



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)

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Department of Economics

Report

Guest Lecture on "Digital Entrepreneurship"

Date: 25th March 2026

No. of Participants: 50

Program Head: Dr Gaurav Aggarwal, HOD, Economics

Organised by: Dr Sakshi Gupta, Assistant Professor

Faculty Coordinator/ Convenor: Dr Sakshi Gupta, Assistant Professor

Timings: 10:30 AM onwards

Venue: Room No. 991, 9th Floor, 9th Block, MAIMS

The Department of Economics has successfully organized a guest lecture titled **"Digital Entrepreneurship"** for the students of Economics Honors on 25th March 2026. The session aimed to provide insights into the rapidly evolving digital business landscape and to introduce students to the fundamentals of building and managing online ventures, along with practical guidance on leveraging digital tools and platforms.

The lecture was delivered by **Mr. Aman Kapoor, Assistant Professor, Digital Marketing, IIDE**, a successful freelancer and digital marketing consultant with over a decade of experience in the gig economy. The session began with a warm welcome by the Head of the Department, Dr Gaurav Aggarwal followed by a brief introduction of the speaker by Dr Sakshi Gupta, Assistant Professor, Department of Economics.

Mr. Aman explained digital entrepreneurship as the process of creating, launching, and managing a business using digital platforms such as websites, mobile apps, and social media. Emphasis was placed on how technology has lowered entry barriers for aspiring entrepreneurs. The session also included a live demonstration where the speaker created a sample profile on a freelancing platform, showing students how to optimize their profiles for better visibility. The lecture highlighted how the increasing use of the internet, smartphones, and digital payments has transformed traditional business models. Students were made aware of the growing demand for online services and digital products. An engaging Q&A session followed the lecture where students asked questions about starting a business with limited resources, choosing the right niche, and balancing studies with entrepreneurial pursuits. The speaker provided practical and actionable advice.

The guest lecture proved to be highly beneficial for the students.

The event concluded with a vote of thanks delivered by Dr. Sakshi Gupta who appreciated the speaker for sharing his valuable insights and motivating the students. The guest lecture on digital entrepreneurship was highly informative and inspiring. It successfully broadened students' perspectives on career possibilities beyond traditional employment. The session encouraged innovation, self-reliance, and a proactive approach toward building digital careers.

Let us have a glimpse of the event



Mr Aman Kapoor delivering lecture for Economics Students