



AN ISO 9001:2015 CERTIFIED INSTITUTE



AI-INTEGRATED DIGITAL MARKETING COURSE





1524+

STUDENTS TRAINED

132+

STUDENTS PLACED

26+

STUDENT STARTUP

352+

BUSINESS DEVELOPMENT PLAN



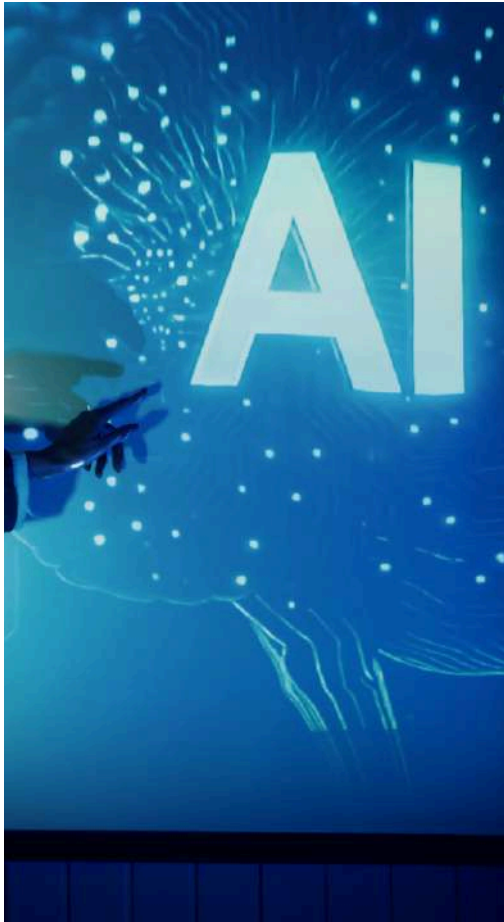
198+

DIGITAL PROFESSIONALS



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ABOUT HIDM

HiDM, a venture of Jugaadin Digital Services Pvt. Ltd., is a premier institute in North India dedicated to bridging the gap between the industry's growing demand for skilled digital marketers and the availability of trained talent. With a forward-thinking approach, HiDM offers career-oriented education designed to enhance individual confidence and help students stand out in a competitive landscape.

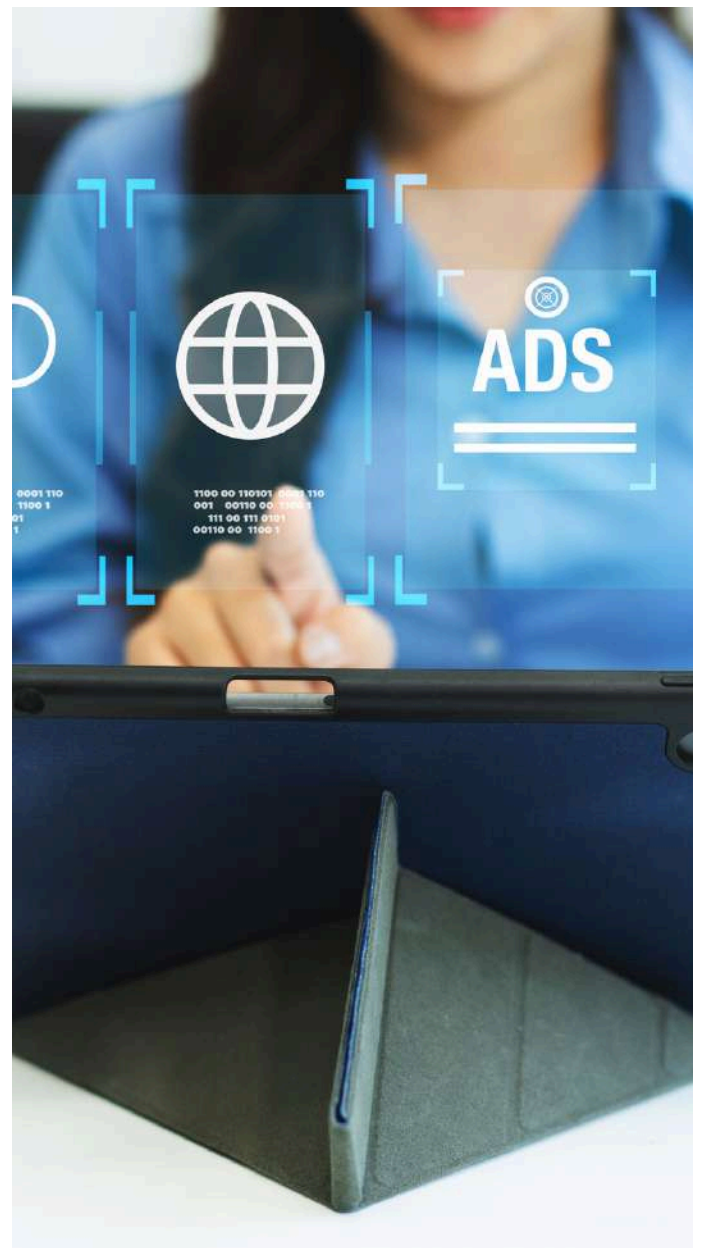
The institute's comprehensive curriculum goes beyond core digital marketing concepts to include cutting-edge topics such as Artificial Intelligence in marketing, automation tools, data analytics, and AI-driven content strategies—equipping learners with future-ready skills aligned with evolving industry trends.

We Teach Our Curriculum Includes Skills Like:

- SEO (Search Engine Optimization)
- SEM (Search Engine Marketing)
- SMO (Social Media Optimization)
- Google Ads & Meta Ads
- E-Mail Marketing
- Content Marketing
- Blogging & WordPress
- Affiliate Marketing

AI-Powered Marketing Modules:

- AI Tools for Digital Marketing (ChatGPT, automation platforms, etc.)
- AI-Based Content Creation & Copywriting
- AI in SEO (keyword research, content optimization, SERP analysis)
- Marketing Automation & AI Funnels
- AI for Social Media Strategy & Ad Optimization



From Director's Desk



Er. Manmohan Singla

B. Tech | M. Tech (CSE) | MBA - Marketing & Leadership | Pursuing Ph.D
Ex MSP – Microsoft | Google Certified
Harvard Certified Business Expert
73+ Awards & Honors

It gives me immense pleasure to introduce HiDM (Hisar Institute of Digital Marketing), a leading institute committed to delivering cutting-edge education in AI-integrated digital marketing. In today's rapidly evolving digital landscape, the fusion of Artificial Intelligence and marketing is transforming how businesses connect, engage, and grow.

Our mission is to empower students, graduates, and professionals with future-ready digital and AI-driven skills on a global scale. We combine strong theoretical foundations with hands-on practical training, ensuring our learners are not only knowledgeable but also capable of applying advanced tools such as AI-powered analytics, automation, and content generation in real-world scenarios.

We nurture our students to become confident, innovative, and competitive professionals who can thrive in a dynamic global environment.

At HiDM, we focus on delivering concepts through fresh, engaging, and industry-relevant methodologies. Our commitment to excellence, innovation, and skill development drives us to continuously evolve and prepare our students for the future of digital marketing powered by Artificial Intelligence.



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Learn AI- Integrated Digital Marketing



By Certified Marketing and Business Development Expert

Microsoft Virtual Academy
Transcript

This confirms that manmohan singla has completed the following course:

Javascript Fundamentals for Absolute Beginners	02/13/2019
Programming in C# Jump Start	08/16/2018
Building Apps for Windows Phone 8 Jump Start	08/13/2013
HTML5 & CSS3 Fundamentals: Development for Absolute Beginners	08/12/2018
Upgrading Skills to Windows Server 2012 Jump Start	05/05/2018
Windows Server 2012 Jump Start: Preparing for the Datacenter Evolution	05/07/2018
Essentials of Developing Windows Store Apps using C# Jump Start	05/06/2015
MVA Live Q&A: Programming Windows with Charlie Pezold	05/06/2018

Congratulations on your achievement!

Microsoft Virtual Academy
Transcript

This confirms that manmohan singla has completed the following course:

Typ: Network Assessment Methodologies	07/09/2015
Office Guides: Configuring Exchange Protection and Control	06/10/2014
Office Guides: Deploying and Managing Exchange Mailbox High Availability	05/05/2014
Office Guides: Streamlining Online Operations for IT Pros	05/05/2014
Office Guides: Apps for Office and SharePoint	05/05/2014
Office Guides: Using Archiving and eDiscovery in Exchange	05/05/2014
Office Guide: Exchange Customer Migration with Office 365	05/05/2014
ITing Search: Engage Optimization Jump Start	05/05/2014

Congratulations on your achievement!

Google Digital Unlocked

Man Mohan Singla

is hereby awarded this certificate of achievement for the successful completion of The Fundamentals of Digital Marketing certification exam on 23/09/2019

Praveen - Google DLS

Harvard Business Publishing

Google Analytics Academy

Google Analytics for Beginners

Certificate of Completion

Man Mohan Singla

Awarded for successfully completing the course "Google Analytics for Beginners"

Google Analytics Academy

Advanced Google Analytics

Certificate of Completion

Man Mohan Singla

Awarded for successfully completing the course "Advanced Google Analytics"

Harvard Business Publishing Education

Man Mohan Singla

HAS SUCCESSFULLY COMPLETED

Mathematics for Management Online Course

PRESENTED BY Harvard Business Publishing
May 01, 2022

Ellen Desimone
Senior Vice President, Higher Education
Harvard Business Publishing

Harvard Business Publishing Education

Man Mohan Singla

HAS SUCCESSFULLY COMPLETED

Finance Online Course

PRESENTED BY Harvard Business Publishing
April 24, 2022

Ellen Desimone
Senior Vice President, Higher Education
Harvard Business Publishing

Harvard Business Publishing Education

Man Mohan Singla

HAS SUCCESSFULLY COMPLETED

Quantitative Methods Online Course

PRESENTED BY Harvard Business Publishing
August 30, 2021

Ellen Desimone
Senior Vice President, Higher Education
Harvard Business Publishing

Harvard Business Publishing Education

Man Mohan Singla

HAS SUCCESSFULLY COMPLETED

Spreadsheet Modeling Online Course

PRESENTED BY Harvard Business Publishing
June 22, 2022

Ellen Desimone
Senior Vice President, Higher Education
Harvard Business Publishing

Harvard Business Publishing Education

Man Mohan Singla

HAS SUCCESSFULLY COMPLETED

Spreadsheet Modeling Online Course

PRESENTED BY Harvard Business Publishing
June 22, 2022

Ellen Desimone
Senior Vice President, Higher Education
Harvard Business Publishing

Digital Marketing STATISTICS

- THERE ARE 5.24 BILLION SOCIAL MEDIA USERS GLOBALLY, WITH THE AVERAGE USER SPENDING 2 HOURS AND 24 MINUTES DAILY ON SOCIAL PLATFORMS.
- GOOGLE PROCESSES MORE THAN 40,000 SEARCH QUERIES EVERY SECOND ON AVERAGE. THAT'S OVER 3.5 BILLION SEARCHES EVERY DAY!

- THERE ARE 491 MILLION SOCIAL MEDIA USER IDENTITIES IN INDIA, ACCOUNTING FOR 33.7% OF THE POPULATION.
- INDIA HAS 806 MILLION INTERNET USERS, REPRESENTING 55.3% OF THE POPULATION.

- DIGITAL ADVERTISING IN INDIA IS PROJECTED TO SURPASS INR 69,856 CRORE (OR APPROXIMATELY ₹70,000 CRORE) BY THE END OF 2026, WITH MOBILE AD SPENDING ACCOUNTING FOR MORE THAN 50% OF TOTAL DIGITAL SPENDING.
- THE INDIAN DIGITAL ADVERTISING MARKET IS PROJECTED TO GROW TO APPROXIMATELY ₹50,000 CRORE TO ₹620 BILLION BY 2026, DRIVEN BY A STRONG CAGR EXCEEDING 20%.

75% OF CONSUMERS ARE MORE LIKELY TO PURCHASE FROM BRANDS THAT DELIVER PERSONALIZED CONTENT.

40% OF BRANDS ANTICIPATE USING GENERATIVE AI TOOLS IN THEIR BUSINESS OPERATIONS.

DIGITAL ADVERTISING IS EXPECTED TO ACCOUNT FOR 73% OF TOTAL GLOBAL AD REVENUE IN 2025.

THE GLOBAL DIGITAL VIDEO ADVERTISING MARKET IS EXPECTED TO GROW FROM \$104.65 BILLION IN 2024 TO \$140.18 BILLION IN 2025.

OUR COURSE CATEGORIES



SEED

FOR HOUSEWIVES &
POSTMETRICS (10TH & 12TH
CLASS STUDENT



GROW

FOR UNDERGRADUATES
(BA | ARTS B.COM | BBA |



ACCELERATOR

FOR POST GRADUATES
(M.COM | MBA | ETC.




BOOSTER

FOR PROFESSIONALS &
BUSINESSMAN



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Our
Course
Structure

6 Months Course

- 4 Months Theory & Practical
- 2 Months Training & Internship

(Classes will be from Mon-Fri
One Hour Class | 2 Hour Practical
Session & Live Project)

6 Months Course (Weekend Batch)

- 4 Months Theory & Practical
 - 2 Months Training & Internship
- (Classes will be on Sat/Sun)

**Note :- Online Mode Is Same as Offline &
Classes Timing are according To Student**

WHY HIDM?

1

**Extensive
course
content**

2

**Training by
Digital
Marketing
professional**

3

**Affordable
fees**

4

**Live projects &
practical training
under private
limited firm for 2
months**

5

**Internship
Opportunities**

6

**Job
Assistance**

7

**AI Tools Like
Chatgpt, Gemini,
Google Flow,
Elevanlabs**

8

**50+ briefly
discussed
modules**

9

**10 +
Certifications
from Google,
Hubspot &
Facebook**

10

**Seminars/
Webinars**

11

**Test &
Evaluation**

12

**Project
Report**

13

**Entrepreneurial
Skills**

14

**CCTV
surveillance**

15

**An ISO
Certified
Institute**



Certificate of Registration

This is to certify that



HIDM - HISAR INSTITUTE OF DIGITAL MARKETING

(A Venture of Jugaadin Digital Services Pvt. Ltd.)

SSB-73, BASEMENT, URBAN ESTATE II, HISAR - 125001, HARYANA, INDIA

has been independently assessed by QRO
and is compliant with the requirement of:

ISO 9001:2015

Quality Management System

For the following scope of activities:

PROVIDING EDUCATION, TRAINING AND CERTIFICATION COURSES IN THE FIELD OF DIGITAL MARKETING, CODING & PROGRAMMING, WEB DESIGNING & DEVELOPMENT, GRAPHIC DESIGNING, VIDEO EDITING, COMPUTER TECHNOLOGY & BASICS, BUSINESS DEVELOPMENT, ENTREPRENEURIAL SKILLS, AND EVENT MANAGEMENT IN ONLINE AND OFFLINE MODE, PROVIDING PRACTICAL TRAINING (DEMONSTRATION), ARRANGING AND CONDUCTING OF SEMINARS AND WORKSHOPS

Date of Certification: 1st March 2024 2nd Surveillance Audit Due: 28th February 2026 1st Surveillance Audit Due: 28th February 2025 Certificate Expiry: 28th February 2027

Certificate Number: 305024030134Q




Head of Certification

Validity of this certificate is subject to annual surveillance audits to be done successfully on or before 365 days from date of the audit.
(In case surveillance audit is not allowed to be conducted; this certificate shall be suspended / withdrawn).

