

One Day Workshop on Entrepreneurship and Social Media

Organization: Josh Talks in association with Facebook & NutSpace

Day & Date: Tuesday, January 30, 2018

Participants – MCA I, II and PGDM I, II Year Student

A workshop on **Entrepreneurship and Social Media** was conducted by Mr. Naveen Arora on 30th January, 2018 at the **Jagran Institute of Management, Kanpur** by **Josh Talks** in association with **Facebook**. The main objective of the workshop was to help the students how start a business & realize the importance of Entrepreneurship and Social Media in our life. The workshop was very knowledgeable and interactive for those who believe in creating job not in doing job. The objective of this workshop is to not only inspire the audience to take an entrepreneurial route but also want to equip them with the right tools to help them get started.

The workshop was divided into four sessions. The first session was taken by **Ms. Rohini** founder of **NutSpace**. She is a keen orator, actor and voice over artist; and has conducted various storytelling sessions in schools across the country. She brings with her experience from diverse fields including Marketing, Corporate Communication, Publishing, Public Relations, Films, Radio and Education. She has acted in plays staged at the national level. In her session she talk about first generation entrepreneurs and their startup journey and the hurdles they face in their initial phase and how they overcome those challenges to reach where they are today.

The second session was delivered by **Mr. Deepesh Chauhan**, Sr. Executive of **VDAI Bio Sec(P) Ltd.** which provides solutions for Human Capital Management and has implemented multiple successful interventions in key departments. He told students that his company has developed an app that can monitor the employee attendance at workplace. which can be used to solve the problem of attendance different Govt. offices.

Third session was taken by **Mr. Sushant**, Founder **SalonNearBy**, he share his past experiences by telling the importance of internships during professional courses.

Fourth Session was on Social Media Marketing conducted by **JoshTalks** in association with **Facebook**. In this session **Ms. Parul founder JoshTalks** focuses on 'How to Start Your Business Online'. The session comprises of Social Media Marketing, which included Facebook, Instagram and various digital marketing tools that can be used for spreading the awareness of product and services. The Sessions was very inspirational and motivating. The main highlights of the programmed were:

- Learn startup methodology.
- Funding options for startup companies.
- Uses of various Social Media Marketing tools (ie. Facebook ,Instagram etc.)

Ms. Rohini founder NutSpace



Mr. Deepesh Chauhan, Sr. Executive VDAI Bio Sec(P) Ltd.



Ms. Parul Founder Josh Talks

