

## CIRCULAR



**ARKA JAIN**  
**University**  
Jharkhand

NAAC  
GRADE **A**  
ACCREDITED UNIVERSITY

### Centre for Capacity Building and Human Resource Development (CCHRD)

#### Circular

Ref. no: AJU/CCHRD/2025/68

Date: 21-11-2025

**Subject: Skill based Master class on AI Tools for Student Marketers**

This is to notify that the *Centre for Capacity Building and Human Resource Development (CCHRD)*, ARKA JAIN University, in association with Markhub24 will organize a **Skill based Master class on AI Tools for Student Marketers** on 01-12-2025 via Google Meet (virtual mode). The trainer will be Mr. Anurag Lala, Author & Entrepreneur.

Dr. Charu Wadhwa

Assistant Director

CCHRD

Cc to:

1. Vice-Chancellor
2. Pro Vice-Chancellor
3. Registrar
4. Joint Registrar
5. Director
6. Dean, Students' Welfare
7. All Deans and HoDs

## MASTER CLASS ON AI TOOLS FOR STUDENT MARKETERS

<b>Date of Event</b>	<b>1st December 2025</b>
<b>Name of the Event</b>	<b>Master class on AI Tools for Student Marketers</b>
<b>Type of the Event</b>	<b>Skill based Training</b>
<b>Conducted by</b>	<b>Centre for Capacity Building and Human Resource Development (CCHRD) and TATA Steel Foundation</b>
<b>Resource Persons</b>	<b>Mr. Anurag Lala</b>
<b>No. of Participants</b>	<b>111</b>

**OBJECTIVE:** The master class aimed to introduce students to the practical use of AI tools in the field of marketing. It sought to enhance their understanding of how AI could support tasks such as content creation, market research, campaign planning, and audience engagement. The session intended to develop students' digital competence and prepare them for emerging industry trends. Overall, the objective was to empower student marketers with skills that strengthened their creativity, efficiency, and strategic thinking.

**DETAILS:** The master class was organized to provide students with an immersive learning experience on the growing influence of AI in modern marketing. It offered a platform where participants explored various AI-driven applications that assist in crafting marketing strategies, generating content, and analysing consumer behaviour. The session included practical demonstrations showcasing how different tools could streamline workflow and enhance productivity. Students engaged in interactive activities that allowed them to experiment with AI tools commonly used by marketers today. The program encouraged discussion, collaborative exploration, and real-time problem-solving. It created a dynamic virtual learning environment where students gained exposure to cutting-edge technologies. Overall, the master class successfully bridged the gap between theoretical knowledge and practical application in the digital marketing domain.

**OUTCOME:** Participants developed a clearer understanding of how AI tools enhance marketing processes and improve creativity. They gained hands-on experience in using AI applications for tasks like content ideation, design, and data analysis. The session helped them build confidence in integrating technology into their marketing approach. Students left better prepared to apply AI tools effectively in academic projects and future professional roles.

POSTER OF THE EVENT

**JGI** | **ARKA JAIN University** Jharkhand | **NAAC GRADE A** ACCREDITED UNIVERSITY | 

Centre for Capacity Building and Human Resource Development  
MASTERCLASS ON PRESENTS

# AI Tools for Student Marketers

markhub24  
YOUR HUB FOR MODERN MARKETING INSIGHTS

Turn your ideas into ads, designs, and content in minutes using free AI tools.

**Virtual Mode | Google Meet**

**Monday, 1<sup>st</sup> December 2025**  
08:00 PM

**Why Attend?**

- ✓ Learn about AI Tools in Marketing
- ✓ Create ad copies and designs instantly with AI

**ANURAG LALA**  
Author & Entrepreneur

GET A CERTIFICATE OF PARTICIPATION

FREE REGISTRATION [www.markhub24.com/masterclass](http://www.markhub24.com/masterclass)