The Validity of this certificate can be verified at www.qrocert.org

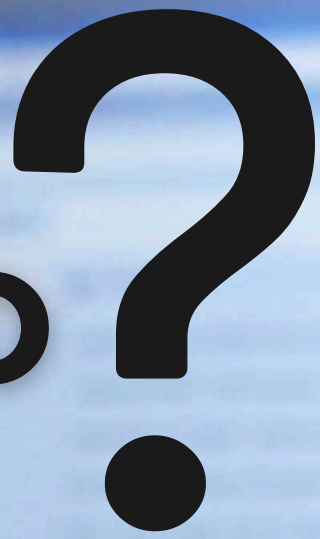
This certificate of registration remains the property of QRO Certification LLP, and shall be returned immediately upon request.

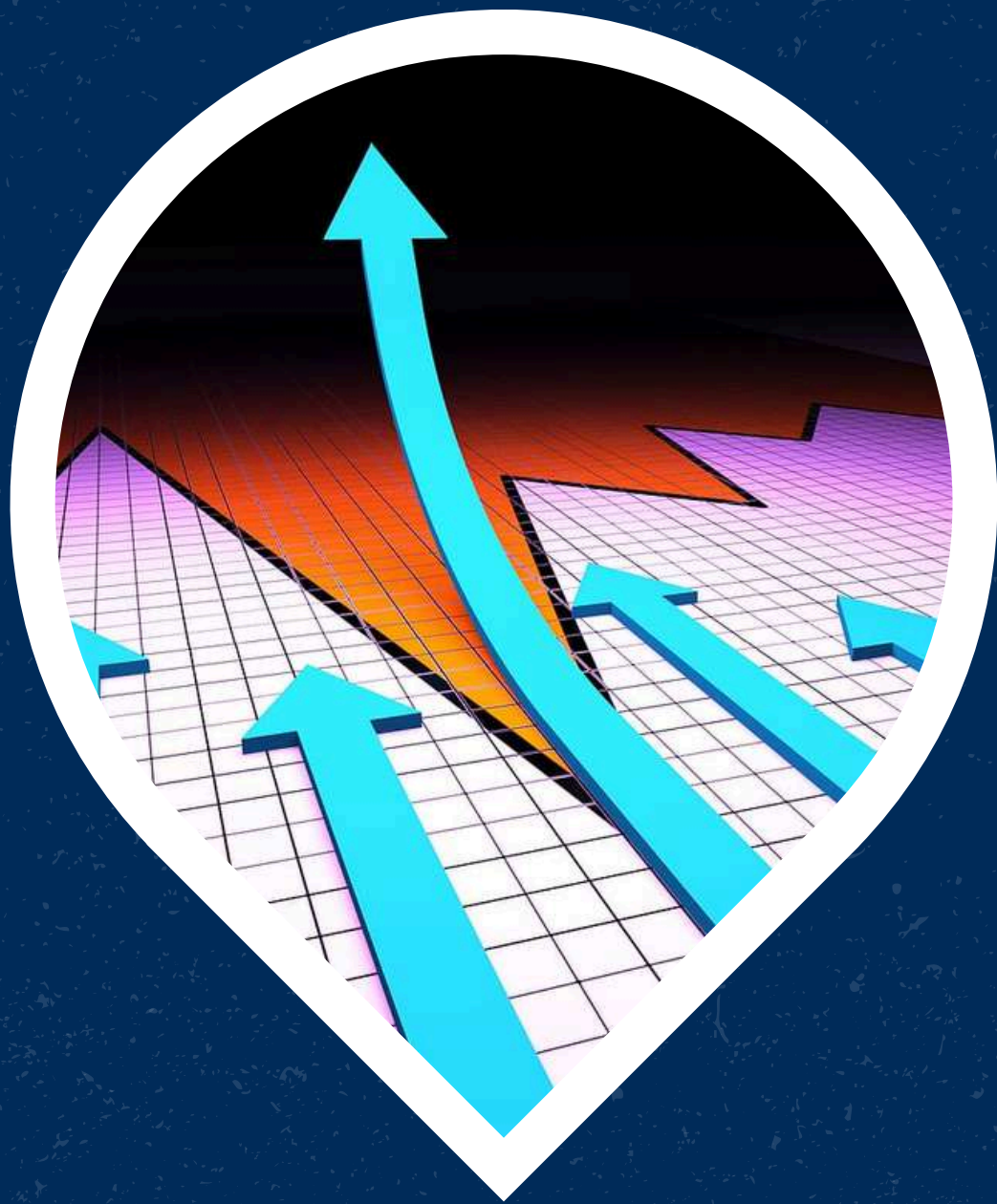
India Office : QRO Certification LLP

142, Hind Floor, Avtar Enclave, Near Paschim Vihar West Metro Station, Delhi-110063, (INDIA)

Website : www.qrocert.org, E-mail : info@qrocert.org

WHY AI-INTEGRATED? DIGITAL MARKETING





GROW BUSINESS

With the help of digital marketing, you can grow your business to the new horizons. It takes less time to reach to a larger audience in digital marketing. You can do R&D with apparent analytics which is easy to understand from which you can forecast your future strategies.



STAND OUT IN COMPETITION

Digital Marketing will help you to stand out in the crowd. It opens up a vast sea of opportunities from which you can grab the opportunity you like and work on them. This will make you unique and help you in building your future.



BETTER EMPLOYMENT

Digital Marketing Professionals demand is increasing day by day. This in turn, increases the employment opportunities for an individual. A digital marketing professional can work in MNC, can run a agency or also works as a freelancer. The chances of getting better employment increases with the digital marketing.



GROW NEW VENTURE

If you have a startup idea and don't know where to start then digital marketing will help you to give a boost to your startup. It helps you to reach a larger audience in less time and it is cost effective. Many startups nowadays choose digital marketing for starting their business.



BE SUCCESSFUL

Digital marketing will help you to be successful. It is now one of the fastest growing sectors in India. People are choosing digital marketing as a career and becoming successful. There are lot of things you can do with digital marketing. Now it's up to you whether to grab it or lose it.

CAREER OPTIONS IN DIGITAL MARKETING



WEB CONTENT MANAGER

ONLINE REPUTATION MANAGER

ONLINE ENTREPRENEUR

PERFORMANCE MARKETING MANAGER

AI-POWERED SEO SPECIALIST

WEB ANALYTICS EXECUTIVE

AI CONTENT STRATEGIST

E-COMMERCE SPECIALIST

ONLINE ADVERTISING SPECIALIST

DIGITAL CAMPAIGN PLANNER

SOCIAL MEDIA MARKETER

ADWORDS SPECIALIST

E-MAIL MARKETER

AFFILIATE MARKETER

SEARCH ENGINE SPECIALIST



DEEP LEARNING WITH OUR VAST COURSE MODULES

DIGITAL MARKETING OVERVIEW

1. What is Marketing
2. 4Ps of Marketing
3. What is Digital Marketing
4. Difference btw Traditional Marketing and Digital Marketing
5. Marketing Process
6. Digital Marketing Thought Process
7. Market Analysis
8. Visibility
9. Digital Engagement/ Conversion



SEARCH ENGINE OPTIMIZATION

1. What is SEO?
2. What are Search Engines?
3. Introduction to SERP(Search Engine Result Page)
4. Types of SEO
5. How Search Engines Works?
6. Advance SEO Techniques
7. What are keywords?
8. Types of Keywords



Keyword Research Process

Tools for Keyword Research

Local SEO

AI Tools for SEO- Semrush, Ahrefs, Search Atlas / Rankability

ON PAGE OPTIMIZATION

1. Keyword Optimization
2. URL Optimization
3. Content Optimization
4. Content Strategy
5. Diff Btw Keyword Stuffing and Keyword Targeting
6. Internal Linking
7. Meta Tags Creation
8. Google Webmaster Tool
9. Site Map Creation
10. Monitoring SEO process



OFF PAGE OPTIMIZATION

1. Domain Authority
2. Page Authority
3. Backlinks Creation
4. Link Building
5. Local SEO
6. Google Places Optimization
7. Social Bookmarking
8. Classified Submission
9. SEO Report
10. Off Page SEO Strategies
11. Link Juice
12. Google Panda, Penguin, Hummingbird, Pigion



GOOGLE ADWORDS & GOOGLE ADSENSE

1. Inorganic Search Result
2. Ad Account Structure
3. Creating Ad Campaigns on Google Ads
4. Quality Score
5. CTR (Click Through Rate)
6. Bidding Strategies
7. Ad Rank
8. Importance Of Negative Keywords
9. Ad Extensions
10. Conversion Tracking
11. Bounce Rate & Exit Rate



SOCIAL MEDIA OPTIMIZATION

1. Facebook Marketing
2. Instagram Marketing
3. Twitter Marketing
4. LinkedIn Marketing
5. Pinterest Marketing
6. Social Media Analytics



Organic Promotion Techniques
Paid Promotion Techniques
Generating Word of Mouth

GOOGLE ANALYTICS

1. What is Google Analytics
2. How Google Analytics Work?
3. How to setup Google Analytics Account?
4. How to scrutinize Google Analytics?
5. Google Analytics Account Structure
6. URL Builder
7. PPC (Pay per Click) Analysis
8. Dimensions and Metrics
9. Filters and Segments
10. Goals and Conversion
11. How to link Google Analytics with Google Adwords.
12. Setup funnel
13. Retargeting Ads Analysis
14. What are Cookies?
15. Cookie Tracking



Google Analytics

ONLINE DISPLAY ADVERTISING

1. What is Online Display Advertising
2. Rich Media Ads
3. Pop Up & Pop Under
4. Contextual Advertising
5. What is a Payment System
6. Measuring ROI (Return On Investment)



EMAIL MARKETING

1. What is Email Marketing
2. How Email Marketing Works
3. Challenges in E Mail Marketing
4. Bulk Emailing
5. Tools for Bulk Emailing
6. Opt-in Email
7. A/B Testing
8. Lead Generation Through E-Mail



CONTENT MARKETING

1. Effective Techniques in Content Marketing
2. Types of Content Marketing
3. Blogging
4. Ways to Monetize Your Blog
5. Online Reputation Management
6. Do's and Don'ts of blogging
7. Blog Commenting
8. Bookmarking
9. Tips and tricks for writing Interesting articles



MOBILE MARKETING

1. Understanding Mobile Devices
2. What is Mobile Marketing
3. Mobile Advertising
4. Targeting Ads on App
5. Targeting Ad via Location
6. Bulk SMS Marketing



E COMMERCE

1. Diff between E-Commerce Software & Shopping Cart Software.
2. Payment Gateway
3. Merchant Account
4. Creating Funnel
5. AIDA Model
6. E Commerce Plugin
7. Drop-Shipping Model
8. Subscription Box Model



AFFILIATE MARKETING

1. History of Affiliate Marketing
2. 3 A's Of Affiliate Marketing
3. How to earn through Affiliate Marketing
4. Affiliate Marketing Scenarios in India
5. How to be Super Affiliate



GRAPHIC DESIGNING

1. Typographic Design
2. Generic Skills
3. Basic Information
4. Colour Theory
5. Advance Canva Skills



VIDEO EDITING

1. Video Designing
2. Video Editing in Canva
3. Basics of Filmora
4. Reels Making
5. Short Videos



WEBSITE DESIGNING

1. What is WordPress? (Self-hosted vs WordPress.com)
2. Exploring free vs premium themes
3. Installing and customizing themes
4. Introduction to plugins: what they are and how they work
5. Creating pages & posts - difference and usage



ARTIFICIAL INTELLIGENCE INTRODUCTORY PROGRAM

CHATGPT

1. Working with ChatGPT interface
2. AI for content writing: blogs, scripts, ads, captions
3. Email writing, brand messaging & professional communication
4. Building Custom Instructions & creating personalized GPTs



GOOGLE GEMINI & MULTIMODAL AI TOOLS

1. Introduction to Gemini
2. Text + Image + Audio input/output
3. Research, summarizing & conceptual understanding
4. Productivity enhancement using multimodal AI



IMAGE GENERATION TOOLS

1. Introduction to Midjourney
2. Prompt structure for style, lighting, camera angles
3. Designing logos, posters & social media creatives
4. AI-powered brand kit creation

AUDIO & VOICE GENERATION

1. Text-to-Speech (TTS) tools like ElevenLabs, Speechma
2. Basics of voice cloning
3. Creating podcasts, narrations & ad voiceovers
4. AI music generation tools



VIDEO GENERATION & EDITING WITH AI

1. Script-to-video and image-to-video techniques
2. Smart editing: captions, voice sync, AI transitions
3. Professional content creation using AI

Note on AI Tools and Course Scope

- Any tools that are paid will only be recommended if required. Students will need to purchase such tools at their own discretion. Wherever possible, free credits or trial versions will be used.
- AI tools are constantly evolving, and their features, pricing, and availability may change over time. New tools are introduced frequently.
- The focus of the course will be on building strong fundamentals. Advanced-level concepts will be introduced gradually as tools and technologies mature, but are not guaranteed at a fixed stage.
- Since AI is still in a learning and development phase, the institute does not commit to covering highly detailed or tool-specific advanced features.
- The aim is to equip students with core understanding and adaptable skills so they can independently explore and keep up with ongoing advancements in AI.

