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

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A Report on the Expert Session on "Digital Darwinism" by the Founder of iVIPANAN Digital Marketing and Services



Vidyabharti Trust College of Master in Computer Application (MCA, MBA & MSc.IT), Umrakh, Bardoli, had the privilege of hosting the Founder of iVIPANAN Digital Marketing and Services, the esteemed MoU partner institution, on 23rd September 2025. The visit marked a significant step in strengthening the academic–industry collaboration under the existing Memorandum of Understanding (MoU) between VBTMCA and iVIPANAN.

The event commenced with a warm welcome extended to the guest by the faculty members and students. The session coordinators**,** Prof. Vikas Prajapati and Prof. Soham Patel**,** efficiently managed and facilitated the event.

The Founder of iVIPANAN delivered an enlightening and thought-provoking session on "Digital Darwinism", a concept that emphasizes how businesses and individuals must continuously evolve and adapt to the rapidly changing digital ecosystem to remain relevant and competitive. The session was attended by MBA and MCA students, who actively participated and showed great enthusiasm in learning about emerging trends in digital transformation.







During the session, the speaker discussed the dynamic nature of the digital landscape, the evolution of consumer behaviour in the digital age, and the critical need for innovation and adaptability in business strategies. Real-world case studies and industry examples were shared, helping students connect theoretical concepts with practical applications. The speaker also highlighted the importance of digital literacy, data-driven decision-making, and continuous learning in navigating the challenges posed by technological disruption.





In addition to the session, the visit included productive discussions on future collaborative initiatives between iVIPANAN and VBTMCA. Both institutions explored avenues for expanding their partnership through joint workshops, student internships, live projects, and specialized training programs aimed at enhancing students' employability and professional readiness. The discussions reflected a shared vision of fostering mutual growth and knowledge exchange that benefits students, faculty, and the industry alike.



The session concluded with a token of appreciation presented to the guest by the management and faculty members of VBTMCA. Students expressed their gratitude for the opportunity to gain first-hand insights from an industry expert and for the institution's continuous efforts in bridging academia with real-world professional practices.

Overall, the session proved to be an enriching experience, reinforcing the value of academic–industry partnerships and inspiring students to embrace innovation and adaptability in their future careers.