Poster: Master Class on AI Tools for Student Marketers held on 1st December 2025

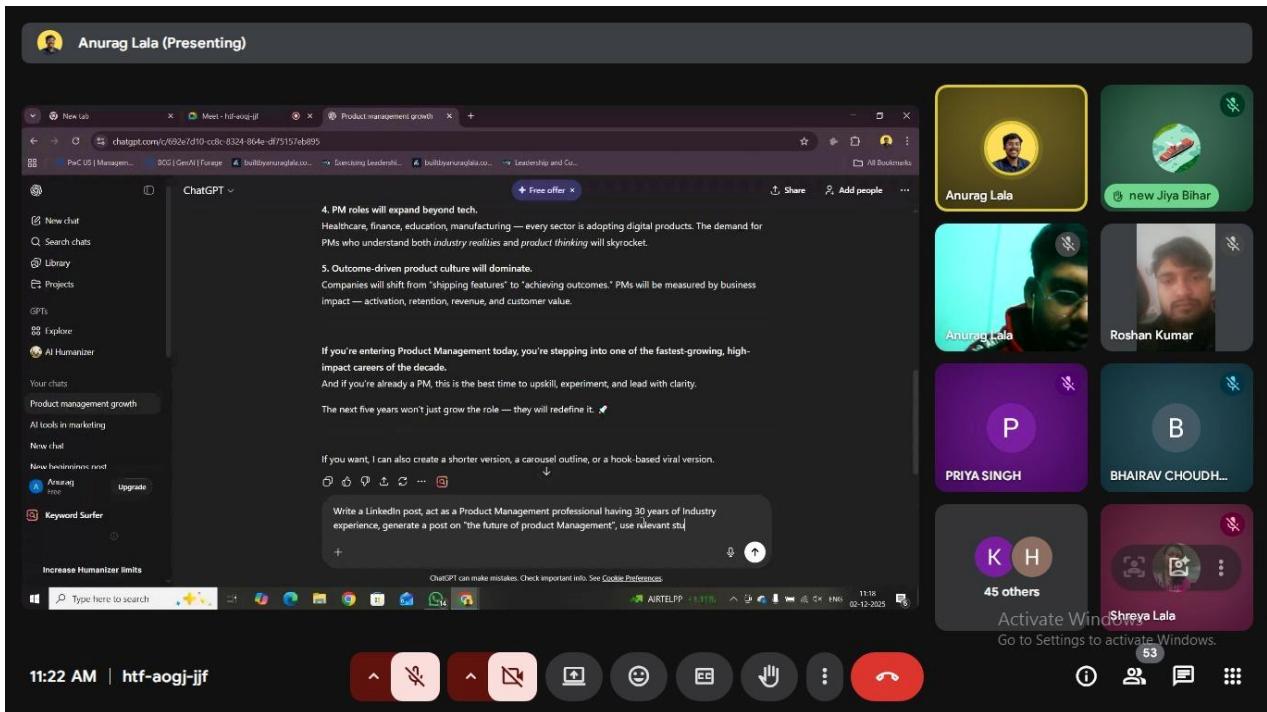
## PHOTOS OF THE EVENT



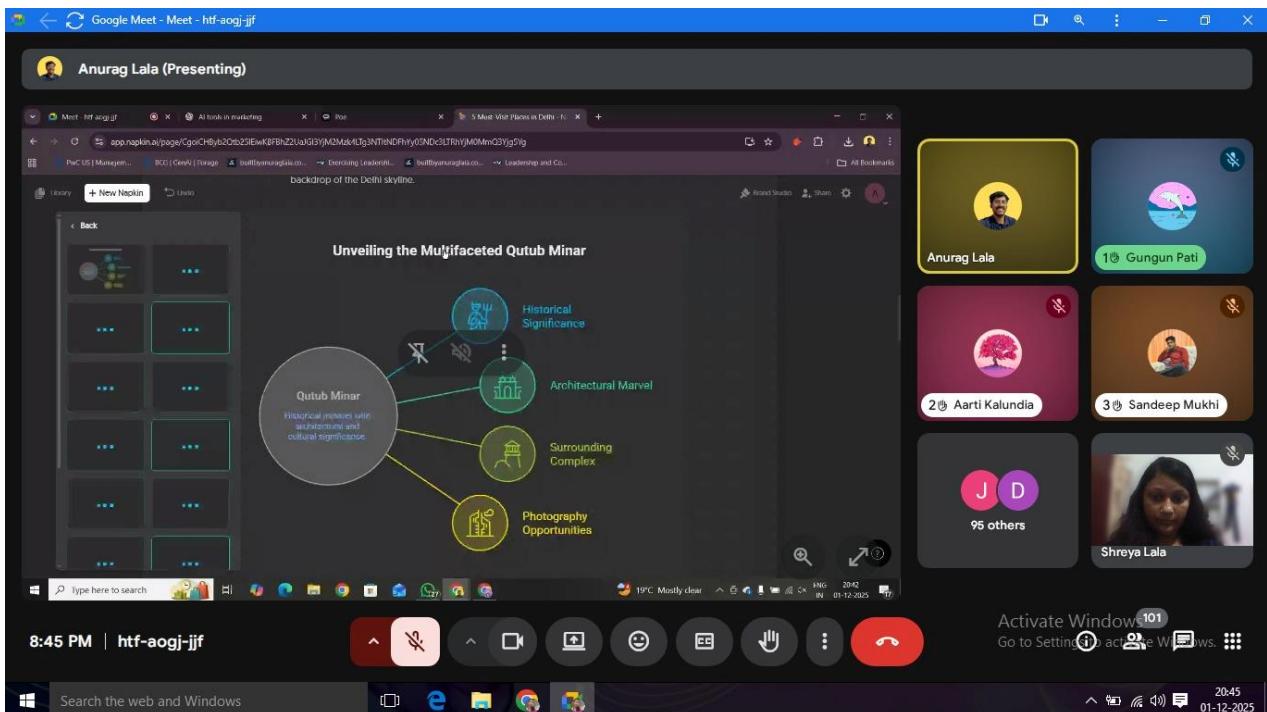
**FIG 1: PHOTO of Master Class on AI Tools for Student Marketers held on 1st December 2025**



