



GOVERNMENT ARTS COLLEGE Maninagar - Ahmedabad

Run by
Higher Education Department, Government of Gujarat, Gandhinagar
and Affiliated to Gujarat University



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Activity Report

Workshop on "From Idea to Income: YouTube & Social Media Marketing for Startups"

Government Arts College, Maninagar
Shri KK Shastri Educational Campus, Ahmedabad

From Idea to Income:

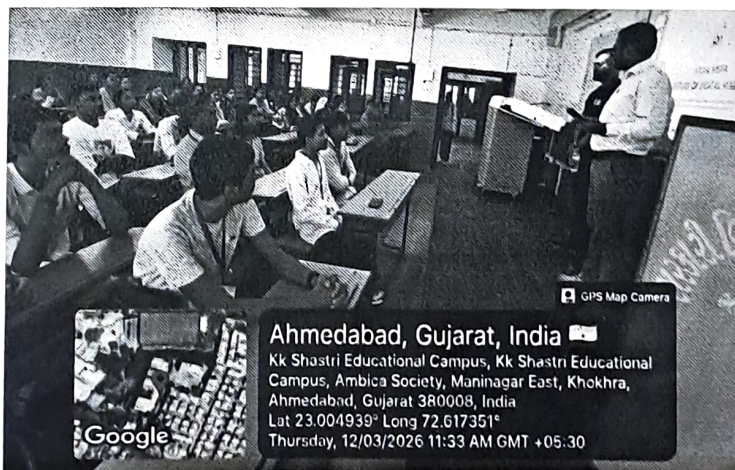
YouTube & Social Media Marketing for Startups

Date: 12th March 2026 | Time: 11:00 AM to 2:00 PM

Guest Speaker
Mr. Sachin Makawana
Founder
Ads Agent, CG Road, Ahmedabad.

SSIP

A specialized workshop titled "From Idea to Income: YouTube & Social Media Marketing for Startups" was organized today at the college under the visionary guidance of the Principal, Ms. Namita Sharma. The session witnessed enthusiastic participation from 50 students aspiring to explore the digital entrepreneurial landscape.



The proceedings commenced with an opening address by the SSIP Coordinator, Dr. Rajesh Patel, who enlightened the attendees about the objectives and opportunities under the SSIP 2.0 program. Dr. Patel formally introduced the guest expert, Mr. Sachin Makavana (Founder of Ads Agent, CG Road, Ahmedabad), highlighting his distinguished

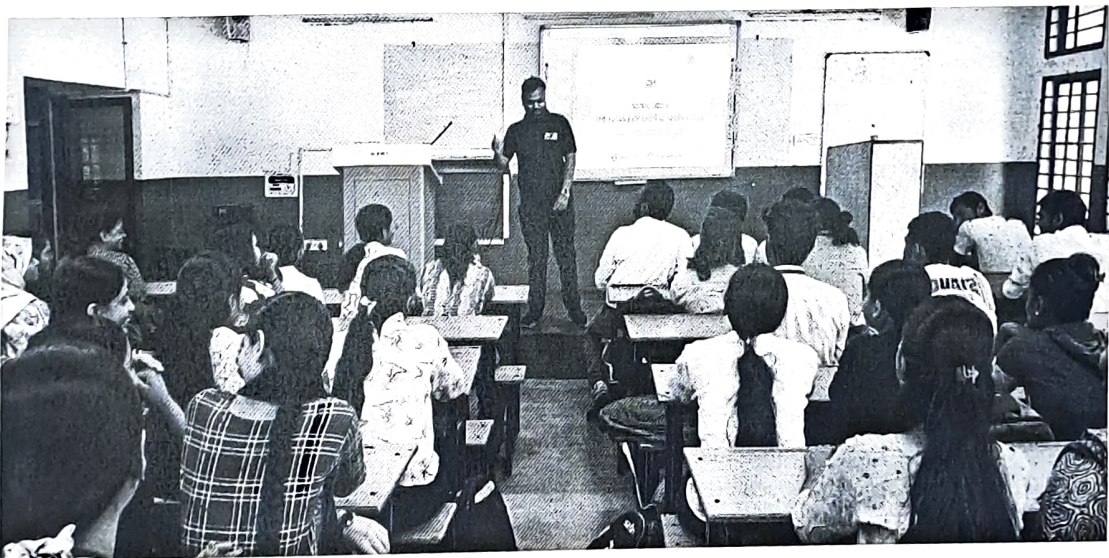
professional milestones and expertise in the field before extending a warm floral welcome.

The expert speaker, Mr. Sachin Makavana, conducted an immersive session utilizing comprehensive presentations and interactive dialogue. The core focus of his discourse included,; A comparative analysis of how Social Media Marketing has surpassed traditional marketing in terms of market capitalization and reach. Practical insights on building a professional career in the digital domain and

the nuances of scaling a startup. Detailed technical guidance on Instagram, Facebook, and Meta Advertisements. A strategic roadmap on YouTube monetization .



The workshop concluded with a vibrant Q&A session, where students sought clarity on various digital marketing trends. Mr. Makavana addressed these queries with expert solutions, resolving the students' doubts effectively. The event drew to a close with a formal Vote of Thanks proposed by Dr. P.M. Chaudhary, expressing gratitude to the management, the expert, and the participants for a successful session.



Principal
Government Arts College
Maninagar, Ahmedabad