

30 July 2019



### **PRESENTATION ON DIGITAL MARKETING:**

A presentation on digital marketing was organized at the college. Mr. Rakesh Panchal, the expert, spoke about online marketing and advertisement, and how digitalization provided home-based jobs. According to him, employment generation in India would increase by 20 lakhs by 2020, but there is a marked lack of digital awareness among people. With proper knowledge of computers and technology, people would be able to earn much more.