

Digital Marketing & Entrepreneurship Workshop Held on 21-07-2016 to 22-07-2016

Digital Marketing and Entrepreneurship workshop was organised at Rajiv Gandhi College of Engineering Research and Technology, Chandrapur in association with IIM, Kolkata from 21-07-2016 to 22-07-2016. The basic objective of the workshop was to make students aware of digital marketing platforms such as Amazon, Flipcart, Myntra etc to market and popularize their products. Further, entrepreneurship skills were provided to the students. Students were required to prepare and develop business ideas which were then evaluated by representatives of IIM Kolkata. Best three business ideas were given opportunity to demonstrate their business ideas at annual fest held at IIM Kolkata.