



ACTIVITY REPORT

(June 2022)

THREE-DAY SKILL DEVELOPMENT ONLINE COURSE ON “DIGITAL MARKETING” [under VENTEL Action Plan]

Organized by

**Mehr Chand Mahajan DAV College for
Women, Chandigarh (U.T.)**

in association with

**Mahatma Gandhi National Council of Rural
Education (MGNCRE), Ministry of Education,
Govt of India.**

THREE-DAY SKILL DEVELOPMENT ONLINE COURSE ON DIGITAL MARKETING



Mehr Chand Mahajan DAV College for Women

Sector 36-A, Chandigarh (U.T.)

(A recognized Vocational Education Nai Talim
Experiential Learning (VENTEL) Action Plan
Institution)

in association with

**Mahatma Gandhi National Council of
Rural Education
(Ministry of Education, Govt. of India)**

organizes

**A 3-day skill development online course
on**

DIGITAL MARKETING



Ajay Tanwar,
Consultant,
MGNCRE Ministry of Education
Govt. of India

Platform: Google Meet

Dates: 1 June -3 June 2022

Timings

Day 1: 10:30 am to 11:30 am

Day 2 & Day 3: 10:30 am to 12:30 pm

Course fees : Rs 200/-

Prior Registration Is Mandatory.

Click the following link to Register:



Coordinator(s)
Dr. Preeti Gambhir
Dr. Sandeep Kaur
Dr. Manika Kohli

Nodal Officer
Dr. Vandana Sharma

Convener & Principal
Dr Nisha Bhargava

THREE-DAY SKILL DEVELOPMENT ONLINE COURSE
ON
“DIGITAL MARKETING”
[under VENTEL Action Plan]

Date: 1st June to 3rd June, 2022

Organized by: Mehr Chand Mahajan DAV College for Women, Chandigarh a recognised Vocational Education-Nai Talim-Experiential Learning (VENTEL) Action Plan Institution in association with Mahatma Gandhi National Council of Rural Education, Ministry of Education, Govt of India.

Chairman (MGNCRE): Dr. W G Prasanna Kumar

Convener and Principal: Dr. Nisha Bhargava

Resource Person: Mr. Ajay Tanwar, Consultant, MGNCRE, Ministry of Education, Govt. of India

Nodal Officer: Dr Vandana Sharma

Coordinators: Dr Preeti Gambhir, Dr Sandeep Kaur (MFT), Dr Manika Kohli

Context: Nai Talim envisioned by Gandhiji, refers to holistic approach for nurturing mind, body and soul. It is based on the thought that education should be centered around productive work and knowledge and work are inseparable. Experiential learning, focuses on acquiring skills and knowledge through hands-on activities essential for transforming knowledge into functional experience for application in day-to-day life. The purpose of this workshop was to institutionalize Vocational Education Nai Talim Experiential Learning (VENTEL) and develop knowledge, skills, and attributes necessary for sustainable development of the learner.

Objectives:

- To apprise the participants on the conceptual knowledge of various tools of digital marketing
- To provide hands-on training on the skill of making a website and a blog for digital marketing.
- To upskill the youth and enhance their employability.

Brief Report/Practice:

With an aim of inculcating the culture of Mahatma Gandhi ji's Nai-Talim and Experiential Learning, Mehr Chand Mahajan DAV College for Women, Chandigarh a recognised Vocational Education-Nai Talim-Experiential Learning (VENTEL) Action Plan Institution in association with Mahatma Gandhi National Council of Rural Education, Ministry of Education, Govt of India, organized a three-day skill-based online course on 'Digital Marketing' from 1st June to 3rd June, 2022. The resource person of the course was Mr Ajay Tanwar, Consultant, Mahatma Gandhi National Council of Rural Education (Ministry of Education, Govt. of India). A total of 63 participants from various colleges of Chandigarh, Punjab, and Kurukshetra enthusiastically attended the course.

