

Webinar Session by Alumni Mr. Kshitiz Gupta

28 January 2019

A webinar was held on 28 January 2019, at TIED cell to provide the students with an opportunity to get a head start in the field of entrepreneurship and marketing, the webinar began with an introduction of Mr. Kshitiz Gupta (associate brand marketing nearbuy.com and alumni JUIT) who was the spokesperson. He shared the experiences of his college life, about how his growth was during college time. He asked many questions from the students related to technology and one of them was, "Which was the most frequently used communication app in India?" Almost all attendees shouted WhatsApp, which was wrong, as he told that 50 to 60 % of India used share chat, which is now one of the most frequently used apps. There are many things a student could do during his college life and three of the most important things he mentioned were, that one must listen to TED talks in order to derive inspiration and ideas from it. Second, was that one must create his own professional network through LinkedIn and prepare a good CV for future aspects. And finally, the third one was that all the students must do an internship to know more about the real-time scenario of companies and to be versed about the Trends that are in demand. Lastly, the session ended on a cheerful note when everyone thanked Mr. Kshitiz Gupta for joining and imparting his great knowledge.



