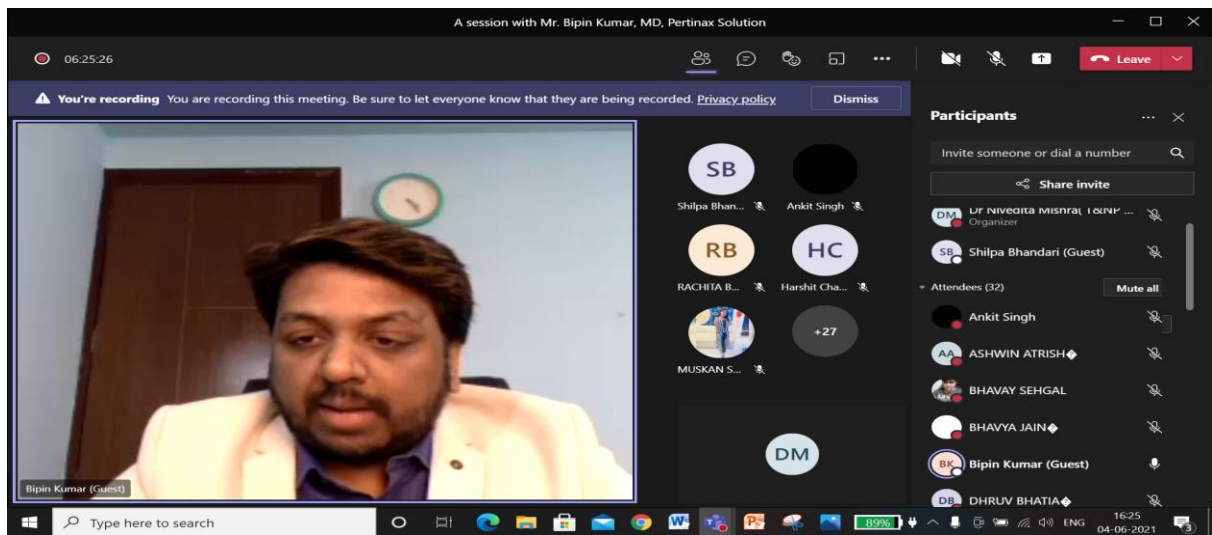
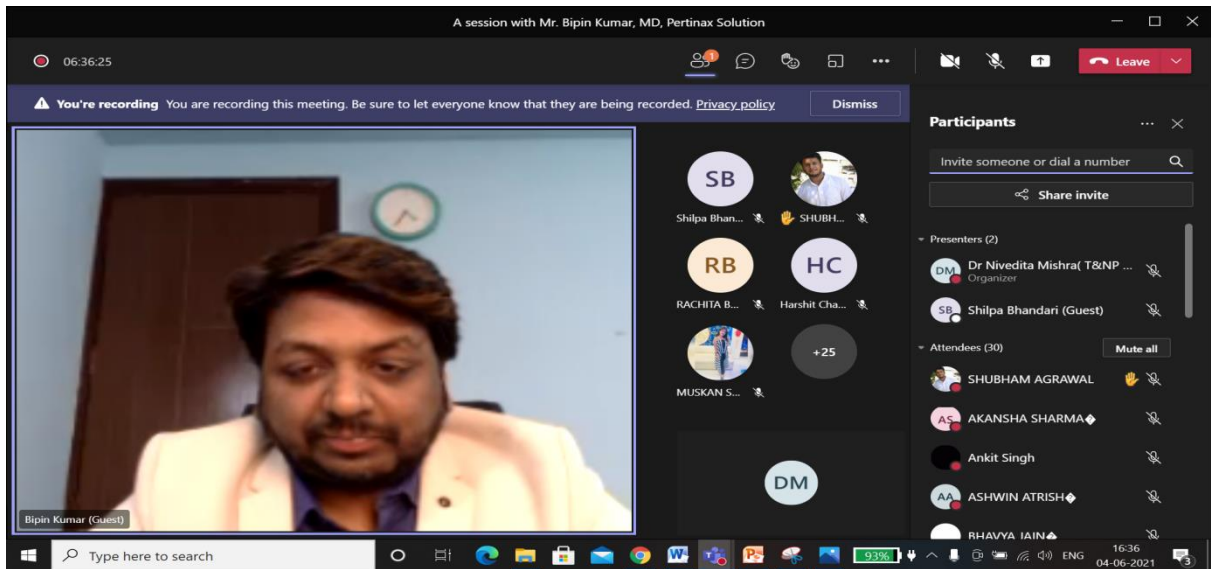
Earlier he shared his experience and motivated that students to learn every day new skills and should implement it . He sensitized the students to not to hesitate because of fear of failure, He said that one should always effectively manage their time by scheduling it in advance.. He also suggested taking good care of health. He suggested to remain positive, learn from mistakes, follow the commitments and to be confident. He said that whether one is owner or employee, everyone should think, behave and work like entrepreneur. Later in query session he answered the questions asked by the students regarding technical differences between marketing at different social platforms. He also made the students aware about specialization and its scope in an answer to a question.

