



Sri Guru Teg Bahadur Khalsa College

Sri Anandpur Sahib Punjab



Institutions Innovation Council

in collaboration with

PG Department of Computer Science

organized guest lecture on

Innovation and Design Thinking through Digital Marketing

On 9th August 2024, the Institution's Innovation Council, in collaboration with the PG Department of Computer Science, organized a guest lecture on "Innovation and Design Thinking through Digital Marketing." The event was graced by the presence of Dr. Ajay Dutta, an esteemed faculty member from the Computer Science Department of Babbar Akali Memorial Khalsa College, Garhshankar, who served as the resource person.

The lecture commenced with Prof. Tajinder Kaur extending a warm welcome to Dr. Dutta, paving the way for an insightful session where he detailed the key strategies crucial for success in Digital Marketing. The lecture was presided over by the College Vice Principal, Dr. Malkeet Singh, who praised the efforts of the IIC team. Dr. Dutta explained the core concepts of Search Engine Optimization (SEO), the significance of ranking websites, and how these elements play a crucial role in enhancing digital presence. In addition to discussing digital marketing strategies, Dr. Dutta also enlightened the attendees about the diverse career opportunities available in this ever-growing field. He emphasized the potential for innovation and entrepreneurship in digital marketing, providing valuable insights into startup strategies that can help students and young professionals carve a niche for themselves in the industry.

The program was skillfully coordinated by Prof. Tajinder Kaur and Prof. Paramjit Kaur under the guidance of Dr. Surender Kumar, Head, Computer Science Department. The lecture concluded with a vote of thanks to Dr. Ajay Dutta for his time and valuable insights, leaving the participants inspired and equipped with knowledge that would undoubtedly aid them in their academic and professional pursuits. At the conclusion of the event, Dr. Malkeet Singh expressed his gratitude by presenting them with an award of honour. More than 90 students from Computer Department and Dr. Parampreet Singh, Dr. Tejinder Kaur, Dr. Hardeep Kaur, Dr. Sartaj and Prof. Jatinder Singh, from the IIC team joined this informative lecture.

Objectives: To enlighten the students about various career opportunities and startup strategies

Benefits: Enhanced knowledge about various strategies in Digital Marketing, the concepts of SEO, ranking of sites etc.

No. of Participating Students: 90

Facebook Link Before the event:

<https://www.facebook.com/share/p/cyRBWeojSDZXnQwu/?mibextid=WC7FNe>

Facebook Link After the event:

<https://www.facebook.com/share/p/KjyKA6Svdb1Ejmc1/?mibextid=WC7FNe>

Instagram Link:

<https://www.instagram.com/p/C-cYPyiA68y/?igsh=dWYxcnAyejZyaWZu>

SRI GURU TEG BAHADUR KHALSA COLLEGE
SRI ANANDPUR SAHIB, RUPNAGAR, PUNJAB
(An Autonomous College)

Institution's Innovation Council (IIC)
in collaboration with
P.G. Department of Computer Science
Organizes a Special Talk on

Innovation & Design Thinking through Digital Marketing


Dr. Ajay Dutta
Assistant Professor and Innovation Ambassador (IIC)
Department of Computer Science
Babbar Aakali Memorial Khalsa College, Garhshankar

Date : August 9th, 2024
Time : 11:00 AM
Venue : Seminar Hall

Dr. Gurpreet Kaur Dr. Surender Kumar Prof. Tajinder Kaur Prof. Paramjit Kaur Dr. Jasvir Singh
President, IIC HOD, PG Deptt. of C.S. Coordinator Co-coordinator Principal