BECOME CERTIFIED DIGITAL MARKETING PROFESSIONAL



Note: The fees of any certification will be bearable by the student

TOOLS YOU WILL LEARN



SEOptimer



Google AdSense



Google Trends



Facebook Analytics

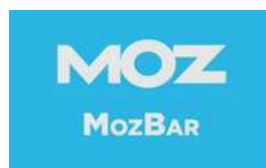


MailChimp



Google

Keyword Planner



Google Analytics



Google
AdWords



Veo 3



Gemini

ElevenLabs

Flow

WHAT MAKES DIFFERENT **HIDM**

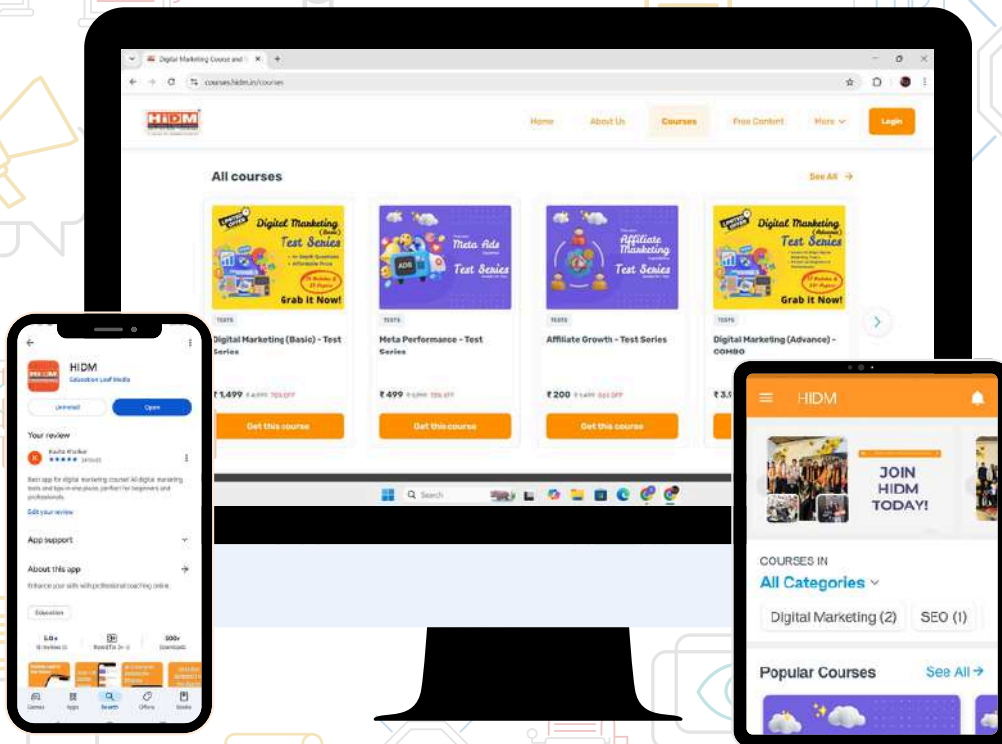
- **50+ Advanced & Updated Modules for Everyone:** 50+ modules consisting of the complete course of digital marketing including all the latest topics and update as per market standard.
- **1st to introduced Training program in Digital Marketing:** We are the pioneer of introducing digital marketing Training program in Hisar.
- **Customized Training Program:** Due to the market demand and people want to learn quickly as per their requirements, HiDM provides Customized training program that included all important modules along with an Advance Training Course.
- **100 % Practical Training Sessions:** HiDM provides the best live practical training for all the digital marketing course topics.
- **Both Online & Offline (In-Class) Mode of Training:** We provide training session in both online and offline modes.
- **Dedicated Interview Preparation Session for Job Seeker:** HiDM offers students interview preparation, professional grooming, and training so that they easily obtain the desired job profile.
- **Globally Recognized Certifications Program:** HiDM provides various globally-recognized certifications in the field of digital marketing including the Google certificates.
- **Dedicated Placement Cell:** HiDM is well structured based Pt. Ltd Company having its tie-up with agencies and other companies.
- **Start Working during Training Program:** HiDM's training program is designed in such a way that one can start earning during the course program.
- **Live Training Session:** HiDM provides live training sessions for various courses of digital marketing for its students.

- **Freelance Projects:** HiDM training programs are designed in such a way which would help students grab freelance projects quite easily during and after the training program.
- **MSME Certified:** HiDM is certified by the ministry of MSME which makes HiDM a Government certified Digital Marketing Institute.
- **Expert Trainer:** HiDM has the most prominent and expert digital marketing trainer who is having 13+ years of experience in the digital marketing field.
- **Flexible Timing & Batches:** As per the requirements of the students HiDM provides flexible batches of timing. We provide weekends and Sunday only batches for job seekers, working-class people, housewives, business owners, and others.
- **Webinars/ Seminars:** HiDM prepares their students to conduct webinars and seminars in the institute to give professional exposure to them.
- **Weekly Tests:** Weekly tests are conducted to evaluate students' understanding and track their progress consistently. They help reinforce concepts, improve performance, and build confidence through regular practice.
- **Comfortable learning Environment:** HiDM provides students with a comfortable and pressure-free learning environment.
- **Updated Digital Marketing Blogs on daily basis:** We have a dedicated section for digital marketing blogs which could help people with getting the basics of digital marketing clear by reading it.
- **Instant & Free Consultation:** HiDM provides instant consultation to students according to their needs and skills.
- **HI-TECH Training Classroom:** HiDM training classes are fully hi-tech with wall mount projector with high-speed internet facilities with LAN Connectivity.
- **Startup Digital Marketing Consultation:** A key USP for HiDM is it's valuable Digital Marketing Consultation for Entrepreneurs.
- **One-On-One Expert Session:** HiDM, provide a one-on-one mentor session with our expert to explore the scope of the training program.

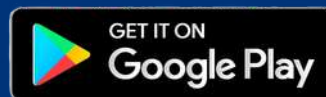
NOW Learn Online FROM HiDm

HiDm
Hisar Institute of Digital Marketing
SSB-73, UE-II, HISAR - | 9253082888
AN ISO 9001:2015 CERTIFIED INSTITUTE

Live, Interactive, and Convenient



- Live Classes
- Backup Videos
- Doubt Session
- Test Series
- Proper Assessment
- Live Training
- Job Assistance

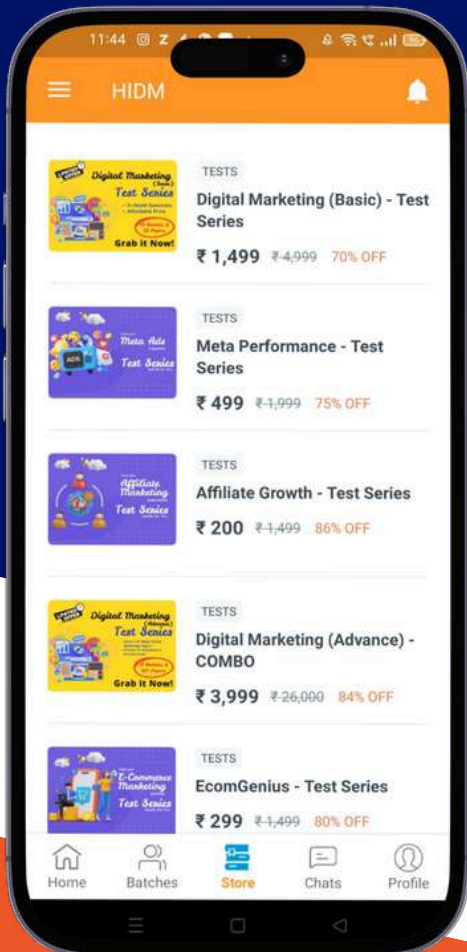


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65 + TEST SERIES



FEATURES

- Full Syllabus Coverage
- In-Depth Analysis
- Up-to-Date Content
- Ideal for All Levels
- Performance Evaluation
- Get Certified



COURSES.HIDM.IN



92530-82888 | 81681-88426

OUR
ACCOMPLISHMENTS



7TH YEAR CELEBRATION



6TH YEAR CELEBRATION



5TH YEAR CELEBRATION



4TH YEAR CELEBRATION



3 YEAR CELEBRATION



AWARDS & RECOGNITION

2018



AWARDS & RECOGNITION

2020



एचडीएमआई को बैस्ट इंस्टीट्यूट का खिताब

हिसार. हिसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग (एचडीएमआई) को बैस्ट इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग ट्रेनिंग इंस्टीट्यूट के खिताब से नवाजा गया है। यह खिताब भारतीय शिक्षा परिषद (एजुकेशन काउंसिल ऑफ इंडिया) की ओर से वार्षिक पुरस्कार समारोह में दिया गया। उल्लेखनीय है कि एजुकेशन काउंसिल ऑफ इंडिया यानी ईसीआई महिलाओं के विकास और शिक्षा के क्षेत्र में संयुक्त राष्ट्र के साथ काम करने वाला एक संगठन है। हर साल, ईसीआई प्रख्यात शिक्षाविदों, संस्थानों,



विश्वविद्यालयों, प्राचार्यों और शिक्षकों को सम्मानित करने के लिए शिक्षा पुरस्कारों का आयोजन करता है जो बेहतर कल के विकास के लिए युवा दिमाग को अपना सर्वश्रेष्ठ ज्ञान और अनुभव देते हैं। एचडीएमआई के निदेशक इंजीनियर मनमोहन सिंगला ने संस्थान को अवार्ड मिलने पर कहा कि ईसीआई द्वारा सर्वश्रेष्ठ डिजिटल मार्केटिंग संस्थान के रूप में सम्मानित किया जाना एक अद्भुत अनुभव है। पुरस्कार हमारे लिए एक प्रोत्साहन कारक के रूप में काम करेगा।

ECI AWARDED HIDM WITH BEST DIGITAL MARKETING INSTITUTE

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ECI- the Education council of India is an organization working with the United Nations in the field of women's development and education. Every year, ECI organizes education awards to honor the eminent educationists, institutes, Universities, Principals, and teachers who give their best knowledge and experience to the young minds to develop them for better tomorrow.



AWARDS & RECOGNITION



AWARDS & RECOGNITION



NEWS COVERAGE

HIDM में 'इंस्टाग्राम के लिए एआई के माध्यम से कंटेंट मास्टरी' विषय पर वेबिनार ने छात्रों को किया सशक्त



-पाठकपक्ष न्यूज-

हिसार, 10 अप्रैल : हिसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग (HIDM) द्वारा 'इंस्टाग्राम के लिए एआई के माध्यम से कंटेंट मास्टरी' विषय पर एक ज्ञानवर्धक वेबिनार का आयोजन किया गया। सत्र की मेजबानी लाइफ व बिजनेस कोच गार्गी आर्या ने की, जिन्होंने छात्रों को डिजिटल कंटेंट निर्माण के नए तरीकों और एआई टूल्स के उपयोग के बारे में जानकारी दी।

वेबिनार का उद्देश्य छात्रों को आर्टिफिशियल इंटेलिजेंस की मदद से इंस्टाग्राम पर प्रभावी कंटेंट तैयार करने और मजबूत पर्सनल ब्रांड बनाने की रणनीतियों से परिचित कराना था। गार्गी आर्या ने

बताया कि एआई टूल्स कंटेंट आइडियाज, कैंप्शन और कंटेंट कैलेंडर तैयार करने में मदद करते हैं, जिससे रचनात्मकता और निरंतरता बनी रहती है।

उन्होंने ऑडियंस की मनोविज्ञान, स्टोरीटेलिंग, वायरल कंटेंट हुक्स, इंस्टाग्राम एल्गोरिदम की समझ और सही चयन के महत्व पर भी प्रकाश डाला। सत्र के दौरान छात्रों ने प्रश्न-उत्तर के माध्यम से अपनी शंकाएं साझा कीं, जिनका व्यावहारिक समाधान भी दिया गया। वेबिनार छात्रों के लिए उपयोगी साबित हुआ और उन्हें डिजिटल मार्केटिंग व कंटेंट क्रिएशन के आधुनिक कौशल सीखने का अवसर मिला। संस्थान ने भविष्य में भी ऐसे ज्ञानवर्धक सत्र आयोजित करने की बात कही।

HiDM द्वारा SEO में AI Models की कार्यक्षमता पर सेमिनार का आयोजन

-पाठकपक्ष न्यूज-

हिसार, 7 अप्रैल : हिसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग (HiDM) द्वारा Student Activity & Program (S.A.P) के अंतर्गत एक ज्ञानवर्धक सेमिनार का सफल आयोजन किया गया। सेमिनार का विषय था - "Evaluate the Efficiency of AI Models Compared to Traditional Methods in SEO"। इस सेमिनार का उद्देश्य छात्रों को यह समझाना था कि Artificial Intelligence (AI) किस प्रकार आधुनिक SEO को बदल



रहा है। सत्र के दौरान SEO और वेबसाइट परफॉर्मेंस की मूल बातें, SEO में AI की भूमिका, ऑप्टिमाइजेशन में AI के उपयोग, AI और पारंपरिक SEO तरीकों के बीच तुलना, तथा SEO में AI के भविष्य जैसे महत्वपूर्ण विषयों पर विस्तार से चर्चा की गई। इस सेमिनार का

मार्गदर्शन अनुभवी डिजिटल मार्केटिंग कोच एवं ट्रेनर Er. मनमोहन सिंगला द्वारा किया गया, जिन्होंने अपने अनुभव और व्यावहारिक ज्ञान से छात्रों को महत्वपूर्ण जानकारी प्रदान की। कार्यक्रम का संचालन HiDM की छात्रा नैसी गुप्ता ने किया, जिन्होंने पूरे सेमिनार को प्रभावी

दंग से संचालित करते हुए दर्शकों को अंत तक जोड़े रखा। सेमिनार में छात्रों ने सक्रिय भागीदारी दिखाई और यह जाना कि AI tools किस प्रकार SEO की कार्यक्षमता को बढ़ा रहे हैं, समय की बचत कर रहे हैं और डेटा आधारित निर्णय लेने में मदद कर रहे हैं, जो पारंपरिक तरीकों की तुलना में अधिक प्रभावी हैं। यह सेमिनार एक अत्यंत जानकारीपूर्ण और प्रेरणादायक अनुभव साबित हुआ, जिसने छात्रों को डिजिटल मार्केटिंग के क्षेत्र में AI के बढ़ते महत्व को समझने में सहायता की।

NEWS COVERAGE

एचआईडीएम की 7वीं वर्षगांठ धूमधाम से मनाई छात्रों और एलुमनी ने मिलकर रचा यादगार पल

• पार्क सेंचुरी होटल में आयोजित समारोह में केक काटिंग, गेम्स, लाइव परफॉर्मेंस और डांस ने बांधा समा

महेश महता/हिसार टुडे
हिसार, 30 मार्च 2026



हिसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग (एचआईडीएम) की 7वीं वर्षगांठ पार्क सेंचुरी होटल में बड़े ही उत्साह और भव्य अंदाज में मनाई गई। इस खास मौके पर संस्थान के छात्र, एलुमनी, अभिभावक और मित्र बड़ी संख्या में उपस्थित रहे। पूरे कार्यक्रम के दौरान उत्साह, ऊर्जा और अपनापन साफ झलकता

रहा। कार्यक्रम की शुरुआत खुशनुमा माहौल में हुई, जहां सभी ने मिलकर केक काटिंग सेरेमनी के जरिए संस्थान के 7 सफल वर्षों का जश्न मनाया। इस दौरान पूरा हॉल तालियों और खुशियों से गुंज उठा और सभी ने इस खास पल को यादगार बनाया। इस आयोजन में कई प्रमुख हस्तियों

ने अपनी उपस्थिति दर्ज कर कार्यक्रम की गरिमा बढ़ाई। इनमें समवी हरियाणवी, ओपीजेएमएस से थियो सर, भागेंद्र चौहान, राकेश खंडेलवाल, अंकित सिंगरान और अर्जुना क्लासेज से ललित हुड्डा शामिल रहे। सभी अतिथियों ने संस्थान की उपलब्धियों को सराहना

डायरेक्टर ने जताया आभार : संस्थान के डायरेक्टर मनमोहन सिंगला ने कहा कि 7 वर्ष पूरे होना गर्व और भावनात्मक क्षण है। उन्होंने बताया कि यह सफलता छात्रों, उनके परिवारों और एलुमनी के सहयोग का परिणाम है। उन्होंने भविष्य में भी गुणवत्तापूर्ण शिक्षा प्रदान करने और छात्रों के उज्वल भविष्य के लिए निरंतर प्रयासरत रहने का भरोसा दिलाया।

करते हुए उज्वल भविष्य की कामना की। कार्यक्रम में मनोरंजन का भी भरपूर तड़का देखने को मिला। संकल्प गांधी ने अपनी शानदार लाइव सिंगिंग से माहौल को संगीतमय बना दिया, वहीं एचआईडीएम के छात्रों ने अपनी दमदार डांस परफॉर्मेंस से स्टेज पर खूब धमाल मचाया। इसके अलावा कई मजेदार गेम्स भी आयोजित किए गए, जिनमें सभी ने बढ़-चढ़कर भाग

