



# BABU BANARASI DAS INSTITUTE OF TECHNOLOGY & MANAGEMENT

(Formerly known as Babu Banarasi Das National Institute of Technology & Management)  
Affiliated to Dr. A.P.J. Abdul Kalam Technical University (AKTU College Code : 054)  
Approved by All India Council for Technical Education (AICTE)  
Website : [www.bbdnitm.ac.in](http://www.bbdnitm.ac.in) / Email ID : [director@bbdnitm.ac.in](mailto:director@bbdnitm.ac.in)  
Phone Number.: +91 - (522) - 6196222 / 6196223 / 6196349

## Title of the Event

### Workshop on Startup Ideas and Job opportunities in digital marketing



**Workshop Organized By**  
**Institutions Innovation Council (IIC)**  
**In Association with Department of Management, BBDITM, Lucknow**

**TOPIC: START UP IDEAS AND JOB OPPORTUNITIES IN  
DIGITAL MARKETING**



**Date: 10 November, 2021**



**Timing 11 am onwards**



**via ZOOM**



**Registration Scanning Link**



<https://forms.gle/FQaqSs26f1Mogchw9>

#### Faculty Coordinators:

**Dr. Preeti Mishra**  
(President IIC)  
**Dr. Abhimanyu Kumar Yadav**  
(Convener IIC)  
**Mr. Vinay Kumar Yadav**  
(Assistant Professor  
Department of management)



**Prof (Dr) Kalpana Kumaran**  
HoD ( PGDM IT & Analytics )  
ITM ,Navi Mumbai

1. **Date and Time Of Event :10/11/2021 , 11 AM onwards**

2. **Mode : Online**

3. **Venue : ZOOM**

4. **Social Media Link :**

5. **YouTube Link : <https://youtu.be/sGNcfypa7DY>**

6. **About The Speaker:**

Prof (Dr) Kalpana Kumaran , HoD PGDM IT and Analytics , ITM Navi Mumbai.

7. **Expenditure of the event: Rs 800/**

8. **Objectives:**

1. The objective of this workshop is to make students understand what is Digital Marketing.

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2. To develop the concept of start up Ideas as their life career goal.
3. To make students clear how they can enhance their skill to grab and create Job opportunities.
4. Students will understand what is the difference between traditional and Digital Marketing so that they can understand the requirements of customers.

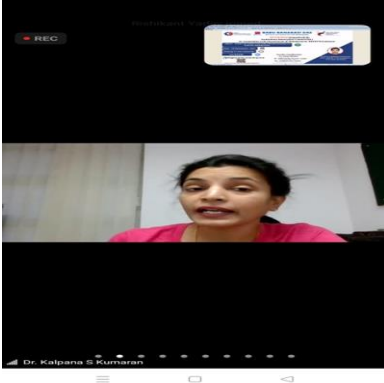
## 9. Outcome of the event:

In terms of learning, the workshop was really insightful. Dr. Kalpana Kumaran started with the very basic structure of the Market system. In the workshop students understand that Digital marketing is cost effective, it makes easy to track operation and increase brand operations. Digital marketing is an act of connecting with customers and convincing them to buy their products or services.

In this workshop the speaker interacted with students on startup ideas. Ideas should keep some points in mind while branding; what they are, what we are selling, what are the core values, what is different in it and customers demand.

With the help of this workshop students come together and get a platform and an experienced person to solve their queries. In this talk they gained the knowledge about how to work with an idea, how to focus on their studies as well as planning and implementation.

