

Career Counseling Session on Startups and Media Strategies

On 21 February, 2025, Department of Management at Aggarwal College Ballabgarh organized a career counseling session on “How to Make Sure Our Startup Stands Out with the Help of Media and PR Strategies”. The event, which commenced at 1:00 PM, aimed to equipped aspiring entrepreneurs with essential knowledge on leveraging media and public relations (PR) to ensure their startup’s success in an increasingly competitive market. It was organized under the leadership of chairman Mr Devender Kumar Gupta and General Secretary Mr Dinesh Gupta. College keeps conducting such events under the able guidance of Dr Sanjeev Gupta, Acting Principal and Dr Sachin Garg, Incharge Wing. The event began with a **plant presentation** to the guest speaker, Mr Prashant Shrivasta, Deputy Regional Head, by **Dr. Shilpa Goel**, Dean of the Management Department. The workshop saw active participation from **around 60 students**, who engaged in various activities designed to create a lively and interactive learning environment. Speaker provided valuable insights into the power of strategic communication in the business landscape. He emphasized, “A well-planned media and PR strategy can make all the difference in transforming a startup from an unknown entity to a recognized brand. The key lies in understanding the right channels, crafting compelling narratives, and maintaining consistent engagement with the target audience.” Interactive Q&A sessions allowed students to clarify doubts and gain personalized advice from industry professionals. Budding entrepreneurs and students were particularly enthusiastic about learning practical steps to implement PR strategies tailored to their specific business needs. The success of the event was due to the hard work of faculty members **of Department of Management**. It concluded with vote of thanks from Ms Sonia Yadav, who expressed gratitude to all the participants, faculty members, and organizers for their contributions. Overall, the workshop was a resounding success, leaving students more motivated and better equipped to pursue their entrepreneurial goals.