लिया। यह आयोजन केवल एक उत्सव नहीं बल्कि एचआईडीएम परिवार के बीच मजबूत रिश्तों का प्रतीक भी रहा। एलुमनी और वर्तमान छात्रों ने एक-दूसरे से मिलकर पुराने अनुभव साझा किए और यादें ताजा कीं। कार्यक्रम का समापन खुशी, उत्साह और कई खूबसूरत यादों के साथ हुआ, जो सभी के दिलों में लंबे समय तक बनी रहेंगी।

HIDM के 7 वर्ष पूरे, 29 मार्च को भव्य आयोजन



-पाठकपक्ष न्यूज-

हिसार, 29 मार्च :

HIDM (हिसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग) अपने सफलतापूर्वक 7 वर्ष पूरे करने जा रहा है। इस खास मौके पर संस्थान द्वारा 29 मार्च 2026 को पार्क सेंचुरी में एक भव्य कार्यक्रम का आयोजन किया जाएगा। संस्थान की इस उपलब्धि को सेलिब्रेट करने के लिए तैयारियां जोर-शोर से चल रही हैं। आयोजन स्थल को आकर्षक तरीके से सजाया जा रहा है और कार्यक्रम को यादगार बनाने के लिए कई खास व्यवस्थाएं की जा रही हैं। इस कार्यक्रम में संस्थान

के मेंटर्स, स्टूडेंट्स और कई खास मेहमानों के शामिल होने की संभावना है। HIDM ने पिछले 7 वर्षों में डिजिटल मार्केटिंग के क्षेत्र में कई छात्रों को प्रशिक्षित कर उन्हें सफल करियर की राह दिखाई है। संस्थान के प्रतिनिधि इंजीनियर मनमोहन सिंगला के अनुसार, यह आयोजन केवल एक उत्सव नहीं बल्कि HIDM की अब तक की उपलब्धियों और भविष्य की योजनाओं को साझा करने का भी एक महत्वपूर्ण अवसर होगा। कार्यक्रम को लेकर स्टूडेंट्स और टीम में खासा उत्साह देखा जा रहा है और सभी इस दिन का बेसब्री से इंतजार कर रहे हैं।

हिसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग ने धूमधाम से मनाई अपनी 7वीं वर्षगांठ

-पाठकपक्ष न्यूज-

हिसार, 31 मार्च :

HIDM- हिसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग की 7वीं वर्षगांठ का आयोजन पार्क सेंचुरी होटल में बड़े ही उत्साह और धूमधाम के साथ किया गया। इस खास मौके पर मित्र, परिवारजन, एलुमनी और छात्र बड़ी संख्या में उपस्थित रहे और सभी ने मिलकर इस यादगार दिन को सेलिब्रेट किया। कार्यक्रम की शुरुआत बेहद खुशनुमा माहौल में हुई। शाम का सबसे खास आकर्षण केक काटिंग सेरेमनी रही, जिसमें सभी ने मिलकर संस्थान के 7 सफल वर्षों का जश्न मनाया। इस दौरान पूरा माहौल खुशी और उत्साह से भर गया। इस भव्य आयोजन में कई गणमान्य अतिथियों ने अपनी उपस्थिति दर्ज कर कार्यक्रम की शोभा बढ़ाई। इनमें समवी हरियाणवी, OPJMS से थियो सर, OPJMS से भागेंद्र चौहान, राकेश खंडेलवाल, अंकित सिंगरान और अर्जुना क्लासेज से ललित हुड्डा शामिल रहे। इन सभी की उपस्थिति



ने कार्यक्रम को और भी खास और यादगार बना दिया। इसके बाद कई मजेदार गेम्स का आयोजन किया गया, जिसमें सभी ने बढ़-चढ़कर हिस्सा लिया और खूब आनंद उठाया। कार्यक्रम में संगीत का रंग भरते हुए संकल्प गांधी ने अपनी शानदार लाइव परफॉर्मेंस से सभी का दिल जीत लिया। वहीं, अकादमी के बच्चों ने अपनी बेहतरीन डांस परफॉर्मेंस से स्टेज पर धमाल मचा दिया। उनकी मेहनत और टैलेंट को दर्शकों ने जोरदार तालियों के साथ सराहा। यह कार्यक्रम सिर्फ एक सेलिब्रेशन नहीं बल्कि HIDM परिवार के बीच मजबूत रिश्तों का प्रतीक भी रहा। एलुमनी और छात्र ने आपस में बातचीत कर पुरानी यादें ताजा

की और अपने अनुभव साझा किए। 'हिसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग' के डायरेक्टर इंजीनियर मनमोहन सिंगला ने कहा 7 साल पूरे होना हमारे लिए गर्व और भावनात्मक क्षण है। यह सफर हमारे छात्रों, उनके परिवारों और हमारे एलुमनी के सहयोग के बिना संभव नहीं था। हम आगे भी गुणवत्तापूर्ण शिक्षा प्रदान करने और उज्वल भविष्य बनाने के लिए प्रतिबद्ध हैं। ऐसे आयोजन हमें आगे बढ़ने की प्रेरणा देते हैं। इस सफर का हिस्सा बनने के लिए आप सभी का दिल से धन्यवाद। कार्यक्रम का समापन खुशी, उत्साह और खूबसूरत यादों के साथ हुआ, जो सभी के दिलों में लंबे समय तक बनी रहेंगी।

डिजिटल मार्केटिंग इंस्टीट्यूट ने मनाई वर्षगांठ

नभ-छोर न्यूज 31 मार्च

हिसार। शहर के एक निजी डिजिटल मार्केटिंग इंस्टीट्यूट द्वारा वर्षगांठ पर कार्यक्रम का आयोजन किया गया। कार्यक्रम में समवी हरियाणवी, ओपीजेएमएस से थियो



उतातरिड, भागेंद्र चौहान, र-केश खंडेलवाल, अंकित सिंगरान व ललित हुड्डा शामिल रहे। कार्यक्रम में खेलों का आयोजन किया गया, जिसमें सभी ने बढ़-चढ़कर हिस्सा लिया और खूब आनंद उठाया। अकादमी के बच्चों ने अपनी बेहतरीन डांस परफॉर्मेंस से स्टेज पर धमाल मचा दिया।

NEWS COVERAGE

HiDM का 7वां वार्षिक सर्टिफिकेशन समारोह आयोजित, उत्कृष्ट छात्रों को किया सम्मानित

-पाठकपक्ष न्यूज-

हिसार, 26 अप्रैल :

डिजिटल शिक्षा के क्षेत्र में अग्रणी संस्थान Hisar Institute of Digital Marketing (HiDM) ने अपने 7वें वार्षिक सर्टिफिकेशन समारोह का भव्य आयोजन किया। इस अवसर पर डिजिटल मार्केटिंग कोर्स सफलतापूर्वक पूर्ण करने वाले छात्रों की उपलब्धियों का उत्सव मनाया गया। समारोह में छात्रों एवं विशिष्ट अतिथियों की उत्साहपूर्ण उपस्थिति रही, जिससे पूरे कार्यक्रम में ऊर्जा और गर्व का माहौल बना रहा। कोर्स पूर्ण करने वाले सभी छात्रों को सर्टिफिकेट प्रदान किए गए, वहीं प्रैक्टिकल ट्रेनिंग, लाइव प्रोजेक्ट्स और असाइनमेंट्स में उत्कृष्ट प्रदर्शन करने वाले छात्रों को विशेष ट्रेनिंग



सर्टिफिकेट देकर सम्मानित किया गया। कार्यक्रम का मुख्य आकर्षण 'बेस्ट स्टूडेंट अवॉर्ड' रहा, जो इस वर्ष अलीशा अरोड़ा को प्रदान किया गया। उनकी इस उपलब्धि पर सभी ने तालियों के साथ उनका उत्साहवर्धन किया। इस अवसर पर संस्थान के डायरेक्टर श्वह मनमोहन सिंगला ने छात्रों को बधाई देते हुए कहा कि HiDM केवल डिजिटल ज्ञान ही नहीं,

बल्कि छात्रों को इंडस्ट्री-रेडी बनाने पर भी विशेष ध्यान देता है। उन्होंने निरंतर सीखते रहने को सफलता की कुंजी बताया। कार्यक्रम का समापन समूह फोटो, नेटवर्किंग सेशन और डिजिटल क्षेत्र में सफलता के संकल्प के साथ हुआ। यह आयोजन छात्रों के लिए प्रेरणादायक और उनके उज्वल भविष्य की दिशा में महत्वपूर्ण कदम साबित हुआ।

NEWS COVERAGE

हिसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग ने मनाया अपनी स्थापना के छह गौरवशाली वर्ष पूरे होने का उत्सव

पाठकपक्ष न्यूज
हिसार, 15 मार्च : हिसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग (एच.आई.डी.एम.) ने अपनी स्थापना के छह वर्ष पूरे होने के उपलक्ष्य में एक भव्य समारोह का आयोजन किया। इस अवसर पर संस्थान के संस्थापक मनमोहन सिंगला ने सभी विद्यार्थियों, शिक्षकों और सहयोगियों के प्रति आभार व्यक्त किया। समारोह में उत्साह, प्रेरणा और आनंद का माहौल देखने को मिला।

कार्यक्रम का मुख्य आकर्षण एच.आई.डी.एम. के मोबाइल ऐप का शुभारंभ रहा, जिससे संस्थान की डिजिटल शिक्षा को नई दिशा मिलने की उम्मीद है। यह ऐप उन लोगों के लिए विशेष रूप से लाभकारी होगा जो किसी कारणवश हिसार आकर अध्ययन नहीं कर सकते लेकिन डिजिटल माध्यम से गुणवत्तापूर्ण शिक्षा प्राप्त करना चाहते हैं। समारोह में एच.आई.डी.एम. के छह वर्ष पूरे होने पर केक काटकर सभी ने इस



सफलता को साझा किया। इस दौरान विद्यार्थियों की रचनात्मकता भी देखने को मिली। 'ए लेटर टू एच. आई. डी.

एम.' गतिविधि के तहत छात्रों ने अपने अनुभवों और कृतज्ञता को पत्रों के माध्यम से व्यक्त किया। 'पिकर्स विद

प्रॉप्स' सेगमेंट में सभी ने इस खास मौके की यादें संजोईं। पैपर पी शामा के ऊर्जावान संगीत प्रस्तुति और सूर्याश के गिटार वादन ने समां बांध दिया। एच.आई.डी.एम. पिछले छह वर्षों से डिजिटल शिक्षा के क्षेत्र में महत्वपूर्ण योगदान दे रहा है। न केवल हिसार बल्कि आसपास के शहरों और गांवों से भी विद्यार्थी यहां डिजिटल शिक्षा प्राप्त करने आते हैं। यह आयोजन संस्थान की प्रतिबद्धता और उसकी बढ़ती लोकप्रियता को दर्शाता है।

एचआईडीएम ने शानदार कार्यक्रम के साथ मनाया छह गौरवशाली वर्षों का जश्न

हिसार टुडे | हिसार

हिसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग (एचआईडीएम) ने अपनी छठी वर्षगांठ को भव्य अंदाज में मनाया। संस्थान के संस्थापक मनमोहन सिंगला की अगुवाई में यह कार्यक्रम उत्साह, प्रेरणा और सरप्राइज से भरपूर एक यादगार अवसर बना।

इस कार्यक्रम की सबसे खास बात एचआईडीएम के मोबाइल ऐप का लॉन्च रहा, जिसने उपस्थित लोगों को रोमांचित कर दिया। इस ऐप का उद्देश्य हिसार से दूर बैठे लोगों को भी गुणवत्तापूर्ण डिजिटल मार्केटिंग शिक्षा प्रदान करना है, जिससे वे एचआईडीएम के प्रशिक्षण से लाभान्वित हो सकें। छह सफल वर्षों का जश्न मनाने के लिए एक भव्य केक काटा गया, जिसमें एचआईडीएम परिवार के सभी सदस्य शामिल हुए। यह आयोजन प्रेरणा, प्रशंसा



छात्रों की रचनात्मकता और भावनात्मक जुड़ाव

कार्यक्रम के दौरान छात्रों की मेहनत और लगन विभिन्न गतिविधियों में नजर आई:

- 'ए लेटर टू एचआईडीएम' - इस गतिविधि के तहत छात्रों ने संस्थान के प्रति अपनी कृतज्ञता और अनुभव साझा किए।
- 'पिकर्स विद प्रॉप्स' - इस

और मनोरंजन का एक आदर्श संगम था। इस शानदार आयोजन ने न सिर्फ एचआईडीएम के छात्रों और फैकल्टी के बीच उत्साह

सेगमेंट में उपस्थित लोगों ने मजेदार और यादगार तस्वीरें क्लिक करवाईं।

- संगीत और मनोरंजन - पैपर पी शामा के लाइव म्यूजिक परफॉर्मेंस और सूर्याश के गिटार वादन ने माहौल को और अधिक खुशनुमा बना दिया।

बढ़ाया बल्कि संस्थान की निरंतर प्रगति और डिजिटल शिक्षा में उसके योगदान को भी रेखांकित किया।

HiDM में विषय पर सेमिनार का आयोजन



-पाठकपक्ष न्यूज-

हिसार, 25 मई : HiDM (Hisar Institute of Digital Marketing) में "Empowering Communication for the Modern Workplace" विषय पर एक प्रभावशाली सेमिनार का आयोजन किया गया। इस सेमिनार का नेतृत्व कम्प्यूनिकेशन कंसल्टेंट गरिमा भायना ने किया। सेमिनार में गरिमा भायना ने छात्रों को इंटरव्यू में सफल होने के लिए जरूरी टिप्स, प्रभावशाली कम्प्यूनिकेशन स्किल्स और बर्कप्लेस में प्रभावशाली बातचीत करने की तकनीकों के बारे में बताया। उन्होंने छात्रों को बताया कि आज के कॉर्पोरेट जगत में सिर्फ तकनीकी ज्ञान नहीं, बल्कि स्पष्ट और आत्मविश्वासी कम्प्यूनिकेशन सफलता की कुंजी है। उन्होंने कहा कि कम्प्यूनिकेशन सिर्फ बोलने या सुनने तक सीमित नहीं है, यह आपके व्यक्तित्व की पहचान है। एक प्रभावी कम्प्यूनिकेशन न केवल आपके विचारों को स्पष्ट करता है, बल्कि आपके आत्मविश्वास, नेतृत्व क्षमता और टीमवर्क को भी दर्शाता है। सेमिनार में इस बात पर विशेष जोर दिया गया कि कैसे एक अच्छी कम्प्यूनिकेशन स्किल न केवल इंटरव्यू में सफलता दिलाती है, बल्कि ऑफिस कल्चर में तालमेल बनाए रखने, ब्लाइट्स को समझने, और टीम के साथ बेहतर समन्वय स्थापित करने में भी मदद करती है। कार्यक्रम की खास बात यह रही कि गरिमा ने केवल थ्योरी पर जोर नहीं दिया, बल्कि इंटरैक्टिव फन एक्टिविटीज के जरिए छात्रों को कम्प्यूनिकेशन की ताकत को महसूस कराया। इन गतिविधियों ने छात्रों को न केवल सेमिनार से जोड़े रखा, बल्कि उन्हें वास्तविक जीवन में कम्प्यूनिकेशन की चुनौतियों का सामना करने के लिए तैयार भी किया। HiDM के निदेशक मनमोहन सिंगला ने इस अवसर पर कहा, 'हमारे छात्रों को कॉर्पोरेट वर्ल्ड के लिए तैयार करना हमारा मुख्य उद्देश्य है और ऐसे सेमिनार छात्रों को व्यावहारिक अनुभव देने में मदद करते हैं।' सेमिनार में संस्थान के छात्रों ने बढ़-चढ़ कर भाग लिया।

