

Workshop on “Social Media Marketing, AI Tools & Entrepreneurship”

Organized by : SSE India
Supported by : Rail Vikas Nigam Limited (RVNL)
Venue : Seminar Hall, Environmental Science Department

Main Campus, Gurukul Kangri Vishwavidyalaya (GKDU), Haridwar

Date : 15th November 2025
Time : 02:00 PM – 04:00 PM

1. Introduction

A special workshop on "**Social Media Marketing, AI Tools and Entrepreneurship**" was successfully organized at the Main Campus of **Gurukul Kangri Vishwavidyalaya** on 15th November 2025. The workshop was conducted by **SSE India** with the support of **Rail Vikas Nigam Limited (RVNL)** under their youth skill enhancement initiative.

The program aimed to equip students with essential digital skills, emerging technological tools, and entrepreneurial insights required in the modern business ecosystem.

2. Objective of the Workshop

The workshop focused on:

- Understanding growing career opportunities in **Social Media Marketing**
- Learning practical applications of **AI tools** in digital promotion
- Introducing the fundamentals of **Entrepreneurship**
- Encouraging students to explore start-up ideas and innovative business models
- Bridging the knowledge gap between academic learning and industry requirements

3. Resource Persons / Trainers

The session was led by experienced trainers from SSE India:

1. Ms. Akansha Singh – Trainer (Entrepreneurship)

- Delivered a detailed session on **entrepreneurship and start-up development**.

- Explained key elements such as idea generation, market research, risk management, funding opportunities, and business scalability.
- Shared real-life examples of successful young entrepreneurs and highlighted the importance of innovation and leadership.

2. Mr. Tanveer Ahmed – Trainer (Social Media Marketing & AI Tools)

- Provided hands-on insights into **digital marketing**, content creation, and online branding.
- Demonstrated the use of **AI tools** for enhancing productivity, automating marketing tasks, and analyzing consumer behavior.
- Discussed practical strategies for building a strong social media presence and using platforms like Instagram, LinkedIn, YouTube, and Facebook for professional growth.





4. Workshop Proceedings

- The workshop began at **02:00 PM** with an introduction to the objectives of the session.
- Students were briefed about the role of digital skills in today's competitive market.
- The trainers delivered interactive presentations supported by real-time examples and live demonstrations.
- Students participated in Q&A rounds and discussed their queries related to career opportunities, digital marketing trends, and start-up development.
- The trainers also provided guidance on how to use AI-based tools for creating content, drafting marketing strategies, and understanding analytics.

5. Student Participation

The workshop witnessed enthusiastic participation from students from various departments including:

- Environmental Science
- Computer Applications
- Management Studies
- Sciences and Humanities

Students actively engaged throughout the session and showed keen interest in exploring career paths in the digital domain and entrepreneurship.

6. Key Learnings

Students gained valuable insights on:

- Basics and importance of **digital marketing**
- Popular AI tools used in marketing and productivity enhancement
- Entrepreneurial mindset and steps to build and scale a start-up

- Importance of personal branding and online presence
- Career opportunities in social media, tech-enabled businesses, and start-up ecosystems

7. Feedback and Response

Participants appreciated the highly informative and interactive nature of the workshop. Many expressed interest in attending advanced sessions on digital tools and entrepreneurship development.

The trainers also acknowledged the discipline and curiosity displayed by students and encouraged them to continue exploring digital skills for career advancement.

8. Conclusion

The workshop on **Social Media Marketing, AI Tools and Entrepreneurship** proved to be a meaningful and enriching experience for the students.

The collaborative effort of SSE India and RVNL, supported by the university's Training & Placement Cell, successfully introduced students to emerging career opportunities in the digital and entrepreneurial sectors.

The university expresses gratitude to the trainers, coordinators, faculty members, and students for their active involvement in making the workshop a success.