**FIG 2: PHOTO of Master Class on AI Tools for Student Marketers held on 1st December 2025**



**FIG 3: PHOTO of Master Class on AI Tools for Student Marketers held on 1st December 2025**



**FIG 4: PHOTO of Master Class on AI Tools for Student Marketers held on 1st December 2025**

## LIST OF PARTICIPANTS

Pankaj Kumar Patwa	Arka Jain University	7280857672
Ayesha	Arka Jain University	9153840396
RAKHI KUMARI	ARKA JAIN UNIVERSI	9142833789
ARYAN KUMAR THAK	ARKA JAIN UNIVERSI	8797461063
Debojit Dey	Arka Jain University	9304550106
Pankaj Kumar Patwa	Arka Jain University	7280857672
Madhu kumari	ARKA JAIN UNIVERSI	8969646887
Salvi Singh	Arka Jain University	6205853951
anisha kumari	arka jain university	8987697523
Adeenah Fatimah	Arka Jain University	9523273430
Ahtesham bux	Arka jain university	8018633309
Akriti Sinha	Arka Jain University	7762972311
Megha Gautam	ARKA JAIN UNIVERSI	7488002623
Sneha Mondal	ARKA JAIN UNIVERSI	8271857712
Hemant Kumar Karn	Arka Jain University	8252114268
Mokshika gupta	Arka jain university	7973249369
Poorvi Gupta	Arka jain University	9263945986
Jashkaran singh	Arka Jain University	8271894555
Varsha Kumari	Arka Jain University	9279453544
KOMAL KUMARI	ARKA JAIN UNIVERSI	7004663119
Harshita Jain	Arka Jain University	7091616975
Abhishek Agarwal	Arka Jain University	9973822977
Shabnam Jamil	ARKA JAIN UNIVERSI	9123125702
Emon Shyamal	Arka jain university	7033420790
Divya Kumari	Arka Jain University	9031963846
Sudhanshu Kumar	ARKA JAIN UNIVERSI	8797106636
Megha sharma	Arka jain university	8102296229
Bhumi kumari	Arka jain university Jam	9334180185
Aastha Tirkey	Arka Jain University	8809466846
Jyotsana Bharti	Arka jain university	8864012029
Asima Swain	Arka Jain University	8252231281
RITHIK KUMAR LAYA	ARKA JAIN UNIVERSI	8877076966
Himanshu Choubey	Arka Jain University	9523988521
Jiya kumari	Arka jain university	7320827322
niraj kumar rajwar	arka jain university	7488923207
Rahul Kumar	Arka Jain University	9608766513
Sonakshi Suman	Arka Jain University	9296551750
Shreya Kumari	Arka jain university	7903730364
Vaishnavi Dash	Arka Jain University	6201507874
Srijan Paul	Arka Jain University	7735756766
Ritika deogharia	Arka jain university	7091711557
Kriti Murmu	Arka Jain University	7033732545
Pawan Kumar	Arka Jain University	6205536490
SANJANA KUMARI	Arka Jain University	7903249691
RAUNAQEE PERWEE	Arka Jain University	9262949526
SHLOK KUMAR SING	ARKA JAIN UNIVERSI	6205855616
Anubhab dey	Arka jain university	9771819056
Priya Singh	ARKA JAIN UNIVERSI	8002780772
Poorvi Gupta	Arka jain University	9263945986
Charvi Sharma	Arka Jain University	9296433131
Amritanshu	Arka Jain University	9102671656
Khushi kumari	Arka jain university	8678000883
Aastha Tirkey	Arka Jain University	8809466846
Shoubhan Dutta	Arka Jain University	8969156205
Anusha Kumari	Arka Jain University	9835738340
Srijan Paul	Arka Jain University	7735756766
Yogesh kumar	Arka jain university	8102381733
Sneha Murmu	Arka jain university	9546460523
Jhilmi kaur	ARKA JAIN UNIVERSI	7004721007

