



# IETE STUDENTS' FORUM

(ISF)

## INSTITUTION OF ELECTRONICS AND TELECOMMUNICATION ENGINEERS



The IETE Students' Forum (ISF) at Guru Nanak Dev Engineering College, Ludhiana, is committed to the holistic development of students by providing a platform to explore and enhance their technical, managerial, and interpersonal skills. Alongside academic growth, ISF continuously engages students in various co-curricular and extra-curricular activities throughout the year.

The IETE Students Forum (ISF) successfully organized a an Expert Talk on **Career Opportunity in AI driven Digital Marketing**. During the talk, Ms **KAMAL CHOPRA LEKHI** (founder and CEO of Aadvi Bussiness Structure LMP) and **Dr. MALWINDER SINGH MALLHI** (Global Training Expert ) explained about the concept of **Digital marketing** , their working principles, and how they are transforming various industries such as finance, education, and customer service. He emphasized the role of intelligent systems in making money, improving efficiency, and supporting human decision-making ,which was joined by 96 students.

The expert also discussed the impact of **DIGITAL MARKETING** on society, highlighting both opportunities and challenges. She pointed out that while AI has the potential to revolutionize industries and create new job roles, it also calls for responsible usage and ethical considerations.

Furthermore, as students build their portfolio and online presence, the income potential grows steadily while also enhancing their employability. Beyond simply earning money, they gain valuable marketing skills applicable across industries — whether running a small freelance gig or launching a side-business selling digital products like e-books or online courses. This dual benefit of income generation and skill-development makes digital marketing an excellent pathway for students who want to be self-reliant and future-ready.

### **The Expert Talk was organized under the guidance of:**

- Dr Gurburneet Kaur (Coordinator ISF)
- Dr Shivmanmeet Singh (Secretary ISF)
- Ramneet Kaur (Convenor ISF)
- Rabnoor Kaur (Co Convenor ISF)
- Tanmay Pandey (Co convenor ISF)

Dr. Shivmanmeet Singh  
(Secretary ISF)

Dr. Gurburneet Kaur  
(Coordinator ISF)

## GLIMPSE OF THE EVENT



Dr. Shivmanmeet Singh  
(Secretary ISF)

Dr. Gurpurneet Kaur  
(Coordinator ISF)