

CIRCULAR



ARKA JAIN
University
Jharkhand



Centre for Capacity Building and Human Resource Development (CCHRD)

Circular

Date: 07-01-2026

Ref. no: AJU/CCHRD/2026/02

Subject: Skill based Master class on Basics of Meta Business Manager

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 Basics of Meta Business Manager** on 25-01-2026 via Google Meet (virtual mode). This will be held as a part of Dialogue with Leaders Series. Joining link for the same is: <http://meet.google.com/vub-ctba-oge>. The resource person will be Mr. Naman Bansal, Founder, AdRoute.




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

SKILL BASED MASTER CLASS ON BASICS OF META BUSINESS MANAGER - JANUARY 2026

Date of Event	25th January 2026
Name of the Event	Master class on Basics of Meta Business Manager
Type of the Event	Skill based Training
Conducted by	Centre for Capacity Building and Human Resource Development (CCHRD) and MarkHub24
Resource Person	Mr. Naman Bansal
No. of Participants	56

OBJECTIVE: This master class helped the participants understand the purpose and importance of Meta Business Manager for businesses. It aimed to familiarize them with the platform's interface and structure while explaining how to set up and manage essential assets such as Facebook Pages, ad accounts, and pixels. The session also focused on educating participants about roles, permissions, and security to ensure proper access control. Overall, the objective was to build a strong foundational understanding of Meta Business Manager for effective advertising and business management.

DETAILS: The skill-based master class on *Basics of Meta Business Manager* included an overview of Meta Business Manager and its core functionalities. Participants were taught how to set up a Business Manager account step by step. The session covered the management of Facebook Pages, Instagram accounts, ad accounts, and pixels. It also explained Ads Manager basics, billing setup, and access control. Practical insights and best practices for secure and smooth account management were shared.

OUTCOME: Participants were able to clearly develop a clear understanding of how Meta Business Manager operated. They were able to set up and manage business assets confidently. Participants learned to assign roles and permissions safely to team members and partners. They gained readiness to create and manage Meta ad campaigns efficiently. The session enabled them to move forward with confidence toward advanced Meta advertising strategies.

POSTER OF THE EVENT



MARKHUB24 IN ACADEMIC COLLABORATION WITH CCHR, ARKA JAIN UNIVERSITY PRESENTS MASTERCLASS ON

BASICS OF META BUSINESS MANAGER

Why attend this?

- Learn how Meta Business Manager actually works
- Understand ad accounts, assets & access structure
- Get real-world agency insights from an industry founder
- Avoid common beginner mistakes in Meta Ads



Mr. Naman Bansal
Founder, AdRoute

25TH JANUARY 2026

01:00 PM to 02:00 PM
Virtual

CERTIFICATE OF PARTICIPATION FOR ALL

Free Registration

www.markhub24.com/masterclass

 **WEBSITE**
www.markhub24.com

 **E-MAIL**
hello@markhub24.com

Poster: Master Class on Basics of Meta Business Manager held on 25th January 2026

