Vidyabharti Trust College of Master in Computer Application (MCA, MBA & IMSc.IT), Umrakh

Approved by AICTE, New Delhi and Affiliated to GTU, Ahmedabad.

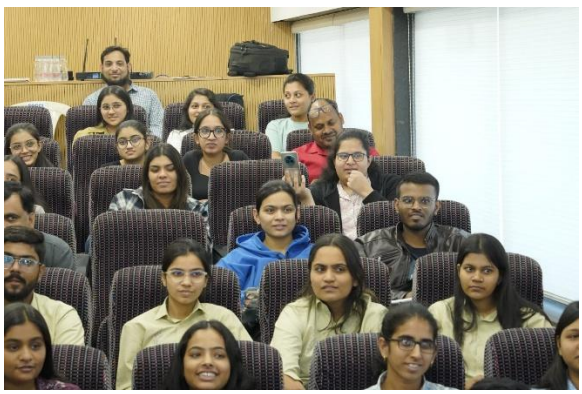
A Report on Participation in SGCCI "The Digital Rookies 2025"

Vidyabharti Trust College of Master in Computer Application, Umrakh -MBA proudly participated in **SGCCI – The Digital Rookies 2025**, a premier inter-college digital marketing challenge organized by the **Southern Gujarat Chamber of Commerce & Industry (SGCCI), Surat**, under its **Digital Marketing Committee** and **University Liaising Committee**. The competition aimed to bridge the gap between academic learning and industry practices by providing students with real-world digital marketing problem statements.





From the **FYMBA** a team comprising **four students and one faculty member** represented the institute. The student participants were **Miralsinh Tomar, Krishna Shah, Vinayee Pathak, and Neha Shukla**, guided by **Prof. Sejal Vaghela**. The contest was designed to encourage participants to think, plan, and execute strategies like professional digital marketers, thereby enhancing their analytical, creative, and strategic thinking skills.




Throughout the competition, the team actively engaged in developing innovative digital marketing solutions, demonstrating strong abilities in market analysis, campaign planning, content strategy, and teamwork. Their participation reflected a high level of enthusiasm, collaboration, and practical application of theoretical concepts learned in the classroom.





The involvement in **The Digital Rookies 2025** provided valuable exposure to industry expectations and competitive environments, helping students gain hands-on experience in digital strategy formulation. The event proved to be a significant learning opportunity and reinforced the institute's commitment to promoting experiential learning and industry-oriented education.





E-Mail: admin@vbtmca.ac.in | Web : www.vbtmca.ac.in | Ph. : 02622-224581 | Fax : 02622-227481,225458
Vidyabharti Campus, At & Po. Baben, Taluka : Bardoli, District : Surat, Pin code : 394601, Gujarat, India