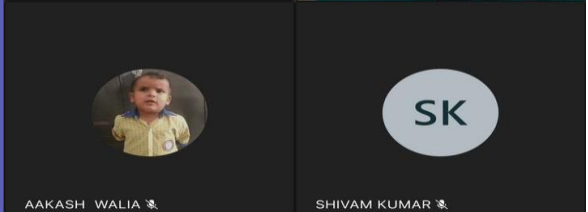
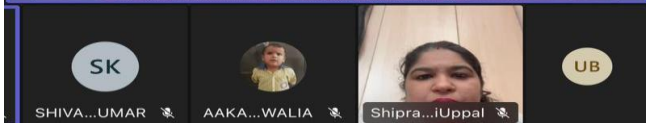
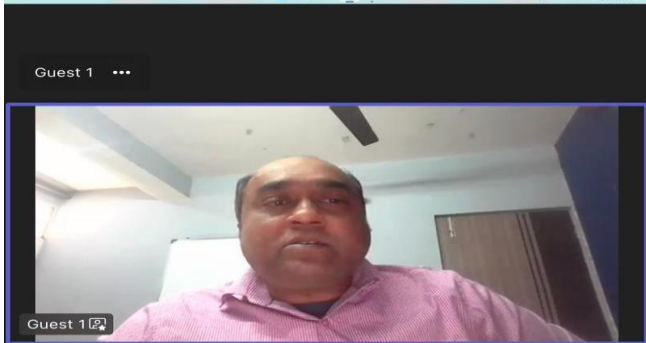
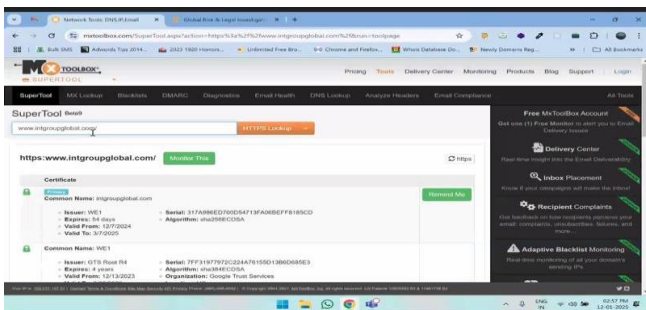
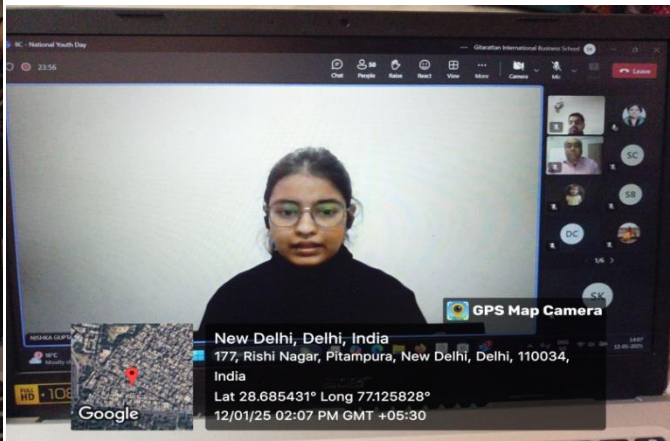
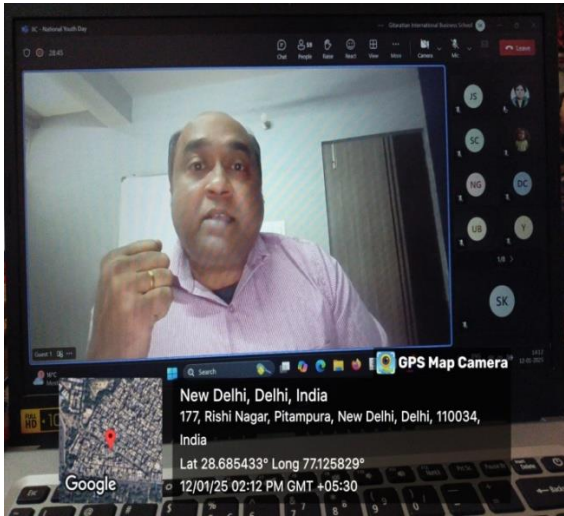