PHOTOS OF THE EVENT

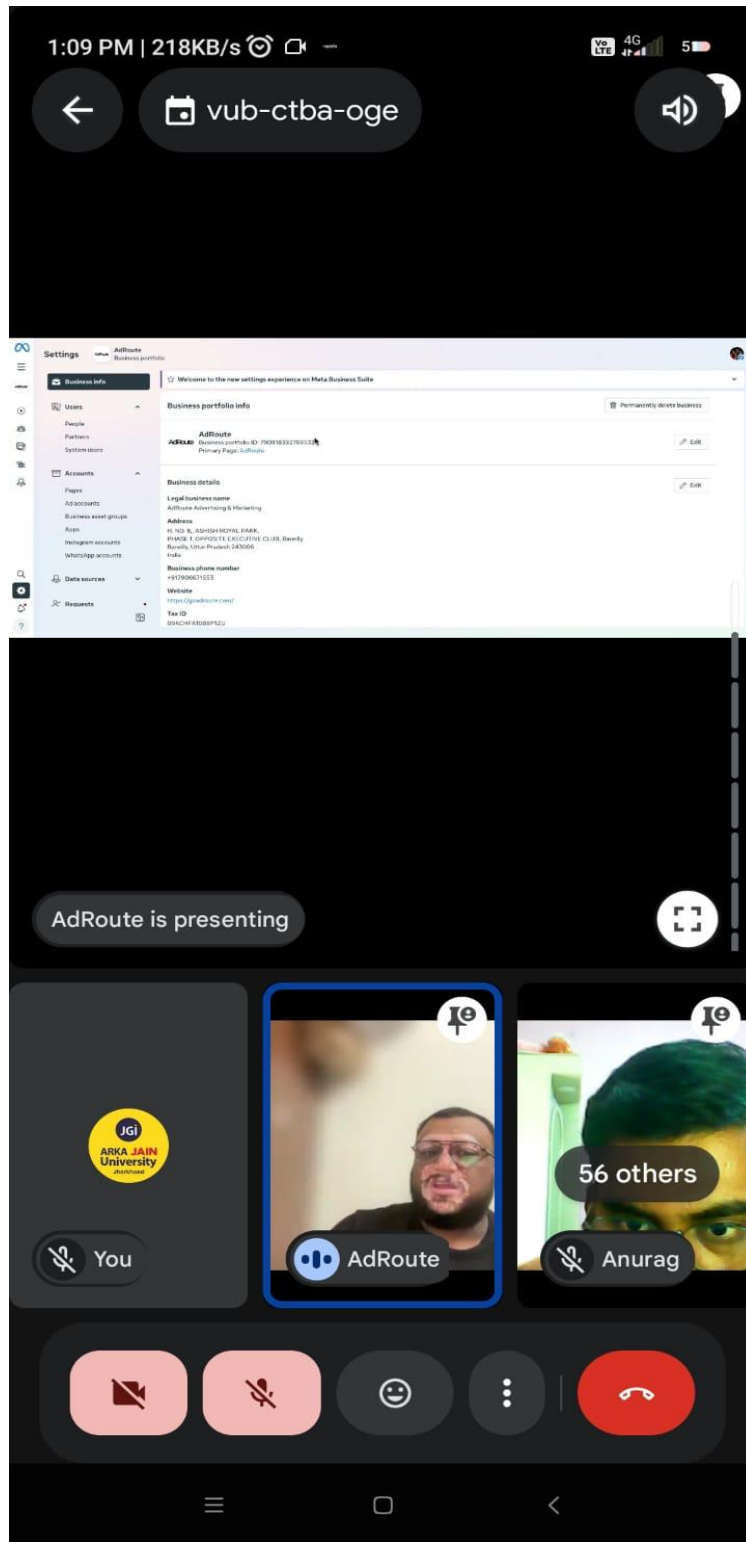


FIG 1: PHOTO of Mr. Naman Bansal explaining how Meta Business works

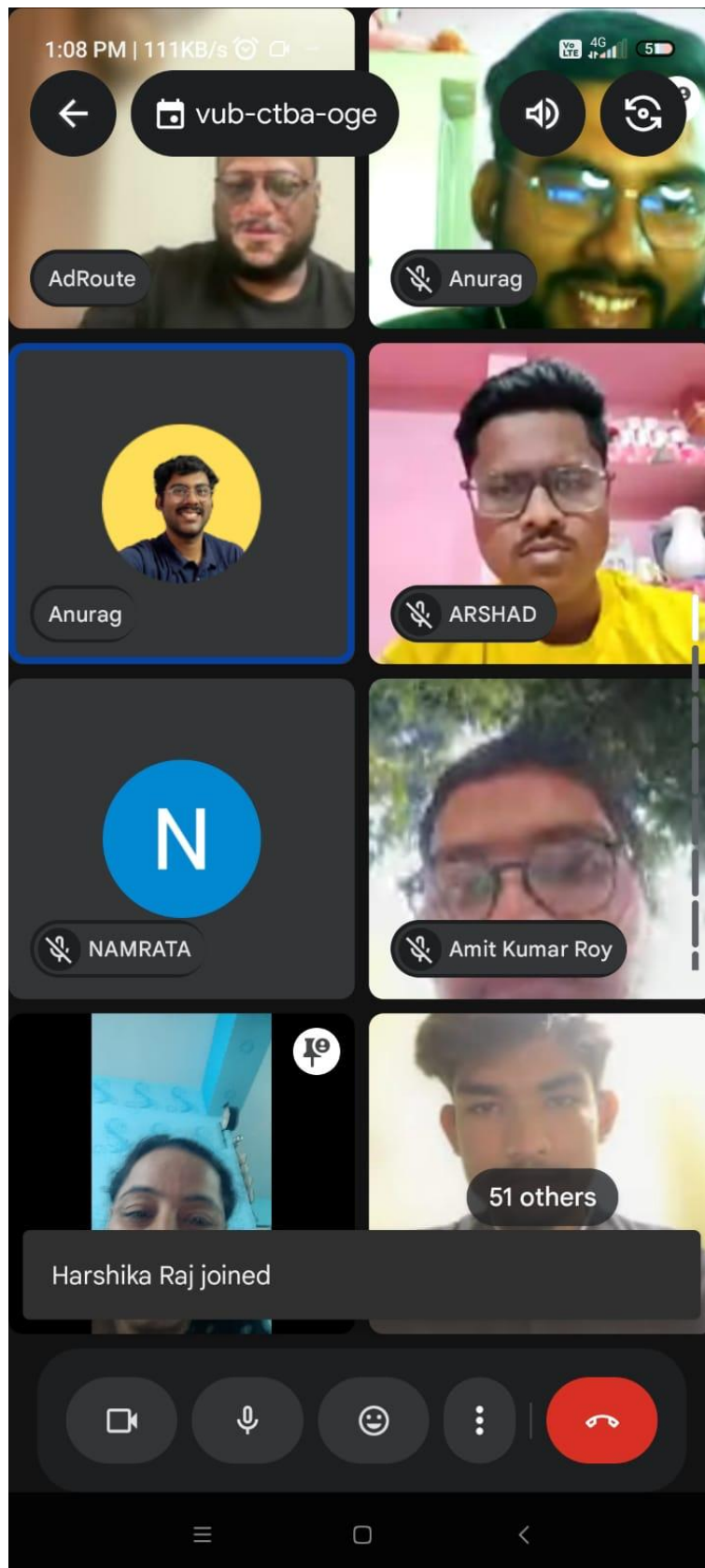


FIG 2: PHOTO of participants of the workshop



FIG 3: PHOTO of Mr. Naman Bansal interacting with the organizers

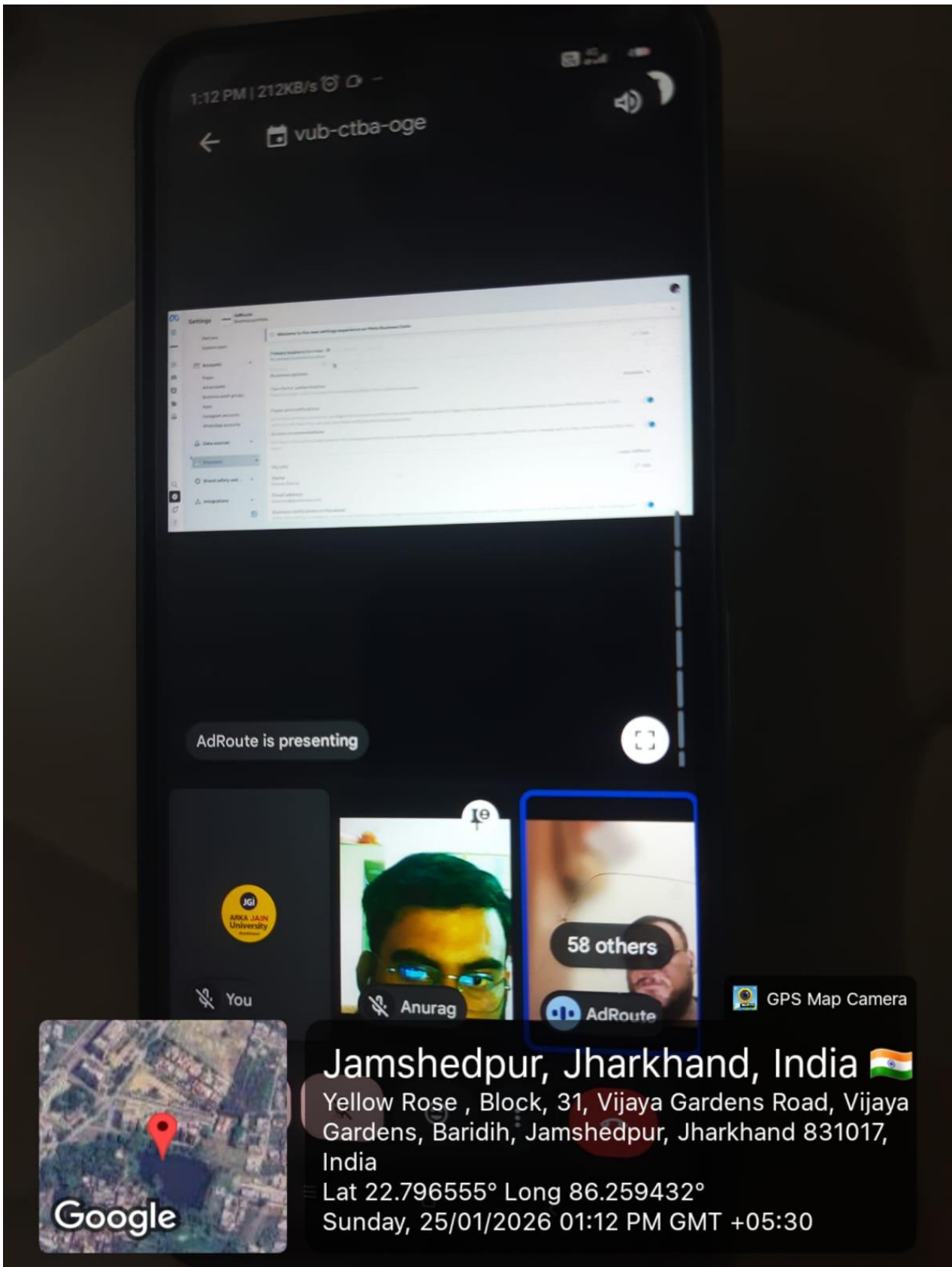


FIG 4: GEO-TAGGED PHOTO of the Master Class interaction

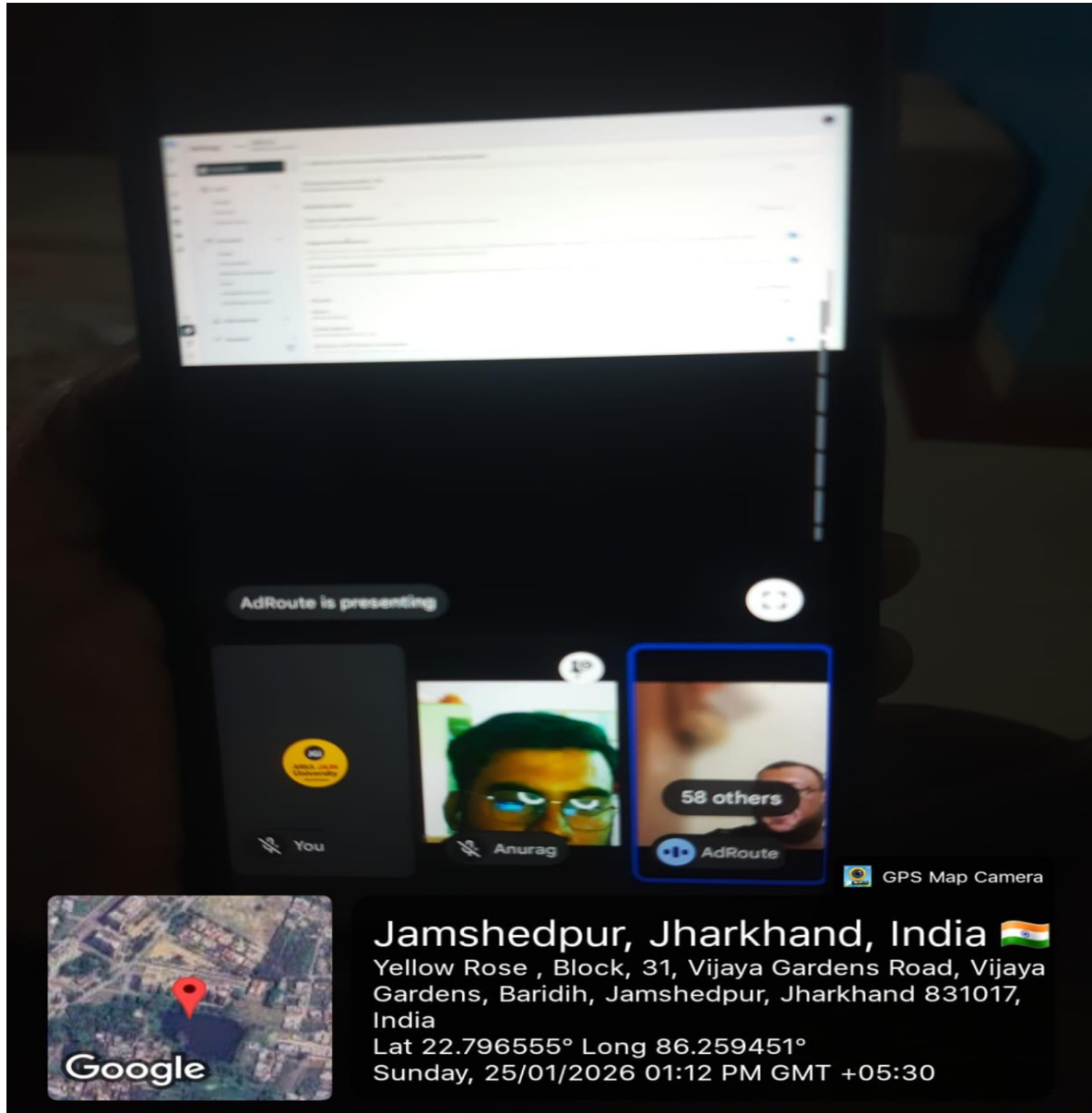


