

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.

(1)

ATTENDENCE 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	7902191340	Kajal Rana
2	KANAK SHERMA	M.Sc Chemistry	9005271369	Kanak Sharma
3	Vandhini Saini	M.Sc Micro	9256410938	Vandhini
4	Sukhni Nariyal	M.Sc Micro	75319219937	Sukhni
5	Jitika Srivastava	M.Sc Micro	8319313308	Jitika Srivastava
6	Kanushka Jati	M.Sc Micro	9791197348	Kanushka
7	Sukhni Chauhan	M.Sc Micro	7351034871	Sukhni
8	Vandhini Chaturvedi	M.Sc EVS	9545167329	Vandhini
9	Riya Parajuli	M.Sc EVS	8755374196	Riya
10	Nisha Purihar	M.Sc EVS	7906160619	Nisha
11	Kanak Vishwanarayana	M.Sc EVS	817981655	Kanak
12	T.Sa	M.Sc EVS	9259076862	T.Sa
13	Priyanka Panchal	M.Sc Microbiology	9412868942	Priyanka Panchal
14	Priyanka	M.Sc Microbiology	9897709138	Priyanka
15	Kirti	M.Sc Chemistry	8077481487	Kirti
16	Faishi	M.Sc Chemistry	9027206813	Faishi
17	Anjali Chauhan	M.Sc Chemistry	9389911692	Anjali
18	Meetu Singh	M.Sc Chemistry	8630506179	Meetu Singh
19	Sonakshi Prashar	M.Sc Chemistry	9684302075	Sonakshi
20	Nikasha Rana	Ph.D Scholar	8923516432	Nikasha
21	Shagun Tomar	Ph.D Scholar	9756860028	Shagun
22	Shalini	Ph.D Scholar	9810275531	Shalini
23	Jyoti Kaur	Ph.D Scholar	9634789113	Jyoti
24	Kefl Purihar	M.Sc EVS	9326280119	Kefl Purihar
25	Bhawna	M.Sc Micro 7th Sem	8473090762	Bhawna
26	Dipali Negi	M.Sc Micro	6396555013	Dipali Negi
27	Kavita	M.Sc Micro	8218619038	Kavita
28	Meenakshi	M.Sc Micro	8489178055	Meenakshi
29	Tara Kaushik	M.Sc Micro	7906434155	Tara Kaushik
30	Gauri Chaturvedi	M.Sc Micro	7700748157	Gauri
31	Prachi Saini	M.Sc Micro	7417327851	Prachi Saini
32	Rekha Kaurani	M.Sc Micro	7983048965	Rekha
33	Kritika Upadhyay	M.Sc Chemistry	9027802229	Kritika
34	Mai	M.Sc Micro	9211731719	Mai
35	Rajat Kumar Shastri	Ph.D	9355894189	Rajat Kumar Shastri

(2)

ATTENDENCE SHEET

Gurukula Kangri Vishwavidyalaya
Corporate Affairs & Outreach CellDate : 15th November 2025
Reporting Time : 02:00 PM

S.No	Students Name	Department	Mobile No.	Signature
1	Vashu Choudhary	Maths (M.Sc)	7635738046	Vashu
2	Shreyaa Nimbalkar	Maths (M.Sc)	929014431	Shreyaa
3	Prachi	Maths (M.Sc)	981241724	Prachi
4	Nisha	Maths (M.Sc)	21922375886	Nisha
5	Nithi Yadav	M.Sc Chemistry	9728966714	Nithi
6	Rahul Gorathi	Ph.D	9368841105	Rahul Gorathi
7	Shreyas	M.Sc Microbiology	926470681	Shreyas
8	Kanchan	M.Sc. (Maths)	9639726180	Kanchan
9	Deeksha	M.Sc. (Maths)	9870832922	Deeksha
10	Shreya	M.Sc (Maths)	8791406414	Shreya
11	Rishu	M.Sc (Maths)	7017325348	Rishu
12				
13				
14				
15				
16				
17				
18				
19				
20				
21				
22				
23				
24				
25				
26				
27				

ATTENDENCE 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 Hon's 1sem	9756327312	Ekta
2	Ishika	BBA 1 sem	9520062892	Ishika
3	Manasi Pathriyal	BTech CSE	9286205557	Manasi
4	Gurjot Sat	B.Sc 1 sem	9723780589	Gurjot
5	Khuushii Yadav	B.A History 1 sem	8218735524	Khuushii
6	Vedika Bhambhani	BBA	8715820333	Vedika
7	Anuradha Thakur	BSC Maths hon 1st	9052106250	Anuradha
8	Reema	BSc Maths hon 2nd	8755985690	Reema
9	Anushka Yatav	B.A History (Honours)	8765799470	Anushka
10	Savishi Negi	B.A History (Honours)	8268080127	Savishi
11	Tanisha Bora	Bac(Hon) Chemistry	2634189728	Tanisha
12	Somya Dwivedi	B.A 1st sem	9368680969	Somya
13	Mitanshi Dev	B.Sc 1st sem	7017656480	Mitanshi
14	Abhishek Rao	B.Sc 2nd sem	7061176626	Abhishek
15	Harsikha Raj Randhawa	BTech CSE II Sem	9058316410	Harsikha
16	VISHAL	B.A Hon's	9917194932	Vishal
17	Yogesh Kumar	B.A Hon's	7617513019	Yogesh Kumar
18	Harwinder Yadav	BPE	7458684424	Harwinder
19	Kritika Lal Prakash	BPE	9022085529	Kritika
20	Prince Thakur	Spf Physical Education	7379123826	Prince
21	Anant Pattiak	B.A Hon's	7351077077	Anant
22	Abayush Panj	B.Sc hon 1st	8449031696	Abayush
23	Aishwini Kandari	BSc (maths) hon	9343118944	Aishwini
24	YASH	B.A	9410306467	Yash
25	Anikesh	B.A	92102143148	Anikesh
26	Abhishek	B.A	95308392085	Abhishek
27	Kanchan Vashma	B.A	7520676377	Kanchan

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 अल्ताफ ने कहा कि गुरुकुल कांगड़ी के विद्यार्थी सीखने में समर्पित और अनुशासित हैं। सीएसआर हेड पर्मीश ने कहा कि आईटीसी का उद्देश्य सिर्फ रोजगार उपलब्ध कराना नहीं बल्कि युवाओं को जीवन और करियर दोनों में सक्षम बनाना है। प्रोग्राम मेनेजर 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

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 अल्ताफ 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।