## 10. Pics of the event :



## 11. Media Coverage:

### ट्रेडिशनल तथा डिजिटल मार्केटिंग का युग : डॉ. कल्पना कुमार

लखनऊ। बाबू बनारसी दास इंस्टीट्यूट ऑफ टेक्नोलॉजी एंड मैनेजमेंट लखनऊ द्वारा इंस्टीट्यूट इनोवेशन कॉउंसिल के साथ मिलकर वर्कशॉप, आयोजित किया, जिसका विषय स्टार्ट अप आइडियाज एंड जॉब अपॉर्तुनिटीज इन डिजिटल मार्केटिंग था इस वर्कशॉप की मुख्य अतिथि प्रोफेसर डॉ. कल्पना कुमार थी, जिनका आईटी सेक्टर में 20 साल से अधिक अनुभव है। ये अभी आईटीएम में डिपार्टमेंट हेड के साथ एसोसिएट प्रोफेसर भी है, ये गूगल एनालिटिक्स की सर्टिफिकेट होल्डर के साथ एनईएम की सदस्य भी है। यह कार्यक्रम वीडिओ एजुकेशनल ग्रुप की चैयरपर्सन श्रीमती अलका दास गुप्ता एवं प्रेसीडेंट विराज सागर दास की प्रेरणा से हुआ। इस कार्यक्रम का उद्घाटन वीडिओ आईटीएम के डायरेक्टर डा. शैलेन्द्र सिंह चौहान एवं प्रबंधन विभाग के विभागाध्यक्ष डॉ. मनीष सिंह द्वारा किया गया। डॉ. कल्पना कुमार ने बताया कि डिजिटल मार्केटिंग क्या होती है साथ ही साथ ट्रेडिशनल मार्केटिंग तथा डिजिटल मार्केटिंग के बीच का अंतर समझाया। उन्होंने बताया कि ग्राहक की क्या जरूरत है क्या वह चाहते हैं जिसके लिए उन्होंने कुछ उदाहरण के द्वारा समझाए जैसे- वालमार्ट, अमेज़न, उबर, ओला, स्विगी, जोमाटो आदि। उन्होंने समझाया की कैसे डिजिटल मार्केटिंग का उपयोग करके ग्राहकों को अपनी ओर आकर्षित किया। साथ ही डिजिटल मार्केटिंग स्टार्ट अप से सम्बंधित कुछ आइडियाज भी दिए तथा प्रतिभागियों के प्रश्नों के उत्तर दिए।

● वीडिओआईटीएम में  
आयोजित हुई वर्कशॉप

## 12. Overall Summary:

**BBDITM IIC (Institute Innovation Council)** organized a workshop on the topic “**Start up Ideas and Job opportunities in Digital Marketing**” on **10<sup>th</sup> November 2021** from **11:00 am** onwards. The speaker of the session was **Dr. Kalpana Kumaran**, who is associated with ITM as Associate Professor and HOD, PGDM – Digital Marketing and Transformation About 100 participants attended the webinar. The event was conducted in presence of the Director of the Institute, Prof. (Dr.) S.S. Chauhan. The event is coordinated under the guidance of De. Preeti Mishra, IIC President, Dr. Abhimanyu Kumar Yadav, IIC Convener, Mr Vinay Kumar Yadav, Assistant Professor, Department of Management and coordinated by students’ coordinators Aashna, Nimish and Palak. In terms of learning, workshop was really insightful. Dr.



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### 13. Attendance:

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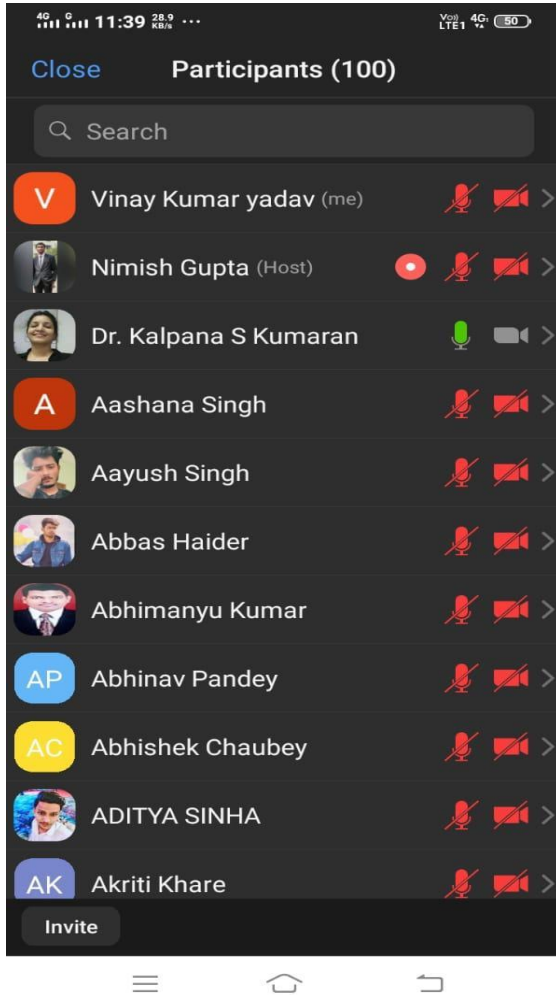
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## 1. Duration of Activity(in mins):-

11.00 am – Welcome of speaker Dr. Kalpana Kumaran by IIC President Dr Preeti Mishra.

