

Report

Invictus, The Commerce society of Mata Sundri College for Women, University of Delhi organised a masterclass in association with Skill circle on 5th of December via Zoom digital platform. The Convenor of the event was Ms. Manjot Kaur and Co-convenors were Dr. Ishpreet Virdi and Dr. Jyoti Verma, Assistant Professors, Department of Commerce. SkillCircle is an Institute known for shaping Digital Marketing Experts. Since 2014 they have trained 10,000+ students and helped them move forward towards their dream jobs. Shivam Ahuja is the founder & CEO of the Edutech venture SkillCircle and covered by International Magazine like Forbes, Times of India, Tech in Asia for award winning work in Marketing & Startup field. With his leadership, SkillCircle aims to impact learners from Mata Sundri College for Women and help them to make a career online and make extra income over the internet. The event was attended by more than 150 students.

The event was unfolded by Mr. Shivam Ahuja, Founder of Skill Circle where he guided students about the hidden opportunities in the field of digital marketing. He explained various concepts through Case Studies and examples helping students get clearer knowledge. He further explained students on How to get the best ROI and how to make early profits through Digital Marketing. Towards the end of the webinar the speaker also explained how skill circle provides most advanced course content which focuses on practical learning and empowers students to promote their business and clients.

The webinar was insightful to the students who were interested in Digital Marketing and Social Media Advertising. A good number of participation was observed throughout the webinar. Students carefully jotted down all the important points, which the speaker mentioned.

At the end of the session, a question and answer round was conducted to clear the doubts of all attendees. Students dropped their queries in the chatbox and all the queries were answered very patiently by the speaker. The event ended with a great feedback from students and it surely was a big success.