FIG 5: GEO-TAGGED PHOTO of the Master Class interaction

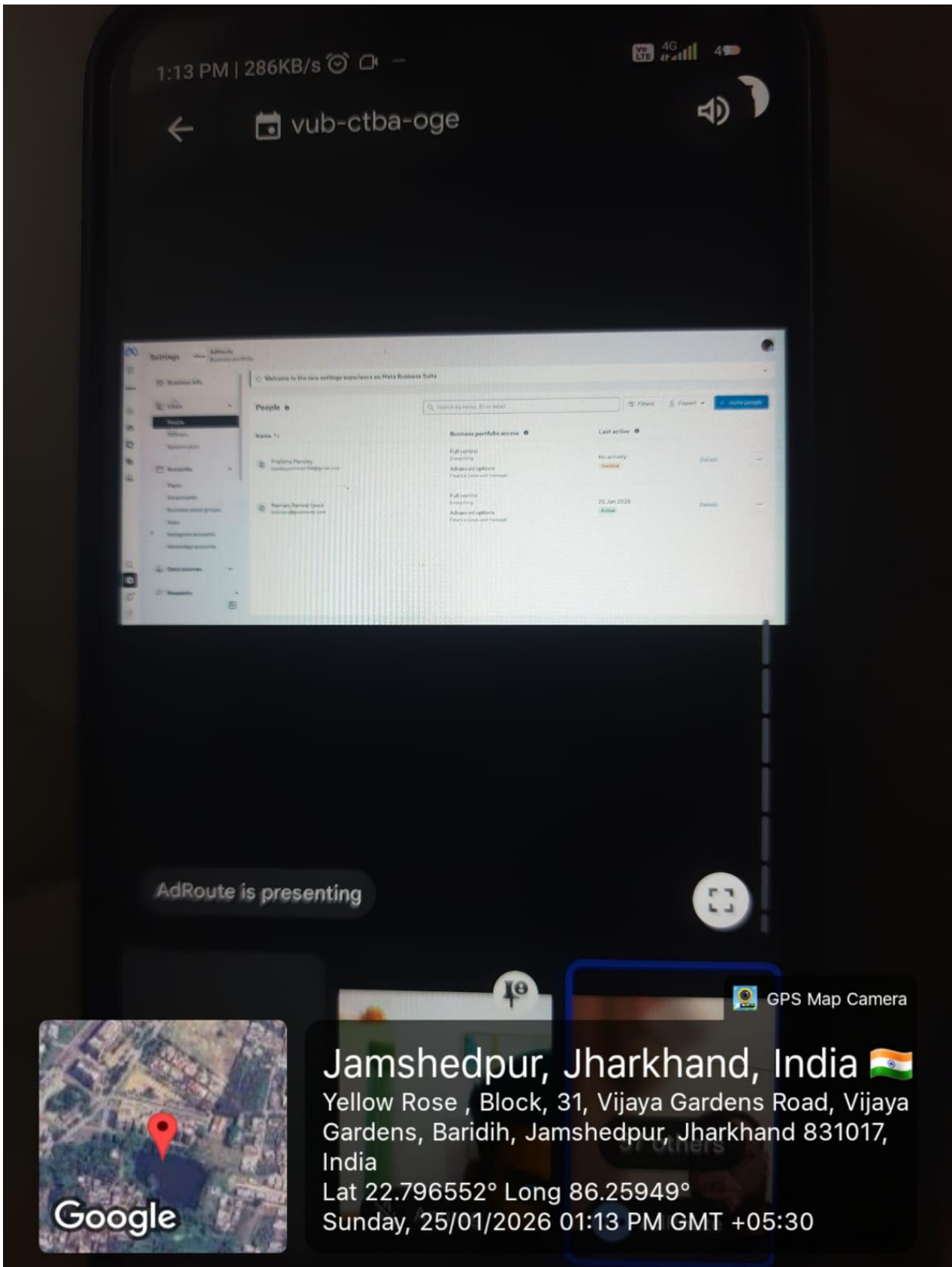


FIG 6: GEO-TAGGED PHOTO of presentation Master Class on Basics of Meta Business Manager

LIST OF PARTICIPANTS

Full Name	Institute Name	By Submitting this form I agree that my Name,
Subham majumdar	Arka Jain University	Yes
Divya Kumari	Arka Jain University	Yes
komal singh	Arka Jain University	Yes
Harshika Raj	Arka Jain University	Yes
Emon Shyamal	Arka Jain University	Yes