11:05 am – A formal welcome by Dr S.S. Chauhan, Director BBDITM, Lucknow

11:10 am - Presentation started by the speaker speaker Dr. Kalpana Kumaran

12:30 pm – Question Answer Session

12:50 pm- Feedback filled by students

1:00 pm- Formal vote of thanks.

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**Number of Students Participants:-** 100 Participants including Faculties and Students.

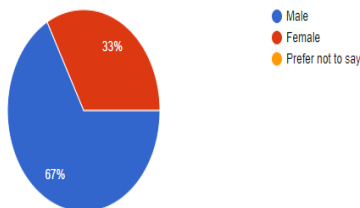
## 2. Number of Faculty Participants:- Five

- i. Dr. Preeti Mishra
- ii. Dr. Abhimanyu Kumar Yadav
- iii. Mr. Vinay Kumar Yadav
- iv. Dr. Neha Pandey

## 3. Feedback of the Event:-

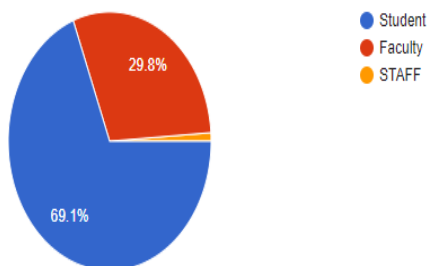
Please enter your gender

94 responses



Category

94 responses



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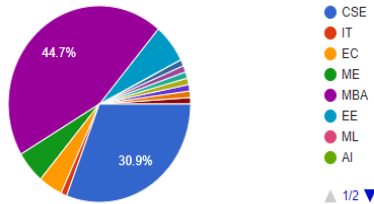
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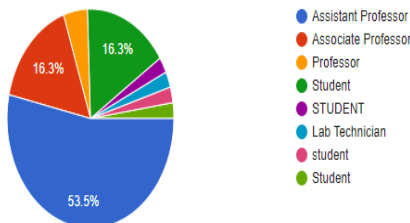
## Department

94 responses



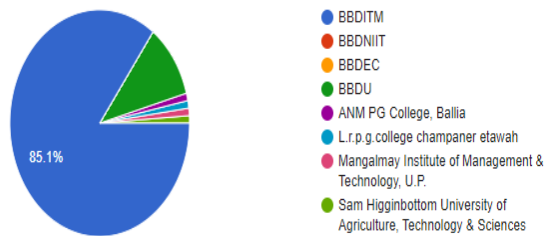
## Designation if the participant is Faculty

43 responses



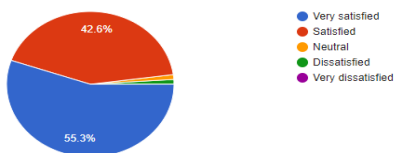
## Institute/College/University

94 responses



## What is your level of satisfaction for the workshop ?

94 responses



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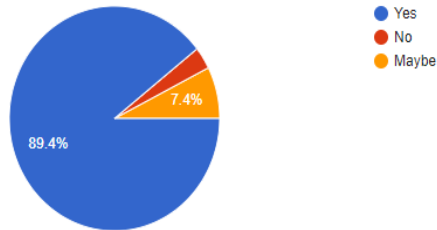
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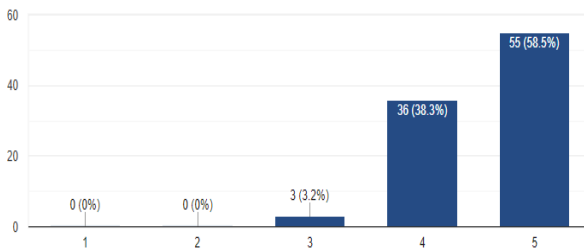
Would you recommend a similar event to a friend ?

94 responses



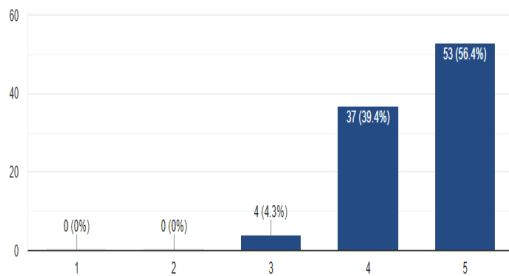
How valuable was the session for you ?

94 responses



How would you rate the content of the workshop ?

94 responses



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