ATTENDANCE SHEET

Gurukula Kangri Vishwavidyalaya
Corporate Affairs & Outreach Cell

Date : 15th November 2025
Reporting Time : 02:00 PM

S.No	Students Name	Department	Mobile No.	Signature
1	KAJAL RANA	M.Sc Chemistry	7902191840	Kajal Rana
2	KANAK SHARMA	M.Sc Chemistry	9045371388	Kanak Sharma
3	Vandhana Saini	M.Sc Micro	9258410938	Vandhana
4	Sukhmani Kauriyal	M.Sc Micro	7531820937	Sukhmani
5	Titika Sharma	M.Sc Micro	8319013648	Titika
6	Kanishka Jati	M.Sc Micro	9791197248	Kanishka
7	Sukani Chauhan	M.Sc Micro	7351034871	Sukani
8	Vandhana Chauhan	M.Sc EVS	9545467679	Vandhana
9	Divya Pargain	M.Sc EVS	8755374196	Divya
10	Neha Pathar	M.Sc EVS	7906160619	Neha
11	Kanak Vishwakarma	M.Sc EVS	7817381655	Kanak
12	T Sa	M.Sc EVS	9259076862	T Sa
13	Preeti Panchal	M.Sc Microbiology	9412868942	Preeti Panchal
14	Pooja	M.Sc Microbiology	9897709138	Pooja
15	Kirti	M.Sc Chemistry	8077481487	Kirti
16	Saishvi	M.Sc Chemistry	9027206811	Saishvi
17	Anjali Chauhan	M.Sc Chemistry	9389911692	Anjali
18	Meetu Singh	M.Sc Chemistry	8630506179	Meetu Singh
19	Sankar Prashar	M.Sc Chemistry	9084302075	Sankar
20	Nakshi Rana	Ph.D Scholar	8923516437	Nakshi
21	Shagun Tams	Ph.D Scholar	9756860028	Shagun
22	Shalini	Ph.D Scholar	9010375531	Shalini
23	Annet Kumar	Ph.D Scholar	7634189113	Annet
24	Kajal Pundir	M.Sc EVS	9720280119	Kajal
25	Bhavana	M.Sc Micro 1 st Sem	8975890764	Bhavana
26	Dipri Negi	M.Sc Micro	6396555013	Dipri Negi
27	Kavita	M.Sc Micro	8218619038	Kavita
28	Meenu	M.Sc Micro	9491178055	Meenu
29	Taru Kaushik	M.Sc Micro	7906434155	Taru Kaushik
30	Gauravi Choudhary	M.Sc Micro	790048157	Gauravi
31	Prachi Saini	M.Sc Micro	7417327851	Prachi
32	Rakha Kumari	M.Sc Chemistry	7983048965	Rakha
33	Kritika Upadhyay	M.Sc Maths	9927802229	Kritika
34	Mani	M.Sc Maths	11011751714	Mani
35	Rajat Kumar Chaudhary	Ph.D	9355574183	Rajat

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Gurukula Kangri Vishwavidyalaya
Corporate Affairs & Outreach Cell

Date : 15th November 2025

Reporting Time : 02:00 PM

S.No	Students Name	Department	Mobile No.	Signature
1	Vashu Choudhary	Maths (M.Sc.)	763 573 2046	Vashu
2	Shreyas Nandan	Maths (M.Sc.)	929014-453	Shreyas
3	Vishal Singh	Maths (M.Sc.)	929014-453	Vishal
4	Nisha Joshi	Maths (M.Sc.)	929014-453	Nisha
5	Nidhi Yadav	M.Sc. Chemistry	9728766714	Nidhi
6	Rahul Gargi	Ph.D.	9368849105	Rahul Gargi
7	Saayant	M.Sc. Microbiology	926029581	Saayant
8	Kanishk	M.Sc. (Maths)	9639726180	Kanishk
9	Deeksha	M.Sc. (Maths)	9870832922	Deeksha
10	Shravya	M.Sc. (Maths)	8791406414	Shravya
11	Rishu	M.Sc. (Maths)	7017385348	Rishu
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ATTENDANCE SHEET				
Gurukula Kangri Vishwavidyalaya Corporate Affairs & Outreach Cell				
Date : 15th November 2025 Reporting Time : 02:00 PM				
S.No	Students Name	Department	Mobile No.	Signature
1	Ekta Malwa	BIL Math Hons 1st Sem	9756327312	Ekta
2	Ihika	BBH 1 Sem	9520063892	Ihika
3	Mansi Pukhriyal	BTECH CSE	9286205357	Mansi
4	Gurjot Singh	B.Sc 1 Sem	9793780589	Gurjot
5	Rhushi Yadav	B.A History 1 Sem	8218735524	Rhushi
6	Vedika Bhandari	B.P.A	8765820333	Vedika
7	Amruta Prasad	BSC Maths 1st Sem	9052106250	Amruta
8	Reema	BSc Hons Maths 1st Sem	8755985690	Reema
9	Anushka Yadav	B.A History [Honours]	8765799470	Anushka
10	Sakshi Negi	B.A History [Honours]	8868089137	Sakshi
11	Tanisha Bora	Bsc Chem Honours	9639989708	Tanisha
12	SOMYA DAWAS	B.A 1st Sem	9368680969	Somya
13	Mitansh dev	BSC 1st Sem	7017856480	Mitansh
14	Abhishek Rast	B.Sc 1st Sem	7061176626	Abhishek Rast
15	Harshit Raj Khosla	B.Tech CSE II Sem	9058316410	Harshit
16	VISHAL	B.A Hons	9917124932	Vishal
17	Yogesh Kumar	B.A Hons	7617513019	Yogesh
18	Siddhant Yadav	CPES	7458083424	Siddhant
19	Kishor Lal Prasad	BPE	9022085129	Kishor
20	Prince Thakur	B.A Physical Education	7579123856	Prince
21	Anant Pathak	B.A Hons	7351087077	Anant
22	Aayush Pant	B.Sc Hons	8449031696	Aayush
23	Ashwin Khandelwal	BSc Maths Hons	9143198944	Ashwin
24	YASH	B.P.A	9410306067	Yash
25	Ankush	B.P.A	92207214348	Ankush
26	Abhishek	B.A	9534892085	Abhishek
27	Rishabh Vishnoi	B.A	75066377	Rishabh

