



Sant Tukaram Nagar, Pimpri, Pune-411018, Maharashtra, India.
(NAAC Accredited ('A' Grade with CGPA of 3.29), MBA Programme
Re-Accredited by NBA, Approved by AICTE New Delhi and DTE Maharashtra
and Affiliated to Savitribai Phule Pune University)

A Report
On
“Digital Marketing: A Scope for
Entrepreneurship”

Year
2022

Dr. D. Y. Patil Institute of Management & Research

Pimpri, Pune – 18.

Time: 9.30 AM - 11.00AM

No. of Participant: 34

Social media link: https://www.instagram.com/p/CbXTVWfNsAE/?utm_medium=copy_link

About Resource Person

Resource person's name- Ms. Soniya Das, Entrepreneur, Trainer, and Speaker.

She is an alumnus of Dr. D. Y. Patil Institute of Management and Research, Pimpri, Pune. She has experience as both a professional as well as an entrepreneur in Digital Marketing Field. Her entrepreneurial stint began in 2020, she is having expertise in SEO, Web Development, SMM and ORM.

Objectives:

Objective for conducting the lecture is to bring conceptual knowledge, corporate experience and entrepreneurial attitude through intensive session:

- To make the students aware about the latest trends in Digital Marketing
- To make the students understand the Entrepreneurship opportunities in Digital Marketing.
- To provide a forum for students to interact with subject experts.

Outcome:

Participants got the clarity on the entrepreneurship opportunities available in Digital Marketing.

Session Details:

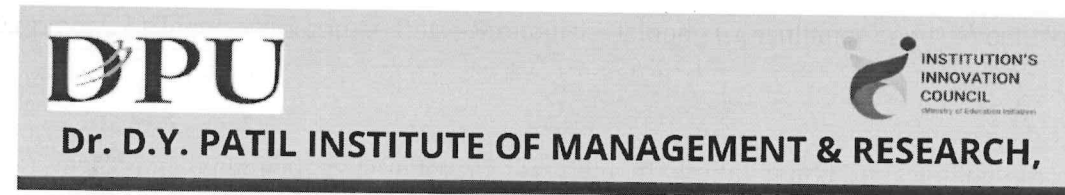
In order to encourage students to start their Digital Marketing enterprise, DYPIMR had conducted a guest lecture for the students of MBA Digital Marketing on “Digital Marketing: A Scope for Entrepreneurship”.

The resource person was Ms. Soniya Das, Entrepreneur, Trainer, and Speaker.

Company.

Speaker is having technical experience in the field of digital marketing and entrepreneurial attitude as she is having her own Digital Marketing firm. Speaker guided the students on various aspects of establishing the start up like, entrepreneurial qualities, technical skills of digital marketing, team building skills, time management, persuasion and dedication required to start a digital marketing firm.

Photographs:



DIGITAL MARKETING: A SCOPE FOR ENTREPRENEURSHIP



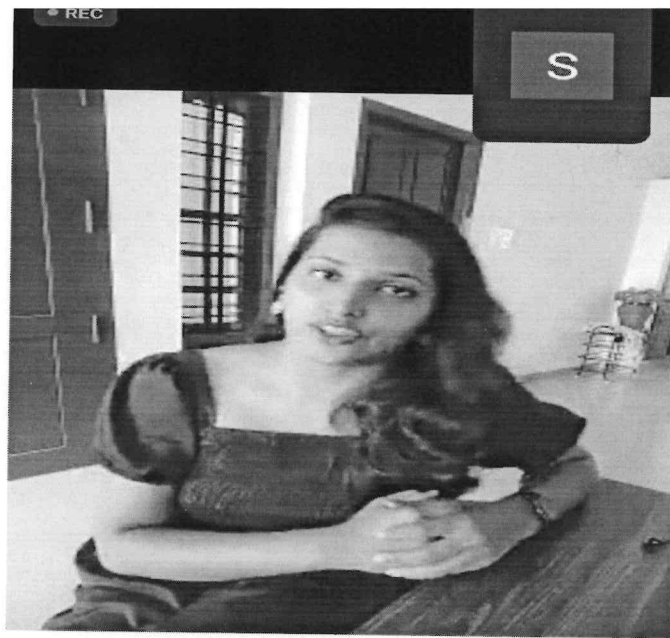
19th MARCH 2022
09:30 AM
Venue: Seminar Hall DYPIMR



