

ACTIVITY REPORT – G20 EVENTS

Name of the activity	Dil se Digital	Date	20 th Feb2023 to 31 st March 2023
Name of the Event In charge /Coordinators	Dr. Prachi Gupta, Dr. Nitish Arora, Dr. Rajni Bala, Dr. Mohit Jamwal	Time	Full Day
Venue	Inaugural (Galileo Hall), Finale- Pierre Hall	Mode	Offline
Nature of the activity	Student Competition on Promoting Government Campaigns through Digital Platforms	Program & Batch	BBA Digital Marketing, Batch 2021 & 2022
Number of students participated	100+	Academic Session	2022-23

About the Activity(300 words)

Chitkara Business School organized a unique initiative called "Dil Se Digital," a month-long event aimed at providing BBA-Digital Marketing students with experiential learning. Students organized various online and offline activities to promote 5 different Government initiated campaigns and make people aware on the relevant social issues. Students chose government campaigns like- Make in India, Stay Safe Online, Sahi Poshan Desh Roshan, Fit India and Lifestyle for Environment. Students used various social media platforms such as Facebook, Instagram, LinkedIn, YouTube, Business listings and their own created websites to promote the social causes attached with the campaigns..Students also conducted offline activities,like team ‘Lifestyle for environment’used Chitkara University’s FM Radio channel to promote importance ofenvironment conservation in surrounding villages. Team ‘Make in India’conducted a fashion show in the University with the objective to promoteIndian fashion brands. Team ‘Sahi Poshan Desh Roshan’ went to a Primary school and promoted the importance of right nutrition for the kids. Team ‘Fit India’ organized competitions for University students like Hopscotch, Fitness Challenge and team ‘Stay safe online’ conducted surveys, interviews with students, faculties, professionals from digital area, to know on the awareness level of people towards online threats, scams and spread knowledge on the same.

The Grand Finale of ‘Dil se Digital’ event held on 4th May, 2023, was judged by Ms. Prachi Bali, EVP & Business Head, Saatchi & Saatchi Propagate, and Prof. Seema Gupta, Director at Great Learning, Former Professor at IIM Bangalore. During the entire event, students promoted various campaigns initiated by the Government of India, both online and offline, through different digital platforms, reaching out to people and engaging them in meaningful conversations. On the finale day, studentsshowcased their entire journey of promotions done, outcomes achieved in front of panel of corporate judges.

The event brought forward the power of digital technology to promote social good and empower young people to bring change in society. The total reach of the event was 406K, and teams were judged on various metrics like creativity, engagement rates, and reach, with winners being awarded for their efforts. Team Sahi Poshan Desh

Roshan stood First in the competition, team Stay Safe Online stood 1st Runner-up and team Make in India stood 2nd Runner-up.

Objectives and Outcomes of the activity

Activity Objectives	Activity Outcomes
Promoting Government Campaigns through Digital Platforms	Students were able to get the reach of 406k
Competition among student teams to create awareness on various issues among masses through digital and offline activities.	Students were able to sanitise various sections of the society regarding various social issues.
A month-long event aimed at providing BBA-Digital Marketing students with experiential learning	

Details of the external guests/resource person (name, affiliation and designation)

Sr.	Name of the resource	Affiliation	Designation	Role in the event
1.	Ms. Prachi Bali	Saatchi & Saatchi Propagate	EVP & Business Head Saatchi & Saatchi Propagate	Chief Guest & Judge for the Finale
2.	Prof. Seema Gupta	Great Learning	Director, Business Programmes at Great Learning	Chief Guest & Judge for the Finale
3.	Ms. Kartar Kaur	Damn 360 Digital Marketing Agency	Founder Damn 360	Guest for the event
4.	Mr. Ajay Aggarwal	Digital Marketing Institution	Founder Digital Marketing Institution, ACCOSOFT	Guest for the Event

Event Visuals

1. Minimum 5 photos of the event with caption (mandatory)& Geotag if available
2. Event creative



Flyer of Dil Se Digital Inaugural & Flyer of Dil Se Digital Finale



Winner, 1st runner-up and 2nd runner-up of Dil se Digital Event



Ms. Prachi Bali & Prof. Seema Gupta as Chief Guest of the event along with the University Dignitaries



Winner of Dil Se Digital Event with all the Dignitaries