गुरुकुल कांगड़ी विवि में छात्रों को किया सम्मानित

हरिद्वार। गुरुकुल कांगड़ी समविश्वविद्यालय के अभियांत्रिकी एवं प्रौद्योगिकी संकाय में प्लेसमेंट सेल ने आईटीसी और मैजिक बस इंडिया फाउंडेशन के सहयोग से सम्मान समारोह और कौशल-विकास कार्यशाला का आयोजन किया।

मैजिक बस इंडिया फाउंडेशन के संचालित और आईटीसी की ओर से वित्तपोषित प्रशिक्षण कार्यक्रम को उत्कृष्ट प्रदर्शन के साथ पूरा करने वाले विद्यार्थियों को नवाजा गया। आईटीसी के एचआर हेड अल्लाफ ने कहा कि गुरुकुल कांगड़ी के विद्यार्थी सीखने में समर्पित और अनुशासित हैं। सीएसआर हेड पमीश ने कहा कि आईटीसी का उद्देश्य सिर्फ रोजगार उपलब्ध कराना नहीं बल्कि युवाओं को जीवन और करियर दोनों में सक्षम बनाना है। प्रोग्राम मैनेजर सचिन ने कहा कि इन विद्यार्थियों ने न सिर्फ प्रशिक्षण पूरा किया बल्कि हर सत्र में उत्कृष्ट भागीदारी दिखाई। सेवायोजन अधिकारी उत्तम कुमार ने कहा कि यह राज्य सरकार की प्राथमिकताओं में कौशल-विकास और रोजगार सृजन के दिशा में एक अहम कदम है। कुलपति प्रो. हेमलता के. और कुलसचिव प्रो. विपुल शर्मा ने सभी विद्यार्थियों को बधाई दी। संवाद

गुरुकुल कांगड़ी

227 विद्यार्थियों को किया सम्मानित

हरिद्वार, 15 नवम्बर (कुलभूषण): गुरुकुल कांगड़ी समविश्वविद्यालय, हरिद्वार के अभियांत्रिकी एवं प्रौद्योगिकी संकाय में प्लेसमेंट सेल द्वारा आईटीसी और मैजिक बस इंडिया फाउंडेशन के सहयोग से सम्मान समारोह एवं कौशल-विकास कार्यशाला का आयोजन किया गया। इस कार्यक्रम का उद्देश्य उन 227 विद्यार्थियों को सम्मानित करना था, जिन्होंने मैजिक बस इंडिया फाउंडेशन द्वारा संचालित तथा आईटीसी द्वारा वित्तपोषित प्रशिक्षण कार्यक्रम को उत्कृष्ट प्रदर्शन के साथ पूर्ण किया। आईटीसी के एचआर हेड अल्लाफ ने कहा कि स्टूडेंट्स उद्योग में महत्वपूर्ण योगदान देने की क्षमता रखते हैं। मैजिक बस इंडिया फाउंडेशन के जिला प्रमुख गिरीश तिवारी ने कहा कि हमारा उद्देश्य युवाओं को सही मार्गदर्शन, सही कौशल और आत्मविश्वास प्रदान करना है।