The Principal of the college, Dr. Nisha Bhargava, also addressed the participants during the session and shared valuable insights on the relevance of online means of marketing in today's dynamic world. This course was aimed at developing the required skill in the participants to pursue a career in the field of digital marketing. Digital marketing refers to the usage of digital channels to market products and services in order to reach out to the prospective consumers. This type of marketing involves the use of websites, mobile devices, social media, search engines, and other similar channels. Post-covid the relevance of the online means of marketing have become all the more prominent.

This initiative of the college was aimed to upskill the youth on digital means of marketing in order to become successful entrepreneurs. The resource person provided conceptual as well as hands-on training on various aspects of digital marketing. The participants were also trained on how to make their own websites and blogs. Clarification on important concepts of marketing was also provided during the course. Following is a day-wise report of the course:

Day 1-The concepts and types of digital marketing were discussed.

Day 2-Conceptual as well as hands-on training on social media marketing concepts like pay-per-click, search engine optimization, Google ads, etc. was provided to the participants.

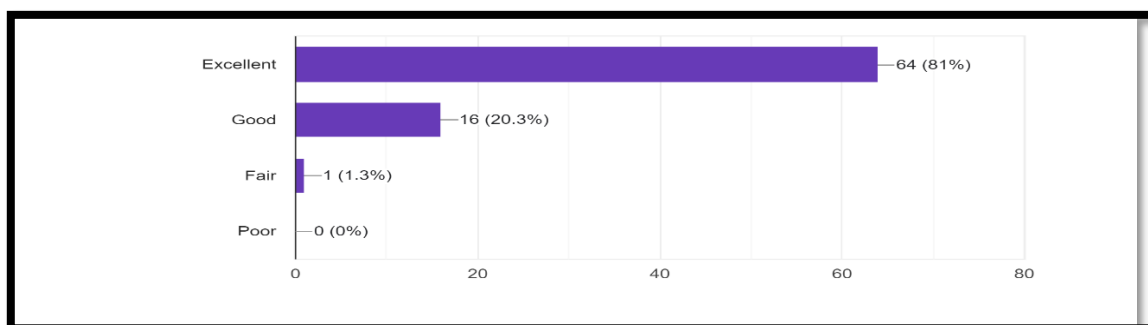
Day 3- Hands-on training on how to build a website and a blog was provided to the participants.

Overall, the course was well received by the participants.

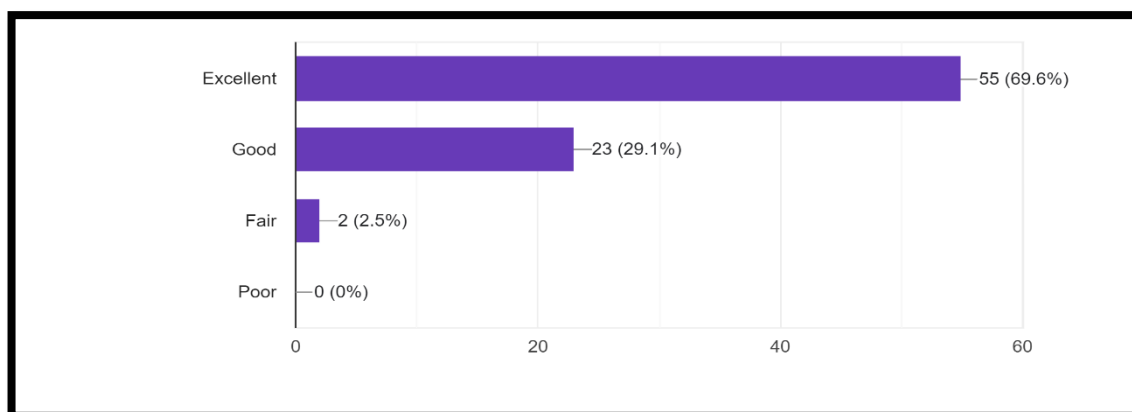
Learning outcome:

The students learnt the skill to make their own website and blog for digital media marketing. The course was actively attended by 63 participants from various colleges of Chandigarh, Punjab, Kurukshetra. Some of the participants were entrepreneurs and were extremely benefitted by the course since they can now apply these digital media marketing tools to upscale their business. The workshop was highly appreciated by all the participants and it laid the foundation and gave direction for future VENTEL activities to be adopted by the institution. The feedback given by all participants is as shown below:

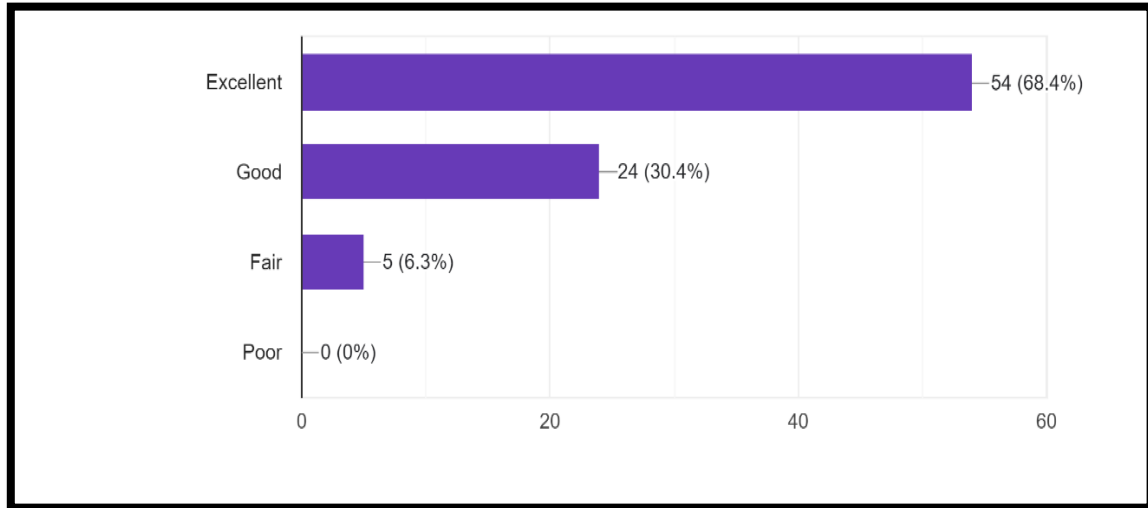
Kindly rate the quality of training given



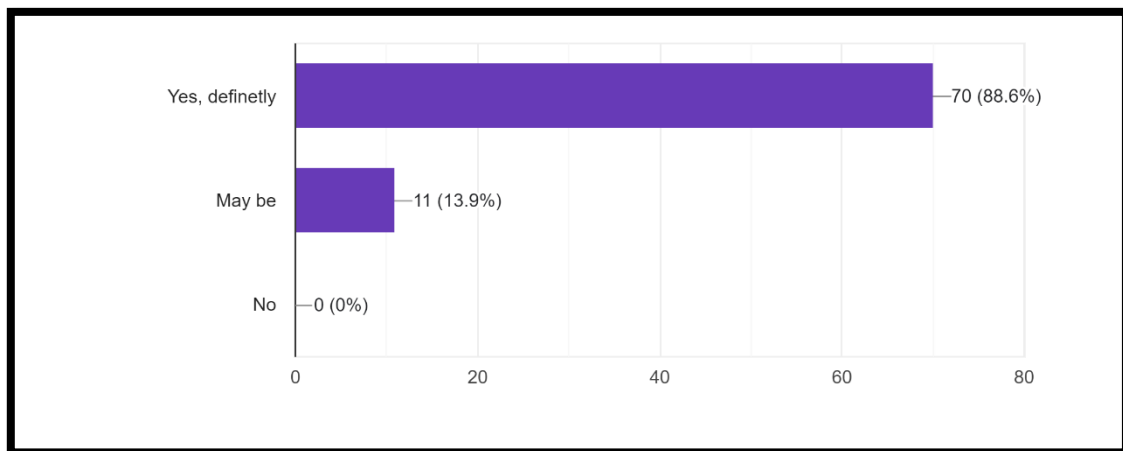
The training content delivered was



Hand-on training imparted was....



