WORKSHOP CONDUCTED BY THE DEPARTMENT OF BUSINESS MANAGEMENT

A Report on AI Tools, Digital Marketing and Marketing Strategies for New Businesses

Topic: AI Tools, Digital Marketing and Marketing Strategies for New Businesses

Resource Person: Ms. Akanksha, Founder – Akay Solutions

Participants: 40 MBA 1st and 2nd Year Students

Date and Time: 30-09-2026, 1:30 p.m.

Venue: 3rd Floor, New Auditorium, Sardar Patel College

Introduction

A workshop was conducted for MBA students to provide practical knowledge about AI, Digital Marketing, and business strategies. The workshop was conducted by Ms. Akanksha, an experienced digital marketing professional and Founder of Akay Solutions. A total of 40 MBA students participated in the workshop.

About Akay Solutions

Akay Solutions is a digital marketing company working in areas such as SEO, SEM, social media marketing, influencer marketing, and digital marketing strategies. It also provides students with practical learning through workshops, training, mentorship, and internship opportunities. The company also provides certificates to students for their participation and learning.

Guidance Provided by Ms. Akanksha

Ms. Akanksha shared valuable guidance on using AI and digital platforms for business growth. The major points discussed were:

- Understand the target audience and customer needs before starting marketing.
- Use AI tools to generate business ideas, content, captions, images, and advertisements.
- Select the right digital platforms according to the target customers.
- Create attractive and useful content to engage and attract customers.
- Use AI to save time and effort while developing marketing strategies.
- Combine AI tools with human creativity and critical thinking for better results.
- Develop practical digital skills along with academic knowledge.

She also demonstrated how tools such as Gemini can help in creating creative marketing ideas and promotional content.

Key Learning and Conclusion

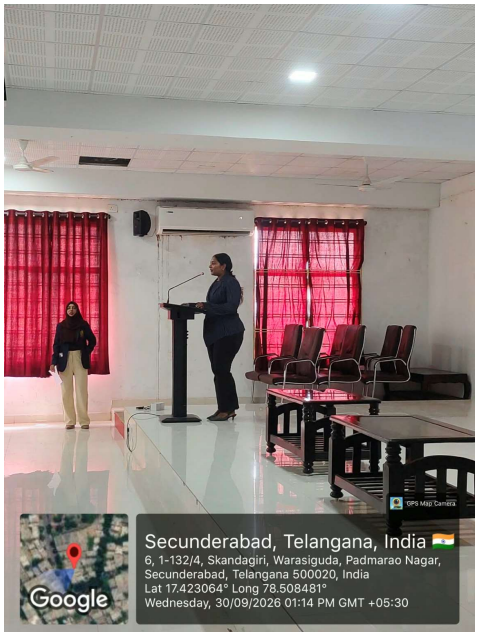
The workshop helped students understand the importance of AI and Digital Marketing in modern businesses. The practical guidance encouraged students to explore AI tools, improve their digital skills, understand customers better, and apply their management knowledge to real-world business situations.

The session was informative and interactive, benefiting all 40 participating students. Students also had the opportunity to receive certificates provided by Akay Solutions, recognizing their participation in the workshop.

PHOTOGRAPHS OF THE WORKSHOP



Certificate distribution to the participating students.



Address by the resource person during the workshop.



MBA students attending the workshop.



Certificate distribution and interaction with students.



Group photograph of the participants and faculty.