इंजीनियर मनमोहन सिंगला को हिसार एक्सीलेंस अवार्ड 2024 से सम्मानित किया गया

पाठकपक्ष न्यूज

हिसार, 3 जनवरी : डिजिटल मार्केटिंग के क्षेत्र में उल्लेखनीय योगदान के लिए इंजीनियर मनमोहन सिंगला को 'हिसार एक्सीलेंस अवार्ड 2024' से सम्मानित किया गया। यह प्रतिष्ठित पुरस्कार हरियाणा के कैबिनेट मंत्री रणबीर सिंह गंगवा ने एक भव्य समारोह में प्रदान किया। समारोह में उपस्थित गणमान्य व्यक्तियों में स्थानीय उद्योगपति, शिक्षा जगत के प्रतिष्ठित सदस्य और सैकड़ों दर्शक शामिल थे। मनमोहन सिंगला, जो डिजिटल मार्केटिंग ट्रेनिंग में विशेषज्ञता रखते हैं, ने सैकड़ों छात्रों और प्रोफेशनल्स को इस क्षेत्र में प्रशिक्षित कर उनके करियर को नई ऊंचाइयों पर पहुंचाया है। उनके द्वारा संचालित प्रशिक्षण कार्यक्रम ने युवाओं को न केवल डिजिटल कौशल में निपुण बनाया है, बल्कि उन्हें रोजगार के बेहतर अवसर भी प्रदान किए हैं। समारोह के दौरान मंत्री रणबीर सिंह गंगवा ने कहा, 'हम युवा प्रतिभाओं को पहचानने और उन्हें सशक्त बनाने के लिए



निरंतर प्रयासरत रहेंगे, ताकि वे प्रदेश के विकास में महत्वपूर्ण योगदान दे सकें।' पुरस्कार प्राप्त करने के बाद, मनमोहन सिंगला ने अपनी खुशी व्यक्त करते हुए कहा, 'यह सम्मान मेरे लिए गर्व का क्षण है। यह मुझे और बेहतर कार्य करने और समाज के लिए योगदान देने के लिए प्रेरित करेगा। मैं इस सफलता का श्रेय अपने परिवार, टीम और उन छात्रों को देता हूँ, जिन्होंने मुझ पर विश्वास किया।'

NEWS COVERAGE

एचआईडीएम का पांचवां वार्षिक समारोह सफलतापूर्वक आयोजित

छात्रों ने अपने अनुभव साझा करके नवोदित विद्यार्थियों का मार्ग दिखाया प्रशस्त

• एचआईडीएम के वार्षिक समारोह में विद्यार्थियों ने व्यंग्य दिखाए अपने अनुभव

हिस्सार टुडे : हिस्सार

हिस्सार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग ने अपना पांचवां वार्षिक समारोह सफलतापूर्वक मनाया। इस दौरान विद्यार्थियों ने अपने अनुभव साझा करके नवोदित विद्यार्थियों का मार्ग दिखाया प्रशस्त।



समारोह में विद्यार्थियों ने अपने अनुभव साझा करके नवोदित विद्यार्थियों का मार्ग दिखाया प्रशस्त।

समारोह में विद्यार्थियों ने अपने अनुभव साझा करके नवोदित विद्यार्थियों का मार्ग दिखाया प्रशस्त।

कार्यक्रम में विद्यार्थियों ने अपने अनुभव साझा करके नवोदित विद्यार्थियों का मार्ग दिखाया प्रशस्त।

कार्यक्रम में विद्यार्थियों ने अपने अनुभव साझा करके नवोदित विद्यार्थियों का मार्ग दिखाया प्रशस्त।

कार्यक्रम में विद्यार्थियों ने अपने अनुभव साझा करके नवोदित विद्यार्थियों का मार्ग दिखाया प्रशस्त।

कार्यक्रम में विद्यार्थियों ने अपने अनुभव साझा करके नवोदित विद्यार्थियों का मार्ग दिखाया प्रशस्त।

कार्यक्रम में विद्यार्थियों ने अपने अनुभव साझा करके नवोदित विद्यार्थियों का मार्ग दिखाया प्रशस्त।

कार्यक्रम में विद्यार्थियों ने अपने अनुभव साझा करके नवोदित विद्यार्थियों का मार्ग दिखाया प्रशस्त।

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कार्यक्रम में विद्यार्थियों ने अपने अनुभव साझा करके नवोदित विद्यार्थियों का मार्ग दिखाया प्रशस्त।

HiDM 5वाँ वार्षिक समारोह सफलतापूर्वक आयोजित



पाठकपक्ष न्यूज

हिस्सार, 21 मार्च : हिस्सार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग ने 17 मार्च, 2024 को मिताक्ष फूड कोर्ट, हिस्सार में अपना 5वां वार्षिक दिवस बड़े उत्साह और जोश के साथ मनाया। संस्थान के प्रमुख मनमोहन सिंगला के इस विशेष अवसर पर पुराने विद्यार्थी, नये विद्यार्थी, परिवार और दोस्तों के साथ ओपी ज़िंदल मॉडर्न स्कूल के अपने सम्मानित शिक्षकों श्री थियो और श्री भागेंद्र के साथ खुशी खुशी मनाया। वार्षिक दिवस की शुरुआत तिलक समारोह से हुई, जहाँ प्रत्येक अतिथि का माथे पर तिलक लगाकर स्वागत किया गया और उसके बाद रेड कार्पेट साक्षात्कार हुआ। रेड कार्पेट साक्षात्कार पर, मेहमानों ने HiDM के लिए अपने बहुमूल्य

विचार साझा किए और 5वें वार्षिक समारोह के लिए शुभकामनाएं दीं। वार्षिक समारोह मंच समारोह की शुरुआत माता सरस्वती की आरती से हुई, जहाँ उपस्थित प्रत्येक व्यक्ति ने हाथ जोड़कर मां सरस्वती से प्रार्थना की। HiDM के वार्षिक कार्यक्रम का प्रमुख आकर्षण HiDM छात्रों द्वारा अपने गुरु मनमोहन सिंगला के लिए उनके परिवार और छात्रों की भावनाएँ दर्शाते हुए बनाया गया आश्चर्यजनक वीडियो था। वो पल एक भावुक पल था। HiDM छात्रों के नृत्य प्रदर्शन ने समारोह का स्तर बढ़ा दिया। इस अवसर को और भी यादगार बनाने के लिए, HiDM ने वहाँ मौजूद अपने पूर्व छात्रों को सर्वश्रेष्ठ पूर्व छात्र पुरस्कार से सम्मानित दिया। पूर्व छात्र पुरस्कार एक ऐसा पुरस्कार है जो

उन लोगों को दिया जाता है जो अपने संबंधित क्षेत्र में उत्कृष्ट प्रदर्शन कर रहे हैं और इस प्रकार संस्थान को गौरवान्वित कर रहे हैं। इस अवसर पर उपस्थित थियो सर ने एक बहुत ही मूल्यवान विचार दिया कि पिता और शिक्षक ही दो ऐसे व्यक्ति हैं जिन्हें खुशी महसूस होती है जब उनके बच्चे उनसे आगे बढ़ते हैं। वह बहुत खुश है कि उनका छात्र मनमोहन इस स्तर तक पहुंच गया है और छात्रों को डिजिटल मार्केटिंग में प्रशिक्षित कर रहा है। 10 की उलटी गिनती पर, मनमोहन सिंगला ने अपने परिवार के सदस्यों, दोस्तों और मेहमानों के साथ केक काटा और उसके बाद और उसके बाद आए सभी अतिथियों ने डीजे पर डांस कर के खूब आनंद लिया।

HiDM डिजिटल मार्केटिंग सेमिनार फेस्ट 2024, फ्रीलांसरों को अपना शेड्यूल निर्धारित करने की स्वतंत्रता है, जिससे कार्य-जीवन में बेहतर संतुलन बनता है : निखिल

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हिस्सार, 2 मार्च : HiDM द्वारा आयोजित डिजिटल मार्केटिंग सेमिनार उत्सव में, छात्र डिजिटल मार्केटिंग विषयों पर सेमिनार की मेजबानी करते हैं। एक फ्रीलांसर के लिए मूल्य निर्धारण रणनीति कैसे तय करें विषय पर सेमिनार का संचालन निखिल (HiDM छात्र) ने अपने प्रशिक्षक मनमोहन सिंगला के मार्गदर्शन में किया। विषय के परिचय में, उन्होंने फ्रीलांसिंग और फ्रीलांसिंग के दायरे के बारे में बताया। एक फ्रीलांसर वह व्यक्ति होता है जो स्व-रोजगार होता



है, अक्सर एक समय में कई ग्राहकों के लिए काम करता है और प्रति प्रोजेक्ट आय अर्जित करता है। एक फ्रीलांसर लचीलेपन, स्वतंत्र काम के घंटे, अधिक कमाई की संभावना और काम की विविधता का लाभ उठाता है। कुछ प्रमुख फ्रीलांसिंग प्लेटफॉर्म जैसे

संश्लेष प्रश्न-उत्तर सत्र भी आयोजित किया गया जिसमें छात्रों ने अपने संदेह पूछे और मेजबान निखिल ने उनका समाधान किया। HiDM का डिजिटल मार्केटिंग सेमिनार फेस्ट डिजिटल मार्केटिंग छात्रों के लिए डिजिटल मार्केटिंग कोशल से परे कुछ और सीखने का एक अवसर है। मेटर और डिजिटल मार्केटिंग ट्रेनर मनमोहन सिंगला भारत के सर्वश्रेष्ठ डिजिटल मार्केटिंग पेशेवरों में से एक हैं, जो छात्रों को न केवल डिजिटल दुनिया के लिए बल्कि कॉर्पोरेट दुनिया में रहने के लिए भी प्रशिक्षित करते हैं।

इलेक्ट्रॉनिक्स बिजनेस के लिए डिजिटल मार्केटिंग रणनीति कैसे बनाएं पर सेमिनार अयोजित

हिस्सार टुडे : हिस्सार

एचआईडीएम द्वारा आयोजित डिजिटल मार्केटिंग सेमिनार उत्सव में, छात्र डिजिटल मार्केटिंग विषयों पर सेमिनार की मेजबानी करते हैं। अपने प्रशिक्षक इंजीनियर मनमोहन सिंगला के मार्गदर्शन में संसम गोयल द्वारा इलेक्ट्रॉनिक्स व्यवसाय को बढ़ाने के लिए डिजिटल मार्केटिंग रणनीति पर सेमिनार का आयोजन किया। विषय के परिचय में, उन्होंने इलेक्ट्रॉनिक्स उद्योग का अवलोकन और इस उद्योग में डिजिटल मार्केटिंग की भूमिका दी। उन्होंने बताया, "इलेक्ट्रॉनिक्स उद्योग में इलेक्ट्रॉनिक उपकरणों, उनका डिजाइन, निर्माण और बिक्री शामिल है। इसमें स्मार्टफोन और कंप्यूटर से लेकर टेलीविजन और इलेक्ट्रॉनिक सर्किट तक सब कुछ शामिल है। किसी भी इलेक्ट्रॉनिक्स व्यवसाय को बढ़ाने के लिए, सोशल मीडिया, बिजनेसमैन या हाउसवर्ल्ड्स इस



इंटरैक्टिव सामग्री जैसे डिजिटल मार्केटिंग रणनीतियाँ जुड़ाव को प्रोत्साहित करती हैं और समुदाय और ब्रांड के प्रति वफादारी की भावना को बढ़ावा देती हैं। अंत में, एक संक्षिप्त प्रश्न-उत्तर सत्र भी आयोजित किया गया जिसमें छात्रों ने अपने संदेह पूछे और मेजबान संसम गोयल ने उनका समाधान किया। एचआईडीएम ने 4 महीने के डिजिटल मार्केटिंग कोर्स के नए बैच की घोषणा की है। जो स्टूडेंट्स, बिजनेसमैन या हाउसवर्ल्ड्स इस

कोर्स को करना चाहते हैं जो फ्री टैमो क्लास बुक करवा सकते हैं। एचआईडीएम का डिजिटल मार्केटिंग सेमिनार फेस्ट डिजिटल मार्केटिंग छात्रों के लिए डिजिटल मार्केटिंग कोशल से परे कुछ और सीखने का एक अवसर है। मेटर और डिजिटल मार्केटिंग ट्रेनर इंजीनियर मनमोहन सिंगला भारत के सर्वश्रेष्ठ डिजिटल मार्केटिंग प्रोफेशनल्स में से एक हैं, जो छात्रों को न केवल डिजिटल दुनिया के लिए बल्कि कॉर्पोरेट दुनिया में बने रहने के लिए भी प्रशिक्षित करते हैं।

NEWS COVERAGE

एचआईडीएम के सफलता पूर्वक 4 साल पूरे होने पर इंजीनियर मनमोहन सिंगला ने केक काट कर मनाया जश्न

हिंसार टुडे | हिंसार

हिंसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग ने अपने 5वें साल में प्रवेश करते हुए 4 साल की सफल यात्रा का जश्न मनाया। एचआईडीएम हिंसार में डिजिटल मार्केटिंग के लिए प्रमुख संस्थानों में से एक है। एचआईडीएम के परिसर में पूर्व छात्रों और उपस्थित छात्रों के साथ एचआईडीएम की 4 साल की सफलता यात्रा का जश्न मनाया गया।



कार्यक्रम की शुरुआत सभी आमंत्रित लोगों के तिलक समारोह के साथ हुई। उसके बाद एक लाइव बैंड प्रदर्शन हुआ। द लास्ट सिगरेट बैंड ने एचआईडीएम के 4 साल के सफल आयोजन में लाइव प्रदर्शन किया। बैंड की धुनों ने वहां मौजूद सभी को झुमने पर मजबूर कर दिया। एचआईडीएम के निदेशक मनमोहन सिंगला ने केक काटा और 4 साल की सफल यात्रा का जश्न मनाया। सभी आमंत्रित व्यक्तियों ने उन्हें बधाई दी और आने वाले

फेस्टाहोलिक 1.0 में एचआईडीएम ने शी कैन डू विद एचआईडीएम थीम आधारित स्टॉल की प्रदर्शित

हिंसार टुडे | हिंसार

फेस्टाहोलिक 1.0 नामक दो दिवसीय फेशन और लाइफस्टाइल प्रदर्शनी का शहर में धमाकेदार आगज हुआ। एचआईडीएम (हिंसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग) ने महिला सर्वाधिकारण को बढ़ावा देने वाली शी कैन डू विद एचआईडीएम थीम के साथ अपने स्टॉल का प्रदर्शन किया।



