

Event Details	
Event Name	Competition
Topic	Dil Se Digital Finale
Date	2024 -04 -30 to 2024 -04 -30
Mode	Offline
Venue	Carnegie Hall
Organizer Name	Centre for Digital Marketing , Strategy & Analytics
Resource Person	Mr Rahul Argal Deputy Manager , Mr Jagdeep katoch Team Leader - Digital Marketing , Ms. Ramya Sharma Team Leader - Creatives
No. of Participants	100
SDG No	SDG 3: Good Health and Well-being , SDG 8: Decent Work and Economic Growth , SDG 17: Partnership for the Goals

Objective :

1. Boost tourism through student -led social media campaigns
- 2) Empower students with digital marketing skills via workshops
- 3) Bridge the industry gap by securing sponsorships for offline events
- 4) Recognize excellence by awarding the most innovative campaign .

Description :

Dil Se Digital 2.0, a five -week student competition (late March -April 2024), aimed to boost Indian tourism via digital marketing and events . Eight teams competed , reaching over 9 million on social media and securing sponsorships for offline events . They also delivered workshops on digital marketing software (Shopify , Canva, Lightroom) to 171 students . Team Culturism won , judged by industry professionals . This competition effectively merged digital marketing education with promoting Indian tourism , reaching a large audience and equipping students with valuable skills .

Outcomes :

- 1) Amplified India's tourism with a social media reach of over 9 million .
- 2) Empowered 171 students with valuable digital skills through workshops .
- 3) Forged industry links as all teams secured sponsorships for offline events .
- 4) Identified future marketing talent by crowning Team Culturism the winner .



Winner Team Culturism - Presenting their work in Dil Se Digital 2.0 Finale (30.04.2024)



Chief Guest of the Finale Mr. Rahul Argal, Deputy Manager, Madhya Pradesh Tourism (30.04.2024)



Students of BBA DM during the Finale (30.04.2024)



Dr Prachi Gupta addressed the gathering during the Finale of Dil Se Digital 2.0 (30.04.2024)