Salvi Singh	Arka Jain University	Yes
Maneet kumar raj	Arka Jain University	Yes
Madhu Kumari	Arka Jain University	Yes
Shabnam Jamil	Arka Jain University	Yes
Mampi Das	Arka Jain University	Yes
Shruti Mukherjee	Arka Jain University	Yes
Namrata Gope	Arka Jain University	Yes
HANSHIKHA	Arka Jain University	Yes
JANVI	Arka Jain University	Yes
Madhubala kumari	Arka Jain University	Yes
Shruti kumari	Arka Jain University	Yes
Kriti kumari	Arka Jain University	Yes
Abhinav	Arka Jain University	Yes
NIKLESH KUMAR SH/	Arka Jain University	Yes
Prince Kumar	Arka Jain University	Yes
RITHIK KUMAR LAYAI	Arka Jain University	Yes
Abhijeet Kumar Rajput	Arka Jain University	Yes
Shaiqa Moiz	Arka Jain University	Yes
Ranjan Singh	Arka Jain University	Yes
Arzoo Parween	Arka Jain University	Yes
Aditya Singh	Arka Jain University	Yes
Juhi Kumari	Arka Jain University	Yes
Himanshu mohnani	Arka Jain University	Yes
NAMRATA	Arka Jain University	Yes
Alok nath pandey	Arka Jain University	Yes
Sapna Sharma	Arka Jain University	Yes
Arshad khan	Arka Jain University	Yes

Savitri Sardar	Arka Jain University	Yes
Md Saba Ahmad	Arka Jain University	Yes
Soni Bodra	Arka Jain University	Yes
Alok nath pandey	Arka Jain University	Yes
Archana kumari	Arka Jain University	Yes
Anushka Shaw	Arka Jain University	Yes
Md Saba Ahmad	Arka Jain University	Yes
Pratibha Kumari	Arka Jain University	Yes
Shruti Kumari	Arka Jain University	Yes

