

SPECIAL LECTURE ON MEDIA ENTREPRENEURSHIP

Rapporteur: Shreya Sharma

19 April, 2019: The School of Liberal Studies organised a half-day lecture on Media Entrepreneurship on 19th April, 2019. The event was coordinated by Mr. Mukund Shukla, Lecturer of the Department of Languages, Literature and Aesthetics. The first session was conducted by Mr. Vinod Dave on Media Entrepreneurship. Mr. Dave runs an advertising agency and a digital news portal.



(Mr. Vinod Dave while conducting his Lecture)

The second session was conducted by Mr. Nadeem Jafri on *Innovations and Promotions*. Mr. Jafri conducted his speech by narrating his own entrepreneurial journey of *Hearty Mart* which is a chain of supermarkets in rural Gujarat.



(Mr. Nadeem Jafri sharing his entrepreneurial journey)