Would you recommend this Digital Marketing Workshop to others?



Comments/Suggestions

Any comments or suggestions

32 responses

It was so good and informative

I really enjoyed this 3 days workshop as they made sure that they make small small things clear in very nice and good way

VERY INFORMATIVE..BLESSED TO BE A PART OF IT

Learnt alot of New things. Great experience.

Thanks for the experience!

It was perfect in every manner but yes if it could have been physical it would be best

Very informative

It was wonderful experience.

I like the training

3-days online course held on Digital Marketing

The Aman Sandesh Times Network

Chandigarh : Mehr Chand Mahajan DAV College for Women, Chandigarh- a recognised Vocational Education Nai Talim Experiential Learning (VENTEL) Action Plan Institution, in collaboration with Mahatma Gandhi National Council of Rural Education (MGNCRE), Ministry of Education, Government of India, organised a three-day skill based online course on 'Digital Marketing'.

The resource person for the course was Mr. Ajay Tanwar, Consultant, MGNCRE.

The resource person provided conceptual as well as hands-on training on various aspects of digital marketing and the participants were also trained on how to make their own websites and blogs. Clarification on important concepts of marketing was also provided during the course.



Principal Dr. Nisha Bhargava shared her valuable insights on the relevance of online means of marketing in today's dynamic world. She informed that the course aimed at developing requisite skills in the participants to pursue a career in the field of digital marketing- a burgeoning field that has gained greater relevance in this era of digitalisation.

The participants found the course highly beneficial and some of the participants who are entrepreneurs said that the digital media marketing tools learnt during the course will help them to upscale their business. A total of 63 participants from Chandigarh, Punjab and Haryana enthusiastically attended the course.

INC - Education Sector

Print f t e + 0

MCM holds 3-day online course on Digital Marketing

July 13, 2022 01:28 PM



CHANDIGARH, 13,07,22-Mehr Chand Mahajan DAV College for Women, Chandigarh- a recognised Vocational Education Nai Talim Experiential Learning (VENTEL) Action Plan Institution, in collaboration with Mahatma Gandhi National Council of Rural Education (MGNCRE), Ministry of Education, Government of India, organised a three-day skill based online course on 'Digital Marketing'. The resource person for the course was Mr. Ajay Tanwar, Consultant, MGNCRE. A total

of 63 participants from Chandigarh, Punjab and Haryana enthusiastically attended the course. Speaking during the inaugural, Principal Dr. Nisha Bhargava shared valuable insights on the relevance of online means of marketing in today's dynamic world. She informed that the course aimed at developing requisite skills in the participants to pursue a career in the field of digital marketing- a burgeoning field that has gained greater relevance in this era of digitalisation. The resource person provided conceptual as well as hands-on training on various aspects of digital marketing. The participants were also trained on how to make their own websites and blogs. Clarification on important concepts of marketing was also provided during the course. The participants found the course highly beneficial and some of the participants who are entrepreneurs said that the digital media marketing tools learnt during the course will help them to upscale their business.

डिजिटल मार्केटिंग के गुर सिखाए

माई सिटी रिपोर्टर

चंडीगढ़। सेक्टर-36 स्थित एमसीएम डीएवी कॉलेज की ओर से डिजिटल मार्केटिंग पर तीन दिवसीय कार्यशाला आयोजित करवाई गई। कार्यक्रम महात्मा गांधी राष्ट्रीय ग्रामीण शिक्षा परिषद, शिक्षा मंत्रालय के सहयोग से करवाया गया। प्रिंसिपल डॉ. निशा भार्गव ने ऑनलाइन मार्केटिंग के महत्व पर चर्चा की। पाठ्यक्रम का उद्देश्य प्रतिभागियों में डिजिटल मार्केटिंग के क्षेत्र में कैरिअर बनाने के लिए आवश्यक कौशल विकसित करना है।