CERTIFICATES OF PARTICIPATION



CERTIFICATE OF PARTICIPATION

This is to certify that

Amit Raj

has successfully participated in the MarkHub24 AdSpark Challenge, hosted by MarkHub24 in academic collaboration with Centre for Capacity Building and Human Resource Development (CCHRD), Arka Jain University—a hands-on video marketing competition focused on real-world execution and creativity. The participant demonstrated creative thinking and practical marketing skills by developing and submitting a video advertisement for MarkHub24. We appreciate their effort and wish them success in future endeavours.

Ms. Ankita Agarwal
Senior Executive
CCHRD, Arka Jain University

Dr. Charu Wadhwa
Assistant Director
CCHRD, Arka Jain University

Mr. Anurag Lala
Founder & CEO
MarkHub24



CERTIFICATE OF PARTICIPATION

This is to certify that

Emon Shyamal

has successfully participated in the MarkHub24 AdSpark Challenge, hosted by MarkHub24 in academic collaboration with Centre for Capacity Building and Human Resource Development (CCHRD), Arka Jain University—a hands-on video marketing competition focused on real-world execution and creativity. The participant demonstrated creative thinking and practical marketing skills by developing and submitting a video advertisement for MarkHub24. We appreciate their effort and wish them success in future endeavours.

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Founder & CEO
MarkHub24



ARKA JAIN University
Jharkhand



CERTIFICATE OF PARTICIPATION

This is to certify that

Ishan Choudhary

has successfully participated in the MarkHub24 AdSpark Challenge, hosted by MarkHub24 in academic collaboration with Centre for Capacity Building and Human Resource Development (CCHR), Arka Jain University—a hands-on video marketing competition focused on real-world execution and creativity. The participant demonstrated creative thinking and practical marketing skills by developing and submitting a video advertisement for MarkHub24. We appreciate their effort and wish them success in future endeavours.

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Mr. Anurag Lala
Founder & CEO
MarkHub24



ARKA JAIN University
Jharkhand



CERTIFICATE OF PARTICIPATION

This is to certify that

Monalisha Mandal

has successfully participated in the MarkHub24 AdSpark Challenge, hosted by MarkHub24 in academic collaboration with Centre for Capacity Building and Human Resource Development (CCHR), Arka Jain University—a hands-on video marketing competition focused on real-world execution and creativity. The participant demonstrated creative thinking and practical marketing skills by developing and submitting a video advertisement for MarkHub24. We appreciate their effort and wish them success in future endeavours.

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Dr. Charu Wadhwa
Assistant Director
CCHR, Arka Jain University

Mr. Anurag Lala
Founder & CEO
MarkHub24



CERTIFICATE OF PARTICIPATION

This is to certify that

Prathmesh Dinesh Singh

has successfully participated in the MarkHub24 AdSpark Challenge, hosted by MarkHub24 in academic collaboration with Centre for Capacity Building and Human Resource Development (CCHRD), Arka Jain University—a hands-on video marketing competition focused on real-world execution and creativity. The participant demonstrated creative thinking and practical marketing skills by developing and submitting a video advertisement for MarkHub24. We appreciate their effort and wish them success in future endeavours.

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CCHRD, Arka Jain University

Dr. Charu Wadhwa
Assistant Director
CCHRD, Arka Jain University

Mr. Anurag Lala
Founder & CEO
MarkHub24



CERTIFICATE OF PARTICIPATION

This is to certify that

Rohit Banerjee

has successfully participated in the MarkHub24 AdSpark Challenge, hosted by MarkHub24 in academic collaboration with Centre for Capacity Building and Human Resource Development (CCHRD), Arka Jain University—a hands-on video marketing competition focused on real-world execution and creativity. The participant demonstrated creative thinking and practical marketing skills by developing and submitting a video advertisement for MarkHub24. We appreciate their effort and wish them success in future endeavours.

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CCHRD, Arka Jain University

Dr. Charu Wadhwa
Assistant Director
CCHRD, Arka Jain University

Mr. Anurag Lala
Founder & CEO
MarkHub24