

## Seminar on Digital Marketing and Effective Utilization of Marketing Tools

14th February 2020

The Entrepreneurship Development (ED) Cell of Dronacharya Group of Institutions, Greater Noida, organized an insightful seminar on "Digital Marketing and Effective Utilization of Marketing Tools" on 14th February 2020. The session was conducted by Dr. Sahab Singh, faculty at Dronacharya Group of Institutions, with 45 students actively participating.

The seminar aimed to introduce students to **key digital marketing concepts, innovative tools, and modern marketing techniques** essential in today's competitive business landscape.

Dr. Singh provided in-depth knowledge on **online marketing strategies, search engine optimization (SEO), social media management, and data-driven decision-making** to help students understand the significance of digital marketing in brand building and business growth.

### **Objective:**

- To equip students with **essential digital marketing knowledge** and practical skills.
- To introduce **SEO, social media strategies, and data analytics** for business success.
- To demonstrate the **impact of digital tools on customer engagement and brand awareness**.

### **Benefits:**

- Students gained **hands-on experience** with various digital marketing tools.
- They understood the **role of digital platforms in business growth and customer reach**.
- The interactive session helped clarify doubts and encouraged **critical thinking in marketing strategies**.

The seminar wrapped up with an engaging Q&A session, where students enthusiastically participated in discussions, tackling challenges and examining real-world applications of digital marketing. It served as an enriching learning opportunity, equipping students with practical knowledge and strategic insights to effectively incorporate digital marketing into their future entrepreneurial endeavors.



**DRONACHARYA**  
Group of Institutions

**Seminar on**  
Digital Marketing and Effective Utilization of Marketing Tools

**Speaker:**  
Dr. Sahab Singh,  
(Associate Professor)

**Schedule:**  
14<sup>th</sup> February, 2020  
TIME - 12:30 PM onwards

gnindia.dronacharya.info

## **Workshop on “Exploring Fundamental Literature Review Concepts and the Significance of Citation in Research”**

**5th August 2019**

The Entrepreneurship Development (ED) Cell of Dronacharya Group of Institutions, Greater Noida, organized a workshop on **“Exploring Fundamental Literature Review Concepts and the Significance of Citation in Research”** on **5th August 2019**. The session was conducted by **Ms. Sanghamitra V. Arora**, who provided participants with a comprehensive understanding of literature review methodologies and the crucial role of citations in academic and research work.

The workshop aimed to enhance students' research skills by introducing them to effective techniques for conducting literature reviews, identifying credible sources, and analyzing scholarly work.

Ms. Arora emphasized the importance of properly citing references to maintain academic integrity and avoid plagiarism. During the session, students were guided on how to structure a literature review, synthesize information, and critically evaluate sources for research papers and projects.

She also introduced various citation styles such as APA, MLA, and IEEE, explaining their significance in different academic disciplines. Interactive discussions and hands-on exercises helped students gain practical experience in managing references and using citation management tools.

The workshop concluded with a Q&A session, where students clarified their doubts regarding citation best practices and literature review strategies. The event successfully equipped participants with essential research skills, enabling them to conduct more structured and credible academic studies.



## **Workshop on Research Methodology** **11th - 15th February 2019**

**Entrepreneurship Development (ED) Cell of Dronacharya Group of Institutions, Greater Noida, organized a five-day workshop on Research Methodology from 11th to 15th February 2019.** The workshop was conducted by **Dr. Ritu Soryan (Professor & Dean Student's Welfare)** and

The aim is to provide students and researchers with a strong foundation in research methods, data analysis, and academic writing.

The session covered essential aspects of research, including problem identification, hypothesis formulation, research design, data collection techniques, and statistical analysis. Dr. Soryan emphasized the significance of adopting a systematic approach to research and discussed various qualitative and quantitative methodologies.

The workshop included interactive discussions, case studies, and practical exercises to help participants develop a deeper understanding of research processes. Special focus was given to writing research papers, structuring dissertations, and ethical considerations in research. Attendees were also introduced to various data analysis tools and software that enhance research accuracy.

The final session featured a Q&A round where students sought guidance on their research projects and clarified doubts about methodology selection. The event successfully empowered participants with valuable research skills, fostering a culture of academic excellence and innovation.



## **Session on Grant Writing and Research Funding Opportunities"**

**7th August 2019**

The session on "Grant Writing and Research Funding Opportunities" was organized on 7th August 2019 by the Entrepreneurship Development (ED) Cell of Dronacharya Group of Institutions, Greater Noida. Led by Mr. Kaustubh Kumar Shukla,

The session aimed to equip researchers, academicians, and students with the essential skills required to craft compelling grant proposals and secure research funding.

Mr. Shukla provided insights into various funding agencies, proposal structuring, and effective techniques for writing grant applications that align with funders' expectations. He also highlighted common mistakes to avoid and strategies to enhance the chances of securing financial support for research projects.

The session emphasized the importance of research funding in driving innovation and academic progress. Attendees were introduced to different national and international funding opportunities, including government grants, industry-sponsored research, and institutional funding programs.

The interactive nature of the session allowed participants to seek expert advice on proposal drafting and funding application strategies. The event concluded with an engaging Q&A segment, where Mr. Shukla addressed queries related to funding eligibility, budget planning, and submission procedures. Overall, the session proved to be highly beneficial, empowering participants with practical knowledge to navigate the complexities of research funding.

