

### *Entrepreneurship Awareness Camp-IV*

*With a mission to aware students of Dronacharya College of Engineering to various features of entrepreneurship, Entrepreneurship Awareness Camp (EAC) was organized at the campus from 15<sup>th</sup> to 17<sup>th</sup> November, 2016 in association with NSTEDB & Entrepreneurship Development Institute (EDI), Ahmedabad under DST-NIMAT Scheme. The three day camp was organized to cover different parts of business enterprise. At the end Mr. Mainak made students aware of the benefits of Digital Marketing that is- cost effective, performance oriented, helps employers cut down their marketing expenses and social media like Facebook, twitter, YouTube can be used for marketing.*



*Mr. Mainak Uprety, Branch Head of Apron Solutions Pvt Ltd. was seminar on "Digital Marketing"*



*Students during seminar*