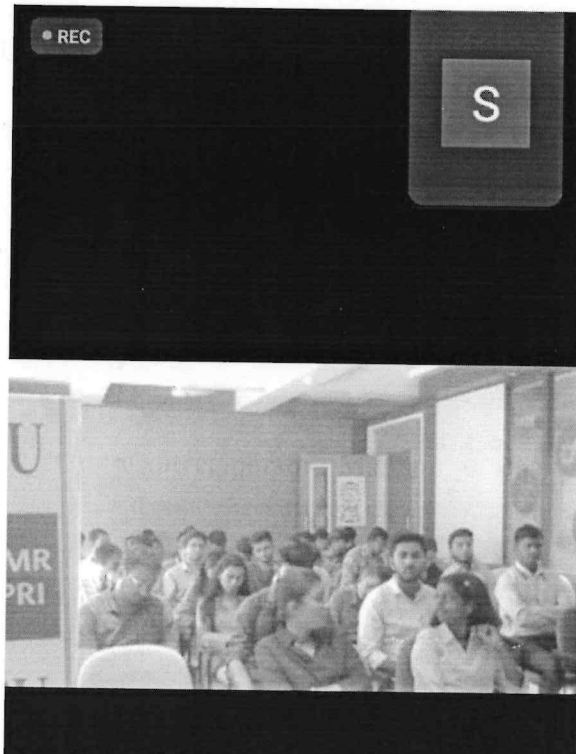
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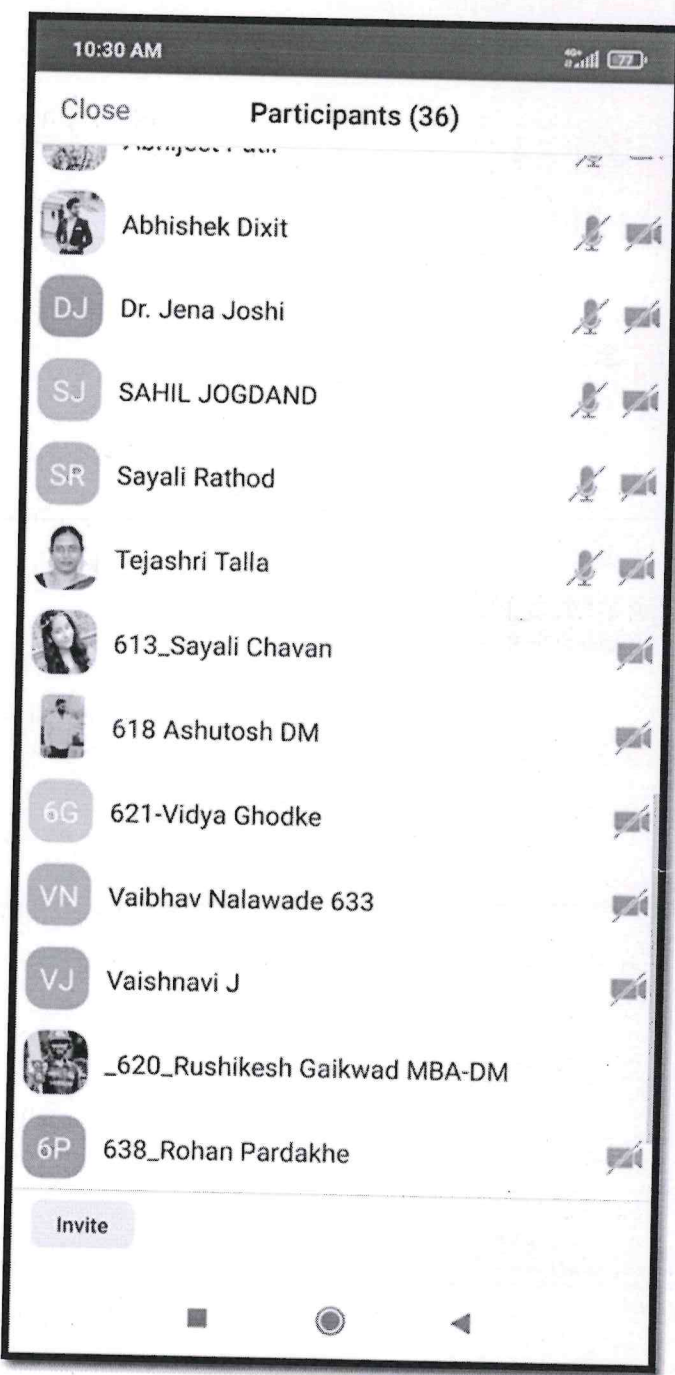
MS. SONIA DAS
Founder & CEO

The complex block features a central image of a woman in a light-colored shirt holding a megaphone. To her left, a cluster of various digital marketing icons (like a graduation cap, pie chart, location pin, etc.) is shown. Below the image, the event details are listed: date, time, and venue. A QR code is provided for registration, along with the meeting ID and passcode. At the bottom right, the speaker's name and title are displayed.



The resource person: Ms. Soniya Das





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