अपने स्टॉल के माध्यम से, एचआईडीएम ने महिलाओं को डिजिटल मार्केटिंग पाठ्यक्रमों के बारे में सूचित किया और उन्हें 31 दिसंबर तक डिजिटल मार्केटिंग पाठ्यक्रमों पर विशेष छूट भी प्रदान की। एचआईडीएम कर्मचारियों ने अपने डिजिटल मार्केटिंग इंटरन के साथ हिंसार में डिजिटल मार्केटिंग पाठ्यक्रम के बारे में महिलाओं का प्रदर्शन किया। कोई भी महिला जो अपना व्यवसाय शुरू करने या कोई व्यवसाय चलाने की इच्छुक है, डिजिटल मार्केटिंग सीखकर इसे बढ़ावा दे सकती है। ये ब्लॉगर के रूप में भी काम कर सकती हैं,

अध्ययन के अनुसार, भारत में 53% महिला ब्लॉगर हैं। मोडेक इवेंट्स द्वारा आयोजित, दो दिवसीय फेशन उत्सव का पहला दिन हिंसार, जहाँ विभिन्न शहरों के 70 से अधिक प्रदर्शकों ने अपने स्टॉल प्रदर्शित किए। आगंतुकों ने कार्यक्रम में खरीदारी, भोजन, खेल का आनंद लिया। परंपरागती गीना भट्टी, जिन्होंने परिचय और पूर्व दोनों ओर से माउंट एन्स को फाह किया है और ऐसा करने वाली पहली भारतीय महिला बनीं, ने अपनी उपस्थिति से कार्यक्रम के पहले दिन की शोभा बढ़ाई और तंबोला खेल के विजेताओं को उपहार भेंट किए। उन्होंने यह कहकर एचआईडीएम को प्रोत्साहित किया कि महिलाओं को सहायक बनाकर हिंसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग (एचआईडीएम) बहुत अच्छा काम कर रहा है।

हिंसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग ने किया 5वें साल में प्रवेश



पाठकपक्ष न्यूज

हिंसार, 6 मार्च : हिंसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग ने अपने 5वें साल में प्रवेश करते हुए 5 मार्च को 4 साल की सफल यात्रा का जश्न मनाया। HiDM हिंसार में डिजिटल मार्केटिंग के लिए प्रमुख संस्थानों में से एक है। HiDM के परिसर में पूर्व छात्रों और उपस्थित छात्रों के साथ HiDM की 4 साल की सफलता यात्रा का जश्न मनाया गया। कार्यक्रम की शुरुआत सभी आमंत्रित लोगों के तिलक समारोह के साथ हुई और उसके बाद एक लाइव बैंड प्रदर्शन हुआ। द लास्ट सिगरेट बैंड ने HiDM के 4 साल के सफल आयोजन में लाइव प्रदर्शन किया। बैंड की धुनों ने सभी को झुमने पर मजबूर कर दिया। HiDM के निदेशक मनमोहन सिंगला ने केक काटा और 4 साल की सफलता यात्रा का जश्न मनाया। सभी आमंत्रित व्यक्तियों ने उन्हें बधाई दी और

आने वाले कई सफल वर्षों की कामना की। इंजीनियर मनमोहन सिंगला भारत के सर्वश्रेष्ठ डिजिटल मार्केटिंग पेशेवरों में से एक हैं, जो पिछले 4 वर्षों से हिंसार में HiDM- हिंसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग चला रहे हैं। जीवन में अपने 10+ वर्षों के अनुभव में, मनमोहन सर ने कई छात्रों को पढ़ाया है, जो आज के सफल डिजिटल मार्केटर्स हैं। HiDM से पहले, वह छात्रों को प्रशिक्षित कर रहे थे लेकिन अपने गृह नगर हिंसार को डिजिटल रूप से सुदृढ़ शहर बनाने के लिए, उन्होंने HiDM की स्थापना की। HiDM 4 महीने का एडवांस्ड डिजिटल मार्केटिंग कोर्स और एक प्राइवेट लिमिटेड कंपनी में 2 महीने का प्रशिक्षण प्रदान करता है। कोर्स को इस तरह से डिजाइन किया गया है कि कोई भी हाउसवाइफ, स्कूल स्टूडेंट, ग्रेजुएट, पोस्ट-ग्रेजुएट और प्रोफेशनल इसे कर सकते हैं।

डिजिटल मार्केटिंग सेमिनार फेस्ट 2022 (चरण -2) – HiDM में आयोजित हुआ Fiverr पर फ्रीलांसर के रूप में कैसे काम करें पर सेमिनार

पाठकपक्ष न्यूज

हिंसार, 18 अक्टूबर : डिजिटल मार्केटिंग फेस्ट 2022 फेज 2 में, HiDM (हिंसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग) ने 10 अक्टूबर 2022 को Fiverr पर एक फ्रीलांसर के रूप में कैसे काम करें पर पहला सेमिनार आयोजित किया। Fiverr पर एक फ्रीलांसर के रूप में कैसे काम करें, इस पर सेमिनार की मेजबानी HiDM के छात्र कृष्ण यादवा ने Er मनमोहन सिंगला (निदेशक HiDM) की देखरेख में की। सेमिनार की मुख्य विशेषता थी फ्रीलांसिंग ओवरव्यू, Fiverr प्लेटफॉर्म, Fiverr पर कैसे रजिस्टर करें, एक फ्रीलांसर को क्या करना चाहिए और क्या नहीं, और सफल फ्रीलांसर के लिए टिप्स। प्रस्तुतकर्ता ने सभी प्रमुख फ्रीलांसिंग प्लेटफॉर्म को कवर किया। Fiverr वह विषय था जिस पर विस्तार से चर्चा की गई।



प्रस्तुतकर्ता ने फ्रीलांसिंग में क्या करें और क्या न करें को परिभाषित किया। सेमिनार में, उन्होंने सिखाया कि कैसे एक फ्रीलांसर Fiverr पर प्रोफाइल बना सकता है, फ्रीलांसिंग प्लेटफॉर्म पर मजबूत प्रोफाइल कैसे बना सकता है। अंत में, अंत में कृष्ण ने सभी महत्वपूर्ण बिंदुओं को शामिल किया और फ्रीलांसिंग से संबंधित प्रश्न भी पूछे। हर साल, HiDM छात्रों को डिजिटल मार्केटिंग प्रशिक्षण के साथ-साथ उन्हें पेशेवर प्रदर्शन देने के लिए डिजिटल मार्केटिंग सेमिनार फेस्ट का आयोजन करता है। HiDM छात्रों, पेशेवरों, गृहिणियों आदि के लिए 4 महीने का डिजिटल मार्केटिंग कोर्स प्रदान करता है। कोर्स के साथ, HiDM प्राइवेट लिमिटेड कंपनी में 2 महीने का इंटरशिप भी प्रदान करता है। HiDM द्वारा प्रदान किया गया पाठ्यक्रम हिंसार और आसपास के क्षेत्रों में सबसे अच्छा डिजिटल मार्केटिंग कोर्स है, क्योंकि इसके प्रशिक्षक मनमोहन सिंगला एक Microsoft प्रमाणित SEO विशेषज्ञ और हार्वर्ड प्रमाणित व्यवसाय प्रबंधन पेशेवर हैं।

HiDM ने किया डिजिटल मार्केटिंग सेमिनार फेस्ट 2023 का आयोजन



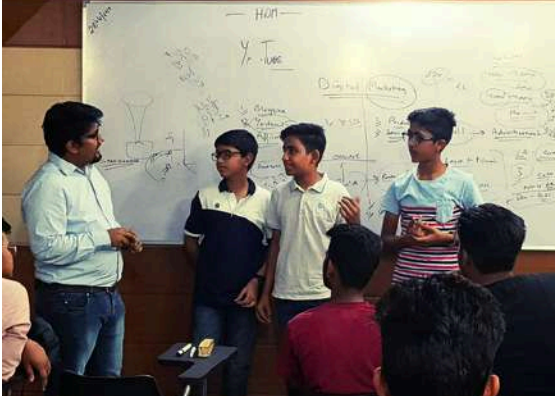
दैनिक पाठकपक्ष हिंसार, 9 फरवरी : हिंसार में डिजिटल मार्केटिंग के सर्वश्रेष्ठ संस्थानों में से एक, हिंसार इंस्टीट्यूट ऑफ डिजिटल मार्केटिंग (HiDM) ने 6 फरवरी

से 27 फरवरी 2023 तक 4 सप्ताह के डिजिटल मार्केटिंग सेमिनार फेस्ट 2023 का आयोजन किया है। सेमिनार फेस्ट के पहले सेमिनार की मेजबानी HiDM स्टूडेंट हिमांशु शर्मा द्वारा की गई 7 हिमांशु शर्मा ने इस सेमिनार में डिजिटल मार्केटिंग की मदद से मेडिकल इंडस्ट्री को कैसे प्रमोट करें पर चर्चा की। सेमिनार में मेडिकल बिजनेस को प्रमोट करने के लिए मार्केटिंग स्ट्रेटजी व कुछ टिप्स के बारे में बात की गई। हॉस्पिटल मार्केटिंग स्ट्रेटजी में हिमांशु शर्मा ने कुछ चीजों पर काम करने की सलाह दी जैसे बिजनेस का नेचर, वेबसाइट, गूगल एड्स, वीडियो और टारगेट ग्रुप। सेमिनार में ईडिआ के टॉप 5 हॉस्पिटल की मार्केटिंग स्ट्रेटजी पर विश्लेषण किया गया। उसके बाद एक केस स्टडी को कवर किया गया। अंत में मेजबान ने सभी महत्वपूर्ण बिंदुओं को कवर किया और विषय से संबंधित प्रश्न पूछे और दर्शकों के सभी संधेहों को दूर किया।

SOCIAL SEMINARS HOSTED BY **HIDM**



SEMINARS HOSTED IN INSTITUTE



SEMINAR FEST 2019



WEBINAR FEST 2020

facebook updates 2021

1. FB returns with a focus on developers
2. Facebook takes action against misinformation on the platform.
3. Facebook introduces Live Shopping Fridays
4. Facebook prompts users to read content before sharing

HiDM **APPERANCE**

Appearance is to manage your theme. From here you can install, delete, update and activate themes. Its menus allow you to change your site's appearance and behavior.

HiDM **Sponsored Messaging**

Sponsored Messaging (previously known as Sponsored InMail) lets you directly advertise to LinkedIn members in their inbox.

Just take note—LinkedIn has a cap on how many members will receive a Sponsored Message ad per month. For instance, a member of your target audience won't receive one of your ads more than twice within a short timeframe.

While 89% of consumers prefer that businesses stay in touch via messaging, only 48% of companies currently interact with customers and prospects this way.

HiDM **WHAT IS SOCIAL MEDIA?**

WHAT IS SOCIAL MEDIA?

HiDM **UPCOMING FEATURES MONETIZATION OF IGTV**

Activity

HiDM **WEBINAR ON GOOGLE ADS**

Hosted By: Muskan Jain (HiDM Student)

Under Guidance of: ER. Marmohan Singh (HiDM Faculty)

HIGHLIGHTS OF WEBINAR

- Introduction
- Types of ads
- How to run Ad campaign

S A P STUDENT ACTIVATED PROGRAM

www.hidm.in Date- 07/06/2021 91-925308288

Podcasts

Millions of people are attached to this new popular form of listening search engines. They are very popular and very good for marketing because most businesses are not including them in their branding strategies. A great way to get new audiences, share your expertise, and get visibility.

QUICK TIPS

- We should include associated keywords
- Focus on one or two long tail keywords that match intent of your target reader
- Include relevant keywords in your post, meta title, meta description.
- Do keyword research(Google keyword planner)

RESEARCH

Google Keyword Planner

Divide Your Selected Keyword

Primary Keyword Secondary Keyword

On the basis of these keywords write MTJ MD

Create relevant keywords

We Get

Quality Content Unique Content

HiDM **GOOGLE PENGUIN**

LAUNCHED ON APR-24,2012

LAUNCHED FOR

1. Checking Low quality Backlinks
2. Keyword Stuffing

GOOGLE PENGUIN

Search Engine Optimization

It is the process of optimizing your online content so that a search engine likes to show it as a top result for searchers of certain keyword. In simple terms it means the process of improving your site to increase its visibility for relevant

SEMINAR FEST 2021



SEMINAR ON ROLE OF DIGITAL MARKETING IN DENTAL BUSINESS



SEMINAR ON BLOGGING



SEMINAR ON KEYWORD PLANNING



SEMINAR ON ON-PAGE SEO



SEMINAR ON ALGORITHMS



SEMINAR FEST 2022



SEMINAR ON IMPORTANCE OF GRAPHIC DESIGNING IN DIGITAL MARKETING



SEMINAR ON IMPORTANCE OF DIGITAL MARKETING FOR ANY BUSINESS



SEMINAR ON HOW TO EARN THROUGH INSTAGRAM



SEMINAR ON HOW TO BECOME FREELANCE DIGITAL MARKETER



SEMINAR ON IMPORTANCE OF A WEBSITE FOR BUSINESS

SEMINAR FEST 2023 (PHASE-1)



SEMINAR FEST 2023 (PHASE-2)



SEMINAR FEST 2024 (PHASE-1)



Who is a Freelancer?



Why Audience Targeting is important?



HOW TO GAIN FOLLOWERS ON INSTAGRAM?



Why Mobile Optimization of a website is necessary



Improving Search engine Visibility Through Website Performance Optimization



Use Of AI in Meta Ads



Current Trends In Email Marketing



What is Shopify



Future of Mobile SEO



What is E-commerce ?

SEMINAR FEST 2024 (PHASE-2)



Challenges Of Data-Driven Marketing



AI Features In Search Engine



How to Create Content with AI



Understanding Challenges, Trends and Gaps in SEO and Website Optimization

SEMINAR FEST 2025



Seminar on AI models VS Traditional methods in SEO



Seminar on Mastering Amazon Marketplace



Seminar on Future of Ecommerce with Flipkart



Seminar on Masteing E-commerce With WooCommerce

BEST STUDENT

AWARD

RECOGNIZING EXCELLENCE • CREATIVITY • REAL IMPACT

About The Award

At our institute, this prestigious recognition is awarded to students who go beyond learning – they execute strategies, deliver measurable results, and demonstrate industry-ready skills. This award reflects a perfect balance of performance, innovation, and professional growth.

Selection Criteria

- **Campaign Performance**

Demonstrates ability to run high-performing campaigns
Strong results across reach, engagement, and conversions

- **Practical Implementation**

Hands-on execution of real-world projects
Strong and diverse digital portfolio

- **Creativity & Content Excellence**

Innovative ideas for ads, reels, and campaigns
Impactful copywriting and storytelling skills

- **Platform Expertise**

Proficiency in tools like Meta Ads, Google Ads, and SEO platforms
Understanding of digital trends and algorithms

- **Analytics & Strategy**

Ability to analyze data and optimize performance
Strategic thinking backed by insights

- **Consistency & Discipline**

Timely submissions and consistent effort
Professional approach towards deadlines



We believe true success in digital marketing is not just about learning tools – it's about creating impact, delivering results, and growing consistently. This award celebrates students who embody these values and stand out as future industry leaders.