Muskan	Arka Jain University	9204291914
Gungun Pati	Arka Jain University	9153585346
ANKITA DAS	ARKA JAIN UNIVERSI	6203878078
Devashree Patra	Arka Jain University	6206715136
Aniket Kumar	ARKA JAIN UNIVERSI	8409731580
ADRIJA ADAK	ARKA JAIN UNIVERSI	9006364343
Ankit Kumar Singh	Arka Jain University	9304792548
Subham Majumdar	Arka Jain University	6203139553
Aamna Rahman	Arka Jain University	8797102665
Ansh	Arka Jain University	9608536671
Anandita chakraborty	Arka Jain University	8797513959
Arshia Simran Kandu	Arka Jain University	6287660144
Sandeep Mukhi	Arka Jain University	7646097452
Amit Raj	Arka Jain University	9534362944
Ayush kumar Verma	Arka Jain University	9304417275
Abhijeet Kumar Rajput	Arka Jain University	7277105060
Sayan Dutta	Arka Jain University	9279160415
Ayush Kishore	Arka Jain University	6205049331
Abhishek kumar	Arka Jain University	7349817849
AMIT RAJ	Arka Jain University	9534362944
Arpita kumari	Arka Jain University	6205728469
Anushka Shaw	Arka Jain University	8252816317
ASIMA SWAIN	ARKA JAIN UNIVERSI	8252231281
Rishika Kaur	Arka Jain University	9234662269
Bhairav choudhary	Arka Jain University	7209959488
Amit Kumar karn	Arka Jain University	7870948837
Aadarsh Mukhi	Arka Jain University	9229745371
Priya Singh	ARKA JAIN UNIVERSI	8092298778
Aakriti Arora	Arka Jain University	7029117043
Subham Majumdar	Arka Jain University	6203139553
MUGDHA JHA	ARKA JAIN UNIVERSI	9341044542
Sneha Yadav	Arka Jain University	7903594865
Niyati kumari	Arka Jain University	9608668044
Mohit Kumar	Arka Jain University	9204529711
Akshat Khatan	Arka Jain University	9572695359
Satyam Kumar Singh	Arka Jain University	9262358661
Divya Kumari	Arka Jain University	9031963846
Suresh hansda	Arka Jain University	9142861833
Roshan Kumar Gupta	Arka Jain University	7367826284
Shabnam Jamil	ARKA JAIN UNIVERSI	9123125702
Nadiminti Manish Kum	Arka Jain University	8789294018
Rahul kumar	Arka Jain University	8092878170
Khushi Agrawal	Arka Jain University	7856030326
Krishlalay Kumar Pradha	Arka Jain University	6299814307
Anam Khan	Arka Jain University	8521548656
Harshika Raj	Arka Jain University	9110035091
Nilima Oreya	Arka Jain University	7903224387
Sunita Hansda	Arka Jain University	9508667025
Madhubala kumari	Arka Jain University	7033539738
Swati rani	Arka Jain University	8252660981
Tanisha Kumari	Arka Jain University	8298175744
Shruti kumari	Arka Jain University	7764968644