THE ROLE OF DIGITAL PLATFORMS IN EMPOWERING YOUNG ENTREPRENEURS 12th JANUARY (SUNDAY)



IIC session titled **“The Role of Digital Platforms in Empowering Young Entrepreneurs”** was held on 12th January 2025 on the occasion of National Youth Day . This seminar aimed to explore how digital platforms empower youth to overcome traditional barriers, such as limited resources and market access, to achieve entrepreneurial success. The keynote address by Mr. Nabarun Gupta, Founder & Director of Covalent Softwares Pvt. Ltd. was inspiring and insightful on how digital platforms are revolutionizing opportunities for youth entrepreneurs. Mr. Nabarun Gupta was given a warm welcome by Ms. Shipra Bhutani Uppal.

Mr. NarabunGupta highlighted the transformative power of digital platforms in breaking down traditional barriers to entrepreneurship. The speaker emphasized how these platforms provide unprecedented access to global markets, affordable tools for business management, and opportunities for skill development through online learning. He explored themes such as social media marketing, e-commerce opportunities, and the democratization of knowledge through platforms like YouTube, Udemy, and Coursera. He also discussed the role of crowdfunding portals, and online marketplaces that have become instrumental in enabling young entrepreneurs to bring their ideas to life.

Discussion on content creation, SEO strategies, and digital marketing techniques were particularly well-received. Mr Gupta concluded that understanding the potential of digital platforms equips aspiring managers and entrepreneurs with the knowledge to leverage technology for innovative and sustainable business practices.

The interactive Q&A session was one of the most engaging aspects of the event, where students actively participated by asking questions related to how digital platforms can facilitate entrepreneurship, protect innovative ideas, and build sustainable careers. Mr. Nabarun Gupta thoughtfully addressed each query, sharing practical advice and real-world examples that highlighted the transformative power of digital platforms for young entrepreneurs. The event ended with enthusiastic applause from the audience, followed by vote of thanks given by Ms. Shipra Bhutani Uppal.

FLYER OF THE EVENT



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INSTITUTE INNOVATION & ENTREPRENEURSHIP CELL (IIC-GIBS)



SEMINAR ON YOUTH DAY

THE ROLE OF DIGITAL PLATFORMS IN EMPOWERING YOUNG ENTREPRENEURS

12TH JANUARY 2025

Time : 2:00 pm Onwards
 Venue : Online
 Class : BBA 6th Semester – (Morning Shift)

Mr. NABARUN GUPTA
 Director
 Covalent Softwares Pvt. Ltd.

@gibs.gitarattan | www.gitarattan.edu.in | gibs@gitarattan.edu.in

TYPE OF EVENT	IIC
VENUE	Online
TIME & DURATION	02:00PM Onwards
CONDUCTED BY	CMS-GIBS
ORGANISED FOR	BBA 6 th Semester (Morning Shift)
NAME OF THE COORDINATOR	Ms. Shipra B. Uppal (Co-ordinator)
ATTENDANCE	117
RESOURCEPERSON	Mr. Nabarun Gupta

OBJECTIVES OF THE EVENT	<ol style="list-style-type: none"> 1. To understand the impact of digital platforms on entrepreneurship. 2. To develop strategic skills for leveraging digital tools 3. To explore challenges and solutions in digital entrepreneurship
LEARNING OUTCOME	<ol style="list-style-type: none"> 1. Students learned the comprehensive understanding of the role and capabilities of digital platforms (e.g., social media, e-commerce websites and freelancing portals) in entrepreneurship. 2. Students Learned about current trends, tools, and technologies that are reshaping the entrepreneurial landscape.
SHORTFALL DURING EVENT	The session was online due to which students missed hands on session.
LINK OF ONLINE VIDEO	https://youtu.be/ROogrVCOP0M

PREPARED & SUBMITTED BY: Ms. SHIPRA B. UPPAL, ASSISTANT PROFESSOR, GIBS