

A Report on Workshop on “Tools and Techniques in Digital Marketing for Sustaining Brand Image” held by ED Cell of Srusti Academy of Management



Srusti Academy of Management organized a workshop on “Tools and Techniques in Digital Marketing for Sustaining Brand Image” on 28.04.2018. Students and corporate participants from different colleges and organizations participated in this workshop. The chief guest of this

session was Mr. Kamala Kanta Das, Senior Research Fellow of Kalinga Kusum Foundation, Bhubaneswar.

Mr. Kamala Kanta Das shared his experience and knowledge about how people can use digital media to promote their brand effectively, quickly and in zero investment. The session was fully interactive with many queries from students and other participants. Mr. Das explained how through digitalization one can brand himself as well his organization.

He even enlightened the students regarding the free certified courses available at Google and Harvard University. He encouraged the students to take digitalization as market platform to boost the startups. He also mentioned about some of the successful startup companies which initially started with a very low budget but with the help of digital platform they later gained popularity.

The programme was live telecasted, video shooted and photographed by official Media partner for the event “Legends Pictures”. At the end of the seminar the memento was presented by Mr. Sushobhit, Coordinator ED Cell to Mr. Kamala Kanta Das, on behalf of Srusti Academy of Management as a token of love and participation certificates were presented to all participants.