प्राचार्य भार्गव ने कहा कि यह एक ऐसे क्षेत्र के रूप में उभरा है जो डिजिटलीकरण के इस युग में प्रासंगिकता प्राप्त कर चुका है। इस दौरान छात्राओं को डिजिटल मार्केटिंग के विभिन्न पहलुओं पर वैचारिक और व्यावहारिक



कार्यशाला में हिस्सा लेते प्रतिभागी। संवाद

प्रशिक्षण दिया गया। कार्यशाला के दौरान प्रतिभागियों को अपनी वेबसाइट और ब्लॉग बनाने के तरीके के बारे में भी प्रशिक्षण दिया गया। कोर्स में प्रमुख वक्ता एमजीएनसीआरई के सलाहकार अजय तंवर शामिल हुए। चंडीगढ़, पंजाब और हरियाणा से कुल 63 प्रतिभागियों ने पाठ्यक्रम में भाग लिया।



CHANDIGARH, NEWS

एमसीएम ने डिजिटल मार्केटिंग पर 3 दिवसीय ऑनलाइन कोर्स आयोजित

चंडीगढ़, 13 जुलाई (विशेष संवाददाता): मेहर चंद महाजन डीएवी कॉलेज फॉर वूमैन, चंडीगढ़ ने एक मान्यता प्राप्त व्यावसायिक शिक्षा नई तालीम अनुभवात्मक शिक्षा कार्य योजना संस्थान, महात्मा

गांधी राष्ट्रीय ग्रामीण शिक्षा परिषद (एमजीएनसीआरई), शिक्षा मंत्रालय, भारत सरकार के सहयोग से तीन दिवसीय कौशल आधारित ऑनलाइन पाठ्यक्रम 'डिजिटल मार्केटिंग' का आयोजन किया। इस कोर्स के लिए प्रमुख वक्ता के रूप में एमजीएनसीआरई के सलाहकार अजय तंवर शामिल हुए। चंडीगढ़, पंजाब और हरियाणा से कुल 63 प्रतिभागियों ने उत्साहपूर्वक पाठ्यक्रम



डिजिटल मार्केटिंग पर करवाए कार्यक्रम की ऑनलाइन तस्वीर।

में भाग लिया। उद्घाटन के दौरान, प्रिंसिपल डॉ. निशा भार्गव ने आज की गतिशील दुनिया में मार्केटिंग के ऑनलाइन साधनों की प्रासंगिकता पर बहुमूल्य अंतर्दृष्टि साझा की।

उन्होंने बताया कि इस पाठ्यक्रम का उद्देश्य प्रतिभागियों में डिजिटल मार्केटिंग के क्षेत्र में अपना करियर बनाने के लिए आवश्यक कौशल विकसित करना है- यह एक ऐसे क्षेत्र के रूप में उभरा है जो डिजिटलीकरण

के इस युग में अत्यधिक प्रासंगिकता प्राप्त कर चुका है। रिसोर्स पर्सन ने डिजिटल मार्केटिंग के विभिन्न पहलुओं पर वैचारिक और व्यावहारिक प्रशिक्षण प्रदान किया। प्रतिभागियों को अपनी वेबसाइट

और ब्लॉग बनाने के तरीके के बारे में भी प्रशिक्षित किया गया। पाठ्यक्रम के दौरान विपणन की महत्वपूर्ण अवधारणाओं पर स्पष्टीकरण भी दिया गया। प्रतिभागियों ने पाठ्यक्रम को अत्यधिक लाभकारी पाया और कुछ प्रतिभागी जो उद्यमी हैं, ने कहा कि पाठ्यक्रम के दौरान सीखे गए डिजिटल मीडिया मार्केटिंग टूल से उन्हें अपने व्यवसाय को बढ़ाने में मदद मिलेगी।

