

Event Details	
Event Name	Workshop
Topic	WORKSHOP ON FINDING YOUR IKIGAI
Date	2024 -01-22 to 2024 -01-25
Mode	Offline
Venue	LH 14
Organizer Name	Centre for Digital Marketing , Strategic and Analytics
Resource Person	Mr. Sanjay Arora CEO , Ms. Akshita Bhargava Trainer , Ms. Rishma Dua Trainer
No. of Participants	31
SDG No	SDG 4: Quality Education SDG 9: Industry , Innovation and Infrastructure SDG 17: Partnership for the Goals

Objective :

- Encourage participants to reflect deeply on their academic performance , interpersonal skills , and practical knowledge application to gain insights into their strengths and areas for growth .
- Provide personalized career counselling sessions to assist participants in pinpointing their unique strengths , interests , and passions , thus laying the foundation for aligning their actions with their IKIGAI.
- Equip participants with informed decision -making skills by offering guidance on exploring job .

Description :

The Centre for Digital Marketing , Strategy , and Analytics at Chitkara Business School organized a transformative workshop titled "Finding your IKIGAI," conducted by esteemed resource person Mr. Sanjay Arora, Consultant , Coach , Entrepreneur , and CEO of Evolvere . The workshop , held from January 22nd to January 25th , 2024 , targeted the BBA – Digital Marketing batch of 2022 , aiming to provide profound insights and guidance on aligning personal and professional trajectories with one's IKIGAI. Mr. Sanjay Arora led an engaging session focusing on the depth analysis of academic performance , interpersonal skills , and the practical application of knowledge . Through personalized career counseling sessions , participants were empowered to pinpoint their individual strengths and interests . The workshop offered invaluable guidance on crucial life decisions , including whether to explore job opportunities , pursue further education , or embark on paths in entrepreneurship . A key highlight of the event was the detailed discussion on the qualities required to excel in entrepreneurship . Ms. Akshita Bhargava provided expert insights into the entrepreneurial mindset , emphasizing resilience , innovation , adaptability , and a relentless pursuit of one's passion . Participants gained clarity on how to harness their unique talents and interests to carve out successful entrepreneurial ventures . Furthermore , the workshop equipped students with essential strategies to effectively navigate and capitalize on their chosen paths for future success . Ms. Rishma Dua shared practical tips and actionable advice necessary to empower participants in making informed decisions and taking purposeful actions aligned with their IKIGAI. Overall , the workshop served as a catalyst for self-discovery , empowerment , and strategic planning , leaving a lasting impact on participants as they embark on their journey towards realizing their IKIGAI and unlocking their full potential .

Outcomes :

- Participants gain a deeper understanding of their academic performance , interpersonal skills , and practical knowledge

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application , leading to heightened self-awareness and clarity about their strengths and areas for development .

- Participants emerge with a clearer sense of their career direction , having identified their strengths , interests , and passions through personalized career counseling sessions , enabling them to make informed decisions about their future endeavours .



Ms. Rishma Dua discussing about qualities essential for professional pursuit 22-01-2024



Ms. Akshita Bhargava discussing about essential skills for entrepreneur 23-01-2024



Ms. Akshita Bhargava discussing about essential skills for entrepreneur 24-01-2024



Ms. Rishma Dua interacting with students 25-01-2024