## **Knowledge Enrichment Programme**

## **Department of Commerce**

The second Knowledge Enrichment program was conducted on 27. 06. 2019. Mr. S. Dayanand Sagar, Product Specialist in Digital Marketing was the chief guest. In his key note address he explained the importance of digital marketing and the scope of the same in the current scenario. He gave a very beautiful picture of digital marketing from the initial days to the present day.