



MARATHWADA MITRA MANDAL'S COLLEGE OF COMMERCE

Affiliated to Savitribai Phule Pune University, Re-Accredited by NAAC with "A" Grade
ISO 9001:2015 Certified, Awarded as Best College by Savitribai Phule Pune University
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ENTREPRENEURSHIP DEVELOPMENT CELL

Guest Session On - "Entrepreneurship through Digital Content Creation"



The Entrepreneurship Development Cell of Marathwada Mitra Mandal's College of Commerce in association with the Department of Journalism and Mass Communication had organized a guest lecture on the topic, "Entrepreneurship through Digital Content Creation" on 21st December 2024. The resource person/ speaker was youtuber Harshada Sahatrabudhe, also a former ABP Majha News Anchor.

The session was focused on entrepreneurship through digital content creation, with a special emphasis on how digital platforms like YouTube can be used to build successful ventures and personal brands. The session was attended by students, aspiring entrepreneurs in the field of content creation and faculty members eager to learn more about the intersection of entrepreneurship and content creation in the digital age. The speaker shared the journey of becoming a content creator and highlighted the importance of identifying a niche, creating valuable content, and engaging with audiences.

The session also covered the evolution of YouTube as a platform and how it has transformed from a hobbyist space to a serious entrepreneurial opportunity. Tips on how

to maintain audience engagement through consistent uploads, storytelling, and building a unique voice were shared. The speaker explained the various ways in which digital content creators can monetize their work, such as through ad revenue, sponsorships, affiliate marketing, merchandise sales, and more.



ED Cell Coordinator