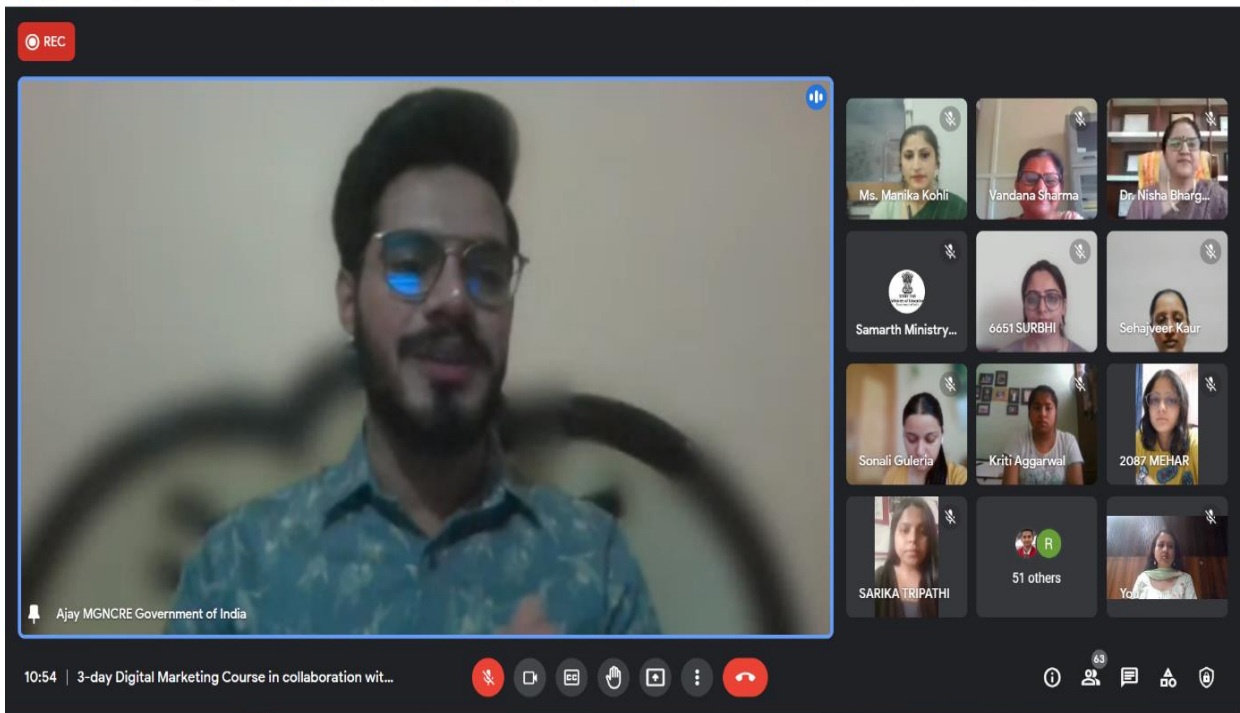
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Day 1





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Sector 36-A, Chandigarh (U.T.)**

[A recognized Vocational Education-Nai Talim-Experiential Learning (VENTEL) Action Plan Institution]

Organizes
A Skill-based 3 day Course on
"Digital Marketing"
(1st to 3rd June, 2022)

In association with
Mahatma Gandhi National Council of Rural Education(MGNCRE)
Ministry of Education, Govt. of India



REC

Ajay MGNCRE... Dr. Nisha Bhar... Ms. Manika Ko... Vandana Shar... Samarth Minist... 6651 SURBHI 1107 NANDINI Mansi Chhillar Sehajveer Kaur Saby Gill

