

LOOKING AT A DIGITAL FUTURE: CAREER PROSPECTS IN THE ERA OF COVID 19

An Online Guest Lecture By
MR. SHIVENDRA MADHUSUDAN

Hosted By
MS. KITTY MUKHERJEE
AmitySchool Of Communication,(AUUP)

On
20th April 2020



Amity School Of Communication (AUUP)

Amity School of Communication (ASCO) organized an online guest lecture on 20th April 2020 to guide the students about the career alternatives that are available for them in the Digital Media Industry.

The virtual guest lecture was conducted by Mr. Shivendra Madhusudan, a veteran in the HR and Corporate Training industry and has a career spanning over 18 years. The webinar was organized by Ms. Kitty Mukherjee, esteemed faculty at ASCO and former faculty & guest speaker at IIMC.

The lecture was attended by hundreds of ambitious students and aspiring media professionals from Amity University. The Virtual Guest Lecture not only discussed about various career opportunities during the lockdown period but also discussed the method of choosing a certain career option.

Mr. Madhusudan spoke about the career prospects flourishing in the digital media industry. Since the global pandemic has come

across as a huge blow for the employment rate, the reassuring words of the guest speaker motivated the students. He enriched the session with anecdotes from his work experience and also offered insights into the digital media industry which is his area of expertise as well.

He concluded the lecture by instilling confidence among the students and asked them to stay focused and believe in themselves. The event was followed by an interactive Q&A session and the entire event was quite well received by the participants.

The guest speaker, Mr. Shivendra Madhusudan is an alumnus of IIMC and is a distinguished Corporate Trainer and entrepreneur who has been associated with key brands like Tata AIG Life Insurance, Adani Group, Axis Bank, and Max New York Life Insurance.

We thank him on behalf of the ASCO department for giving the students as well as the faculty his time and words of wisdom.

