

Delhi School of Professional Studies and Research

Affiliated to G.G.S Indraprastha University

(NAAC Accredited "A" Grade Institution)

DOSSIER

MDP on "Digital and Social Media Marketing for Business Growth"

On

February 22, 2020

Title	MDP on "Digital and Social Media Marketing for Business Growth"
Date and Time	February 22, 2020
Venue	DSPSR Premises
Resource Person/Facilitator	Mr. Vivin Ahuja, Ms. Sumita Thukral and Ms. Riteeka Sharma, Sr. level trainers from renowned PCTI Digital Marketing Training Institute
No. of Participants	40
Summary	<p>A one day MDP on the topic "Digital and Social Media Marketing for Business Growth", was organized by DSPSR on 22/02/2020 Saturday, at its Auditorium. More than forty participants both from Industry and academic field attended the MDP with great enthusiasm. Resource persons, Mr. Vivin Ahuja, Ms. Sumita Thukral and Ms. Riteeka Sharma, Sr. level trainer from renowned PCTI Digital Marketing Training Institute, enchants the audiences with their spellbind lectures. They brought out the salient aspects of how to build your career in this booming field and engaged the participants with practical assignments in lab. The participants took away a lot of learning from this MDP session.</p> <p>The session was chaired by respected Prof. (Dr.) G. S. Popli, Director and Dr. R. S. Singh, Registrar of DSPSR. They graced the occasion with their benign presence and sparked the audiences with their thought provoking speech on the topic. The programme was conducted by Dr. Moloy Ghoshal, professor and Convener of MDP, DSPSR. The session was chaired by</p>

	respected Prof. (Dr.) G. S. Popli, Director and Dr. R. S. Singh, Registrar of DSPSR. They graced the occasion with their benign presence and sparked the audiences with their thought provoking speech on the topic. The programme was conducted by Dr. Moloy Ghoshal, professor and Convener of MDP, DSPSR. The event was a grand success and came to an end with certificate distribution among participants and vote of thanks.
Winners	Not Applicable