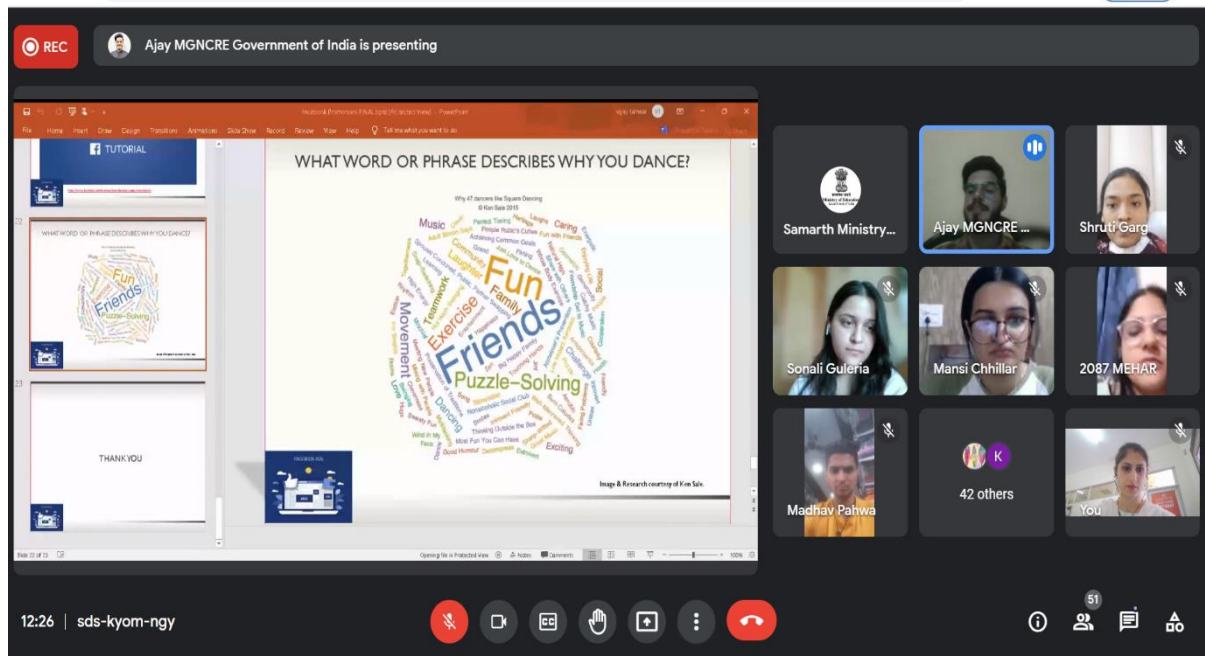
Sonali Guleria muskan marw... Ritika Sharma 4696 PRABH... Kriti Aggarwal 2087 MEHAR 9502 JASMINE 1676 CHARAN SARIKA TRIPA... Manvi Rana

Riya Rana vanshika bassi Meghav Pahwa 11096 VISHAL... 7283NAVYAN... Tania Taneja 11092 AINA Sandeep Kaur 11140 KHUSHA... 4643 NANDINI...

