Lecture on "Marketing of Information Products and Services"

Under the esteemed headship of Prof. Sangita Gupta, Head Department of Library and Information Science and Dean Planning and Development, an expert lecture was organized on "Marketing of Information Products and Services." The session was led by Prof. Joginder Singh, DLIS, Kurukshetra University, a renowned expert in the field.

The lecture provided valuable insights into the strategies and best practices for marketing information products and services in today's competitive landscape. Prof. Singh also spoke on key topic such as Barrier in communicating the value of the services, revenue generation and promotional techniques.

The session was highly informative and engaging. The lecture concluded with an interactive Question &Answer session.

Prof. Sangita Gupta expressed her gratitude to Prof. Singh for sharing his expertise and enriching the academic experience of the students. The lecture was attended by faculty members (Dr. Pramod Kumar Singh, Dr. Bindu Sharma, Mr. Ashwin Kushwaha, Dr. Reenu Arti Thakur), Scholars and Students. The vote of thanks was delivered by Mr. Ashwin Kushwaha.