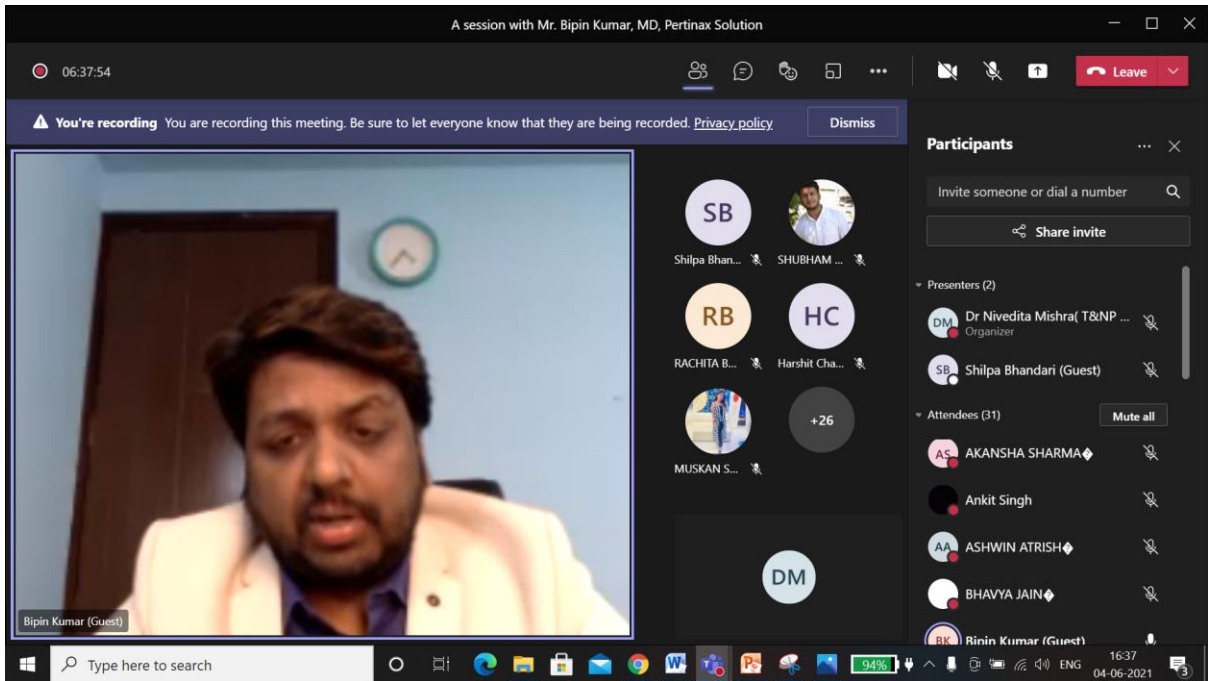
The one hour session was well coordinated by the faculty coordinators, Ms. Shilp Bhandari and Mr. Rahul Tripathi. A total of 33 students participated in the webinar. The webinar was well received by the students. At the end Dr. Nivedita thanked everyone and feedback was collected

Learning Outcome:

1. Students' understanding about the opportunities in the field of Digital Platform/Marketing was raised.
2. Students' understanding about the working on Digital Platform/Marketing was raised.
3. Student's' awareness of the avenues of Digital Platform/Marketing was raised
4. Students' confidence was raised and were motivated

Some Snapshot

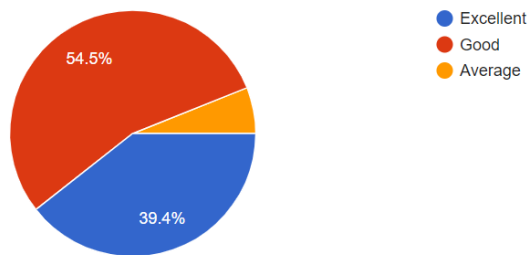




Feedback:

Overall Feedback of the session

33 responses



List of Beneficiaries:

S. No.	Name	Program	Enrolment No.	Learning Outcome		
				My understanding about the opportunities in the field of Digital Platform/Marketing is raised	My understanding about the working on Digital Platform/Marketing is raised	My confidence & awareness of the avenues of Digital Platform/Marketing is raised
1	Himanshu bhanot	MBA 2020-22	1017003920	Yes	Yes	Yes
2	Manisha Chhabra	MBA 2020-22	1317003920	Yes	Yes	Yes
3	Ankit singh	MBA 2020-22	221303920	Yes	Yes	Yes
4	Namrata Kharbanda	MBA 2020-22	1617003920	Yes	Yes	Yes
5	Muskan sharma	MBA 2020-22	1517003280	Yes	Yes	Yes
6	Vaishnavi Sethi	MBA 2020-22	2117003920	Yes	Yes	Yes
7	Vishali	MBA 2020-22	2417003920	Yes	Yes	Yes
8	Kanchan	MBA 2020-22	1217003920	Yes	Yes	Yes
9	Kailash Talreja	MBA 2020-22	117003920	Yes	Yes	Yes

10	Simran Gandhi	MBA 2020-22	1917003920	Yes	Yes	Yes
11	Somya agarwal	BBA 2019-22	1817001719	Yes	Yes	Yes
12	Hardik Sharma	BBA 2019-22	1417001719	Yes	Yes	Yes
13	Gautam Chauhan	BBA 2019-22	35417001719	Yes	Yes	Yes
14	Shobhit Grover	BBA 2019-22	13121301719	Yes	Yes	Yes
15	Vansh batra	BBA 2019-22	6817001719	Yes	Yes	Yes
16	Shubham	BBA 2018-21	41817001718	Yes	Yes	Yes
17	Mohit Kumar	BBA 2018-21	3717001718	Yes	Yes	Yes
18	Sonia Rathod	BBA 2018-21	40421301718	Yes	Yes	Yes
19	Ayush Anand	BBA 2019-22	11821301719	Yes	Yes	Yes
20	Ritwik Raj	BBA 2018-21	40121301718	Yes	Yes	Yes
21	Mayank Malhotra	BBA 2019-22	4317001719	Yes	Yes	Yes
22	Shorya khanna	BBA 2018-21	44417001718	Yes	Yes	Yes
23	Manisha Chhabra	MBA 2020-22	1317003920	Yes	Yes	Yes
24	Raghav Gaur	BBA 2019-22	11317001719	Yes	Yes	Yes
25	MANSI SINGH	BBA 2019-22	4021301719	Yes	Yes	Yes
26	Tushar gupta	BBA 2018-21	43321301718	Yes	Yes	Yes
27	Ritika madhukar	BBA 2019-22	8721301719	Yes	Yes	No
28	Anubhav chaurasia	BBA 2019-22	7621301719	Yes	Yes	Yes
29	Swayam kashyap	BBA 2019-22	2721301719	Yes	Yes	Yes
30	Piyush Mehta	BBA 2018-21	41221301718	Yes	Yes	Yes
31	Muskan sharma	MBA 2020-22	1517003280	Yes	Yes	Yes
32	Prince Sadh	BBA 2018-21	40117001718	Yes	Yes	Yes
33	Rachita budhiraja	BBA 2019-22	13021301719	Yes	Yes	Yes