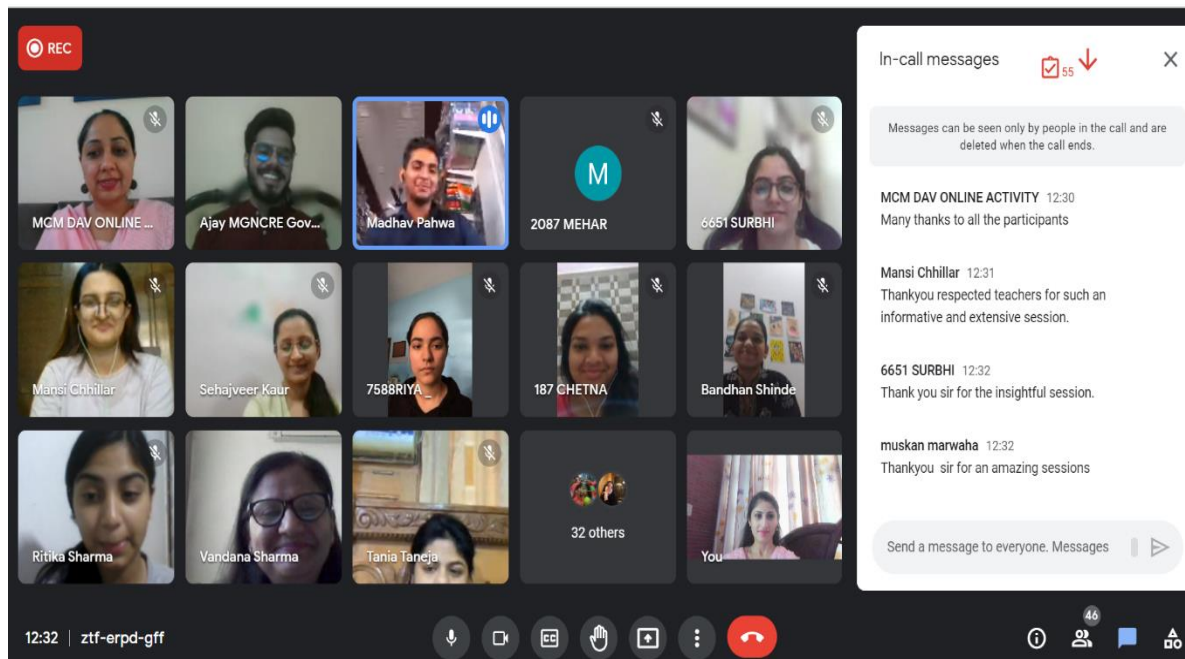
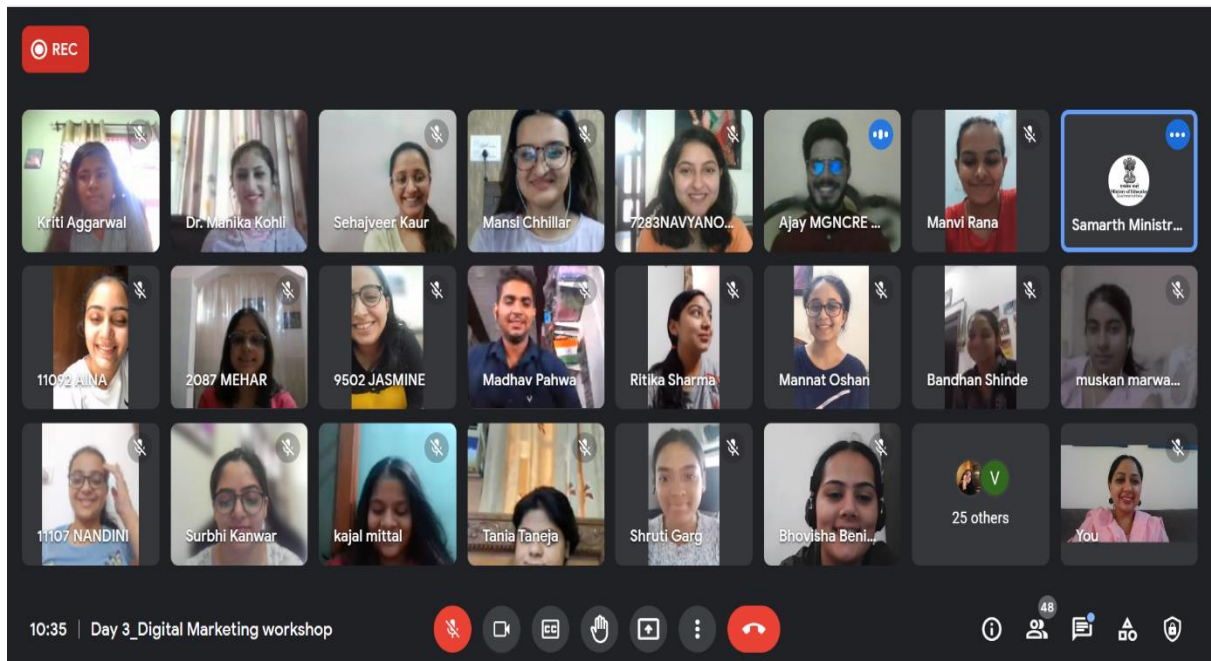
Shruti Garg 11118 SANYA 4689 MUSKAAN 7123MEDHNA _ kajal mittal 11339 NEHA ankit wadhwa ... Bhovisha Beni... 22 others You

10:50 | 3-day Digital Marketing Course in collaboration wit... [mute] [video] [chat] [hand] [share] [info] [end]

Day2



Day 3



Supporting Brochure :



Where there is Rural Wellbeing
there is Universal Prosperity

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