AWARD/ RECOMMENDATION & APPRECIATION



BEST STUDENT AWARD



RECOMMENDATION LETTER



RECOMMENDATION LETTER



RECOMMENDATION LETTER





ANNUAL CERTIFICATE CEREMONY 2026



ANNUAL CERTIFICATE CEREMONY 2026



ANNUAL CERTIFICATE CEREMONY 2025



ANNUAL CERTIFICATE CEREMONY 2025



ANNUAL CERTIFICATE CEREMONY 2024





ANNUAL CERTIFICATE CEREMONY 2023



ANNUAL CERTIFICATE CEREMONY 2022





HiDM's Stall with theme "SHE CAN WITH HiDM" at Festaholic 1.0



SOCIAL EVENTS



SOCIAL EVENTS



“Talent wins games,
but teamwork and
intelligence wins
championships.”



LEARN HOW TO

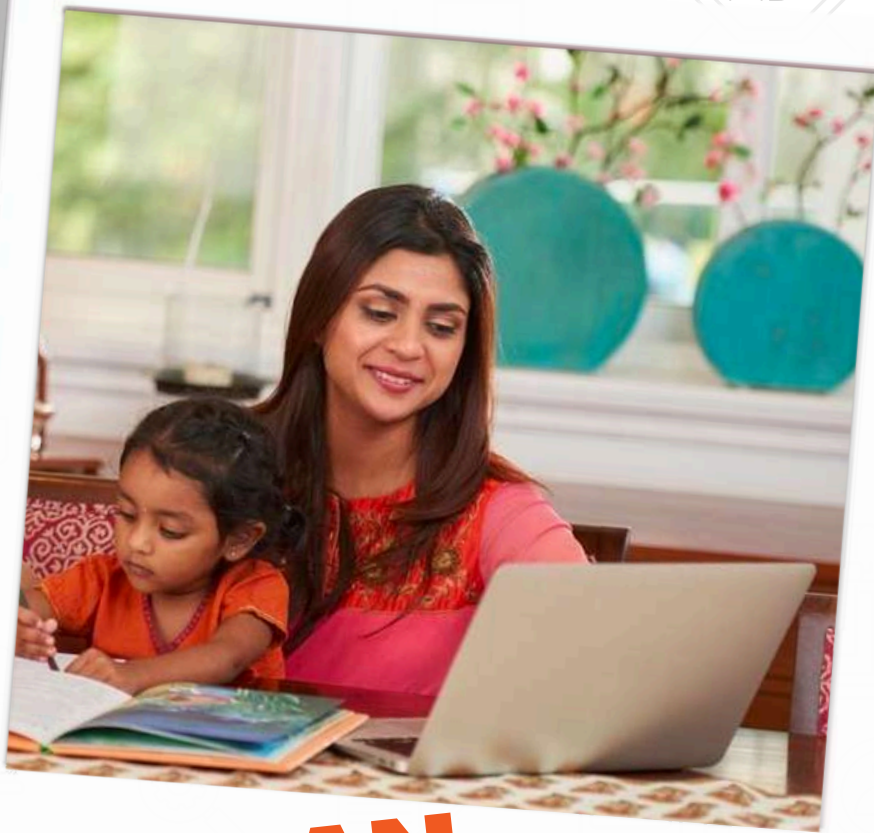
BECOME A

WOMEN DIGIPRENEUR



53% OF BLOGGERS IN INDIA ARE WOMEN!

DIGITAL MARKETING COURSE FOR WOMEN



SHE CAN
WITH HiDM

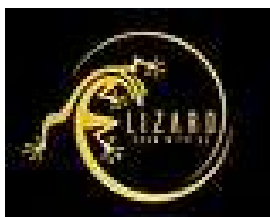
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FROM STUDENTS TO SUCCESSFUL ENTREPRENEURS



Jaipal
Idealinway



Shekhar
Freelancer in NewZealand



Rishabh Mehta
Hindustan News Agency



Pratibha Jain
Jain Studio



Rubal Sridhar
My Shubh Nivesh



Nishu
Solo Style Music



Dr. Rinku Mittal
Shubham Dental Clinic



Ankur Bansal
My PC Panda



Sachin Jain
Stock Trainer



Pooja Singh
Udit Kunj Foundation



Ankit Jain
FJS Jewellers



Anita Goel
Rajasthan Spare House



Anu Garg
Gymkhana Restaurant



Kajal
Surender Cycle Works



Prashant Yadav
Tennis Academy



Parth Lalit
Fragrance Booth

SUCCESS STORIES WRITTEN BY OUR STUDENTS

FREELANCERS | AGENCY OWNERS | INFLEUNCERS



HIMANSHU
*Digitrox Digital
Marketing Agency*



ROHIT SHARMA
Freelancer / Youtuber



ALISHA GARG
Freelancer



PRIYANKA
Freelancer



KRISH WADHWA
Freelancer / Youtuber



AKASH
Freelancer



PREETI
Freelancer



VISHAKHA
*Digital Life
Marketing Agency*



SANCHIT
Freelancer



KESHU
Freelancer



CHAHAT
Freelancer



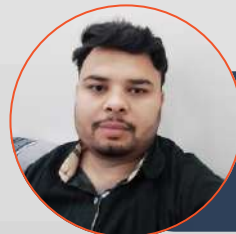
LASHIKA
Freelancer



SHIWAM
Freelancer



KAVITA
*Digital Kavita Digital
Marketing Agency*



RAJNISH
Freelancer



HIMANI
Freelancer



SATVIK JAIN
Freelancer



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**OM STERLING
UNIVERSITY**



RUKAIYA DAHIYA

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MANJU SINGH

NOBLE HOSPITAL



SHRUTI JAIN

APPSMARTZ



TARUN JAIN

**VICTORIOUS INFOTECH
PVT LTD**



ADITI NARANG

CAREER MAKER



NEERAJ GUPTA

VARDHMAN CONSULTANTS



MAYANK JAIN

WEBCADENCE



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DEAL ACRES



NANCY BANSAL

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DEEPAK KUMAR

OBIYAN INFOTECH



**RAVINDER
BUDANIA**

SOLVOGURU



**GEETANSH
KAMRA**

INDOZ VENTURES



DEEPAK SAINI

AADHAR HOSPITAL



VIJENDER

AADHAR HOSPITAL



SHUBHAM

STOCK TRAINER



**JAIPAL
CHAUHAN**

PREP LIVE



MUSKAN JAIN

KIP FINANCIALS



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MADAN**

I-PAC



MAHAK GARG

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SACHIN

AADHAR HOSPITAL



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**SONAKSHI CHILDREN
HOSPITAL**



ASHISH

MEDI



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OCEAN LIZARD



ASHWANI

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PARAS

ECLERX



NAVNEET

SOLVOGURU



YASH

LOVE CRAFT GIFTS



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VISHAL

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Gurugram**



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**KIP 4 BUSINESS
(INDIA) Pvt Ltd**



SANYAM

**KIP 4 BUSINESS
(INDIA) Pvt Ltd**



ARJU

**DIGILAND MARKETING
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RITIK

Erise Wires



ISHIKA

**Republic Motors
(Gurugram)**



VARSHA

Crafty Cuddle



RUSHIL

Sonakshi Hospital



JATIN

**Hari Om
Packers & Movers**



LAKSHAY

Sonakshi Hospital



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VAIBHAV

TR Capital



**ISHIKA
BANSAL**

**Mega Tech Bot
Pvt. Ltd**



ALISHA

Lovecrafts Gifts



NEXT

CAN BE YOU

STUDENTS SAID THE NICEST THINGS



DEEPAK KUMAR

"I am a technophile person. I joined HiDM to learn how can i increase the visibility of my technology startup. After completing my course in digital marketing from HiDM, now i can precisely say that HiDM is the best institute for learning digital marketing in Hisar."



JAIDEEP VERMA

"My Experience of learning digital marketing from HiDM is tremendously useful .Because of my trainer Er. Manmohan Singla efforts. I am getting excellent results in my work."



RISHAB SHARMA

"I am satisfied with the training given by Er.Manmohan Singla on Digital Marketing. During training, the faculty was able to clear my doubts regarding decision process followed in the industry and provide real life examples "



AYUSH DEMBLA

"I like learning Digital Marketing from Hisar Institution of Digital Marketing because it has a good curriculum to learn Digital Marketing. So I can become a Digital Marketing Professional"



HIMANSHU KATHURIA

"This course gives a fantastic educational base from which you can build a business presence across multiple digital channels with ease. Here i learned insights, ideas and inspiration for modern marketers, quality of smart selling"



RAGHAV GUPTA

"HiDM expects nothing less then the best from each and every students. The curriculum of the course is very insightful . They provide job oriented course with full dedication"



RAVINDER BUDANIA

"I am grateful for the efforts of Er. Manmohan sir who make me learn Digital marketing in an easy and effective manner. The environment at Hidm is very friendly and calm."



JAIPAL CHAUHAN

"My sincere appreciation and gratitude to the trainer Er. Manmohan Singla for his efforts in imparting Digital Marketing knowledge at HIDM. I will always be thankful for preparing me for professional life"



MANJU

"Learning digital marketing from Er. Manmohan Singla sir at HiDM is fun. He is a great teacher & mentor who not only teaches digital marketing fundamental with ease but also believe in overall development of a child"



RUKAIYA

"It is a great experience in learning digital marketing from a professional like Er. Manmohan Singla. He has a vast knowledge and practical exposure in so many domains which he gave to children during the classes"



ADITI

I am very glad to join digital marketing course at HIDM. The trainer of this institute gives me a great knowledge about trends of digital marketing. The course contents are brilliantly-structured and are easy to understand. I recommend this course to those who want to make career in the digital marketing field.



NEERAJ GUPTA

"HiDM is a place where you can find a collections of learning, fun, culture, lore, literature and many such life preaching activities. I am thankful to Er. Manmohan Sir for providing a platform to enhance my skills and opportunity to fulfill my Dreams".



RAHUL VERMA

"I am very thankful to HiDM team and Er. Manmohan sir to teach me digital marketing. Manmohan sir is a very good teacher, he helps me in clearing all my doubts regarding the course".



VIJENDER SINGH

I am a coordinator in a Hospital and I saw about this institute on internet. After learning digital marketing from this institute, now I can confidently say that this institute provides best digital marketing knowledge in Hisar



DEEPAK SAINI

Hi, I am a graphics designer, now learning digital marketing from HiDM. This is a great opportunity to learn from here with a great scope for the future.



RISHABH MEHTA

"I was in outdoor advertising profession. By the time I realized that clients are going towards digital marketing. I joined HiDM after surveying many. Practical training sessions here are very knowledgeable".



PRIYANKA SINGH

"I am really glad that I decided to do join the digital marketing program, as it has given me renewed enthusiasm towards more study and practical knowledge. The faculty is really good and satisfy my all digital marketing related queries. Thank you HiDM, for all you have done in putting this program together and administering it in Hisar".



TARUN JAIN

I thank HiDM for providing me vast knowledge about Digital Marketing. It was a great decision to join HiDM to fulfill my dream to become a great Digital Marketer. Here trainer is very good and have a good experience level in the field which helps in making classroom sessions very interactive.



SHUBHAM AHUJA

I am a graphics designer now learning digital marketing from HIDM. I am very happy to join Digital Marketing at HIDM. Manmohan sir is a very good teacher to teach digital marketing. Manmohan sir teaches children with complete preparation.



SEJAL GUPTA

Hidm is a good institute for learning Digital Marketing in Hisar. The trainer Er. Manmohan Singla is an experienced Digital Marketing Professional who supports his students at every stage. His teaching methodology delivers results. My learning experience at hidm is very nice.



PRASHANT YADAV

"I joined HiDM after surveying many. Practical training sessions here are very knowledgeable". Any Professional course is beneficial when you learned from a certified and experienced trainer, at HIDM, I got both qualities in Er. Manmohan Singla sir.



SHUBHAM CHAWLA

I am shubham chawla, I've joined HIDM for the overall development of my skills and knowledge towards digital marketing. As I expected, I am getting better learning from sir MANMOHAN SINGLA. He teaches students according to their understanding level. I recommend every student who wants to learn digital marketing should visit HIDM.



MAYANK JAIN

HiDM (Hisar Institute of Digital Marketing) One of the leading and outstanding Institution in Hisar for digital marketing. Er. Manmohan Singla Sir helped me to learn all the modules and aspects properly with positive environment. Based upon my experience I'll really recommend this institute if you want to start your career in digital marketing.



SHRUTI JAIN

To gain complete knowledge about digital marketing I visited HIDM, there I met Manmohan Singla sir having 7+ years experience in digital marketing. He guided me about the rising scope of digital marketing. My learning experience at HIDM was very good, Manmohan Sir teaches in a very friendly manner giving real life examples that are easy to understand.



TANUJ GARG

I am completely satisfied with the way of teaching and the friendly environment at HiDM. Er. Manmohan Singla a passionate, energetic and a good motivator, his dedication and passion to digital marketing help in learning in a easy manner. Love HiDM. Respect to Er. Manmohan Singla. You add a milestone in my learning.



ANKIT JAIN

My experience of learning Digital Marketing at HiDM is good as staff and faculty are very co-operative and mature enough to handle every type of doubt. Apart from Digital Marketing, the institute has helped me in building confidence in me,



PRATIBHA JAIN

My experience at HiDM is extremely great. The friendly atmosphere provided here helps to build a strong bond between teacher and students. Under Manmohan Sir's guidance, I unleash a hidden skill of mine i.e. content writing. I am highly thankful to him.



SHEKHAR BHATIA

HiDM is an institute where advanced knowledge about digital marketing is given. The teacher helps in realizing our strengths and weakness so that we become focused and become a professional digital marketer.



ALISHA GARG

The best thing about HiDM is, here I learned many new things and skills that are beyond the digital marketing syllabus. In short, the faculty is experienced in providing advanced knowledge about the field. Another thing that makes the HiDM different is, the teacher is always available to solve our queries.



SUNIL SANGWAN

HiDM is one of the best training Institutes to learn Digital marketing. Co-operative staff and good environment is the special thing about HiDM. I am really thankful to Er.Mamohan singla Sir, he explains and teaches things in such a way that it becomes easy to understand and also helps a lot in practicing all the things.



RUBAL SRIDHAR

My experience in learning digital marketing from Er. Manmohan Singla at HiDM was great. He is well experienced and has updated knowledge about the field. His teaching methodology makes him different from the other professionals.



MONIKA

Being a novice to the field of Digital Marketing, in starting I was a little bit scared but the environment and teaching practices that are adopted by trainer at HiDM make me go normal in the first few days only. Manmohan Sir is a good teacher who teaches a student according to his/ her mental level.



DISHANT SEHWAT

"This course gives a sound knowledge of digital marketing to me which will help me to promote any business across multiple channels with an ease. Faculty at HiDM is highly qualified and experienced.



ROHIT SHARMA

Being a Blogger, learning the Digital Marketing course was my priority. I chose HiDM because its course structure is vast and the trainer is also highly experienced. By learning Digital Marketing from HiDM, I will take my blog to new heights.



PRASHANT VERMA

HiDM is the best leading institute you can visit in Hisar. Helping student in enhancing and reaching the enormous audience by putting off traditional marketing ethics Er. Manmohan singla is best in this field. He efficiently helps student in improvising skills and making him perfectionist in this online hub of world.



NISHANT VERMA

I joined HiDM after searching many institutes in Hisar. Trainer's experience, course structure, teaching methodology, and Internship facility were some of the factors that I considered while choosing HiDM for learning Digital Marketing course. I appreciate Manmohan Sir, who does the same level of hard work for students, what he expects from students.



