

Introduction of a Value-Added Course on "Digital Marketing"

The Department of Commerce at Hindu Kanya Mahavidyalaya, Jind, has introduced a Value-Added Course on "Digital Marketing" for UG second & final-year and PG first & second year students starting from the 2023-24 academic session. The primary objective of offering this course is to equip students with relevant employability skills that complement their core studies.

We are pleased to inform you that Mr. Raj Kapoor has been appointed as the Blockchain Trainer and resource person for this Value-Added Course. Mr. Kapoor brings extensive experience and expertise in the field of digital marketing and blockchain technology. His presence as a trainer will undoubtedly enrich the learning experience of our students and provide them with valuable insights into this rapidly evolving industry.

Madam Principal Dr. Poonam Mor and Dr. Upasna Garg, the Head of the Commerce Department welcomed the resource person and said that we are confident that Mr. Raj Kapoor's guidance and expertise will greatly benefit our students and enhance their understanding of digital marketing and blockchain technology.

As the course commences, we sincerely wish the participating students all the best. We hope that this Value-Added Course will equip them with practical skills and knowledge that will prove invaluable in their future careers.