MUSKAN JAIN

I like the way of teaching of Manmohan sir at HiDM. He helps students in realizing their strengths and weaknesses simultaneously encourages students to do better in the subject.

His class presentation is quite different from others as he explains everything in detail by relating the topic with real-life experience.



SIMRAN KHURANA

HiDM has always helped in clearing my concepts and doubts related to any digital marketing module. The study pattern followed by Er. Manmohan singla is well prepared and updated. Here, at HiDM, I am able to analyze my true potential as the institute faculty focuses on overall development of the student. And last not the least, I would recommend Hisar institute of Digital Marketing for learning digital skills.



GEETANSH KAMRA

My journey with HiDM started when I decided to choose Digital Marketing field. It has been the most amazing experience studying at Hisar institute of Digital Marketing as I gained a lot of experience in digital world. The guidance and motivation given by my mentor Er. Manmohan singla sir was the true backbone. The internship provided by the institute prepares you for the real professional life.



SACHIN JAIN

I was very much confident about my learning at Hisar Institute of Digital Marketing right from the first day. HiDM is one of the best institutes for Digital Marketing course in Hisar. Everything at the Institute is too good, the course structure, faculty, teaching methodology and even the bonding between faculty and student keeps you motivated and help you build great confidence in yourself.

I would suggest all my friends searching for digital marketing institute in hisar, that you should join HiDM and be a successful digital marketer.



YASHWANT

I am highly elated to take digital training from HiDM and I must say that Hisar Institute of Digital Marketing helps me a lot to enhance my digital knowledge. The teaching methodology of Er. Manmohan Singla is simply incomparable and more than sufficient. He teaches in such an effective way that you never feel bored and out of focus. HiDM provides the perfect environment, perfect training, and perfect motivation to students



DR. MADHVI KHETAN

HiDM is a wonderful way to gain exposure in Digital marketing. The course material and the way of teaching are designed in such a way that beginners can also learn it very easily. Here, the instructor Er. Manmohan Singla sir is a very well-experienced digital marketing professional and he is also open, supportive, and ready to help every time. He has opened new pathways of learning for me in this digital world.



RADHIKA GOYAL

In my opinion, HiDM is the best. The Institute is having friendly environment. Our mentor Er. Manmohan singla sir is the best as he is experienced and solve all the queries of student. Student can ask any question without any hesitation . From my personal experience I will recommend HiDM for learning advance digital marketing course.



VANSHIKA BANSAL

My overall, experience is awesome. Before joining this course, I was not a tech-savvy person but after the guidance of HiDM trainer I learned lots of new skills and he also help me in self-development by organizing different activities in their student activity program, which not only help me in learning but also improves my exploring power. Teachers over here are very supportive and friendly. I am completely satisfied with HiDM.



MAHAK GARG

The course structure at the HiDM is very well organized. My experience of learning of digital marketing course at HiDM is really great. Er. Manmohan Singla it provides the vast knowledge and practical learning to every student. The atmosphere is very friendly. I am glad that I join here. Also, I would recommend to join HiDM to others who are willing to make career in Digital Marketing.



DR. RINKU MITTAL

My overall experience is wonderful. It is a lovely journey of learning of digital marketing at HiDM. They adjust according to your time and you can ask anything as many times as you wish is the best thing of this institute. I would definitely recommend everyone to come and learn from this institute. A lot of support is given in teaching the designing, editing, video editing, article writing, Even those who want job, they help in job providing too.



PARAS CHANDNA

The thing I like the most is the faculty at Hisar Institute of Digital Marketing (HiDM), Er. Manmohan Singla Sir, who teaches everything thoroughly and take care of every student individually. The environment is really productive here. I joined it as a student to clear my doubts in Digital Marketing and found it worth it. So, Overall experience is good.



ANKUR BANSAL

I have gained knowledge about every Digital Marketing platform at HiDM. I have taken this course to help my website grow. I am 100% confident that with the help of HiDM, I will achieve it. With the guidance of Er. Manmohan Singla, I am able to increase the ranking of my website on alexa.com significantly and that too organically. I would strongly recommend the institute to any Digital Marketing aspirant.



NISHU LOHCHAB

I like everything about HiDM because the way of teaching is excellent and the mentor worked hard for their student's future. The environment at HiDM inspires everyone to work hard. My overall experience at HiDM is very good and I learned many things and still learning as sir is available for every student at every time.



RAHUL ROPERIA

A very interesting and valuable experience I had with HiDM. The mentor teaches students very calmly. I am highly satisfied with HiDM institute and their teachers. The training system of the institute is very good. Both practical and theoretical training is given to the students to make them excel in this field. I am very proud that I got a chance to learn digital marketing from Er. Manmohan Singla sir.



AJAY AHLAWAT

HiDM is good institute as compared to others. HiDM provide all kind of Digital Marketing Courses. I am learning from the best mentor to be a successful Digital Marketing Professional. HiDM provides an opportunity for all the students to learn many unknown digital marketing skills. So I thank Manmohan Singla sir and HiDM for providing me the advanced knowledge of Digital Marketing.



ANISH JINDAL

Er. Manmohan Singla sir way of teaching is extra-ordinary. He solves every doubt related to digital marketing as many times as we asked. He teaches digital marketing both theoretically as well as practically. Staff here is well experienced. My overall experience is very good. I come to know about many new things. All learning stuff we got here is trending and up to date.



RAJ BHUTANI

It was a great experience studying at HiDM, a memory to cherish for lifetime. My experience at HiDM was full of learning and grooming. It gave me an opportunity to learn different kinds of Digital Marketing. I am thankful to the mentor Er. Manmohan Singla for providing me with quality knowledge. Overall it was a great experience at HiDM. If you want to make a career in Digital Marketing, I would highly recommend you to join HiDM.



DEEPANSHU MADAN

I would rate HiDM very high simply because of the standards that they have set for themselves. It's imperative to say that learning Digital Marketing could not have been easier if I would have opted for any other institute. The Manner in which Manmohan Sir teaches is simply great. Manmohan Sir understands the need and time that can be devoted by a Student towards Digital marketing and accordingly he manages each and every student with a lot of ease and grace.



PARTH LALIT

Everything I learned at HiDM is absolutely valuable whether it's a theory part or practical work. I like the teaching pattern and study environment at HiDM. Manmohan sir has taught the digital skills so efficiently that now I can proudly say I am a digital marketing professional and would surely recommend HiDM to all digital marketing course aspirants.



YASH WALIA

Institute's ambience is so positive that you yourself feel productive while entering. Manmohan Singla sir teaches very well. He also covered relevant topics beyond the syllabus to provide extra knowledge. The smart class feature available here has made learning easier for me. After learning digital marketing from HiDM, now I am very confident about my digital marketing skills.



SACHIN MALIK

HiDM shaped me from the day one to face the corporate world. The environment in the HiDM has taught me to be innovative and meticulous in approach to any strategic goals set for a professional. It was the support of my mentor Er. Manmohan Singla which motivated me to THINK BIG & GET BIG. Thank You HiDM for bringing a positive attitude in me to face life challenges.



ASHWANI GAUR

HiDM helps in developing the overall personality of the students, boost confidence in them and provides with wide knowledge and exposure to the corporate world. Personally I was very impressed with the quality of the teaching and faculty support. Mentor Er. Manmohan singla ensures that each student gets a perfect blend of both academic theory and practical business experience. I am proud to be associated with HiDM.



NAVNEET

"Encouraging us to be innovative, independent and act on our own"- This, I would say, is the best thing I felt about HiDM. Our knowledge and skills were enlightened with care by well qualified faculty Er. Manmohan singla. It gave me a platform where I learn team work, leadership skills along with digital marketing skills. HiDM has expanded my career possibilities in the future by giving me the knowledge basis to apply toward a focused career path.



NANCY BANSAL

My overall experience to date has been amazing. HiDM has provided me with a number of opportunities to grow and explore my skills. The emphasis on learning and exploring the new things in digital helped me a lot. I have always found a positive and healthy environment. Most of my doubts were cleared after the classes get over. Manmohan sir has deep knowledge and vast experience in digital marketing that he share with students.



ANISH JANGRA

I joined HiDM because, one of my friend referred me. HiDM is a platform which you will not found in the city like Hisar. It is one of the Best and Great learning Platform, Whoever has a zero knowledge in Digital Marketing then HiDM is the Outstanding Platform to enhance your skills.

The trainer Manmohan sir, really he is a fabulous trainer, I have ever seen. He always go through the students mentality and think about the students point of view and very helpful person.



HIMANSHU

Digital marketing has become an integral part of every company today & hence has a wide and dynamic career opportunities. I choose HiDM because It is the best institute which provides not only theoretical but also practical knowledge & the best part is they provide 100% job assistance. My experience at HiDM was full of Easy learning experience specially because of Manmohan sir who has been extremely patient, supportive and knowledgeable. He not only provides theoretical but also practical and made it easy & fun for me to learn & explore the digital marketing.



ISHIKA BHRIGU

I choose digital marketing as it is a strong career path for today's generation. Before joining I was little scared that where I will learn Digital marketing then after researching I joined HiDM and learn many things about this course. The training was very good in HiDM as Sir explained everything in a detailed way. And also they give us live projects for complete understanding. In Hisar, HiDM is the best institute where you can learn digital marketing practically. Manmohan Sir teaches in a very easy way that everyone can understand it.



POOJA SINGH

I'm a B.Tech graduate, I wanted to learn Digital media marketing, a completely new skill, as it's a growing field and digital media as a whole has wider reach. I like the friendly environment in the class. We had many interactive sessions which enabled sharing of knowledge. I got very in depth knowledge from trainer Er Manmohan Singla on various dimensions of marketing like traditional & digital marketing.



NAMAN SHEORAN

HiDM is one of the best institutes for digital education. I researched many digital marketing institutes before joining HiDM and now I think joining HiDM is one of the perfect decisions I've ever made. The trainer Er Manmohan Singla is vibrant, young and energetic with a great amount of knowledge in both technical and marketing field. I totally recommend anyone who is looking for an advanced Digital marketing course in Hisar or nearby areas, go for HiDM.



AMIT KASWAN

I Chose Digital Marketing because I could clearly see the scope and opportunities in digital marketing in the coming years which was a major reason. My experience with HiDM went hugely productive. I get exposure to a lot of knowledge both theoretical and practical. Manmohan sir is digital superhero in my terms. He gave me a lot of exposure to the latest tricks and advanced tools of digital marketing.



AKSHAY

I was referred by a friend and I'm glad I made the right choice by selecting HiDM. They keep their batch size small to make it much easier for students to learn all topics of digital marketing. Mentor is always there to assist you with all your doubts, be it over text or in person. The learning experience here is commendable and you leave with not just a certificate but also with good memories



AJAY

I have done a 4-month advance Digital Marketing course at HiDM and am highly satisfied with the course material and modules. The institute has provided me with an excellent opportunity to further develop my career and hone my skills. I would like to express my gratitude to the Er Manmohan Singla Sir for his hard work and dedication. I would highly recommend HiDM to anyone looking to advance their career in Digital Marketing.



MUSKAN SHARMA

Being completely new to digital marketing, I am very much happy that I found HiDM. I would like to thank and appreciate Manmohan sir for being such an amazing trainer during entire course. His completely supportive strategy was the main element that helps me in becoming an expert in Digital Marketing. Now I am confident while doing any projects in digital marketing. Thank you, HiDM.



KIRTI

I had been looking for a course on digital marketing in Hisar and found HiDM. The thing I like about this digital marketing course in Hisar is its Trainer and practical exposure. Both these things have no match with other institutes. With the ever-changing trends of marketing, it's really difficult to keep up with these challenges. But with HiDM, it's no longer a problem!



SHRUTI JAIN

Learning digital marketing at HiDM is my dream come true. This program gave me a strong base for further professional development and prepared me for real life tasks in the agency. I am using skills gained over the course on a daily basis: from writing a brief, determining target groups and conducting research to setting up and optimizing digital campaigns. Connecting theory to practical sessions significantly helped me get prepare for the future career.



KRISH

It was an amazing experience. Manmohan Sir not only teaches us but push us to learn each and every module deeply. Personal attention to each one is really worth it. It was really great learning because HiDM make us work on projects which is very helpful to implement everything right way. I would like to thank the entire team of HiDM for providing a platform to grow, learn and build within a span of 6 months



ANKIT

HiDM classes are interactive, informative, and knowledgeable. The classes are easy to understand and learn for those who are new to the digital marketing space. Trainer teaches connecting with real-world experience. I would highly recommend HiDM to anyone who is looking to get into themselves in the world of digital marketing.



SHIKHA

The best thing about the HiDM is that lecture is given by the teacher who is experienced with active campaigns and real clients. Mentor Manmohan Singla is having 9+ years of experience in Digital Marketing. I loved his teaching style. The course curriculum is designed in a way to give complete knowledge about digital marketing, which is amazing. I would strongly suggest HiDM digital marketing course to anyone who is looking to make a career in digital marketing.



HAMESH

Investing in HiDM's 4 months digital marketing course was one of the best decisions of my life. They provide practical experience along with theoretical knowledge which is the best part of this program. Er Manmohan Singla is an amazing trainer who is expert in this field. Thank you so much to the entire HiDM team for such wonderful experience. I Enjoyed learning advanced Digital marketing Course here.



AKASH

Hi I'm Akash , I had a nice experience at HiDM. Especially if anyone asks me which institute is best in Hisar for Digital Marketing, will definitely recommend HiDM because I don't think anyone can teach us so deeply for every modules. Specially Thanks to Mr. Manmohan Singla Sir whose way of teaching is so nice & through his examples, students can understand very well . HiDM is the best institute.



SHEFALI

My overall experience with this institute is that I joined here with zero knowledge. After completing my course, I have gained in-depth knowledge in Digital marketing and also gained a lot of practical knowledge in the best way. I am thankful to Er. Manmohan Singla sir who helped me with digital marketing techniques. Highly recommended for housewives who are new to the digital marketing field.



DEVANSH

HiDM is one the best training institutes to learn Digital Marketing in Hisar. The training provided was very helpful, effective and reliable. The curriculum is practical- oriented and the trainers are extremely helpful. The sessions, Live Project and seminars are wholesome learning experience. I feel very happy to take the course from Hisar Institute of Digital Marketing(HiDM). Thank you so much Sir.



AMRIT

When I joined the Digital Marketing institute I realized that I made the correct decision and choose the correct institute to pursue my digital marketing course in Hisar. I would like to say thank you to Er. Manmohan Singla sir for teaching Digital Marketing Course so well that will absolutely differentiate us from others students. I am assured that learning the course from HiDM will successfully help me in achieving my dreams.



PRIYANKA

I am very satisfied with the Digital Marketing Course at HiDM. The course was practical and useful. Here you will be observed by experienced teachers that guide you into the right path of your career. I literally amazed by seeing the depth of knowledge trainer has about SEO, SMO, Google ads etc.



PREETI

HiDM, Hisar Institute of Digital Marketing is an exceptional platform for anyone looking to enhance their knowledge and skills in the field of digital marketing. The institute offers a comprehensive curriculum that covers all aspects of digital marketing. The faculty members are highly experienced and are always available to provide guidance and support to the students



BHAVYA

HiDM- Hisar Institute of Digital Marketing is an institution that provides high-quality digital marketing education. The instructors are highly knowledgeable and experienced providing students with practical skills that are relevant to the current job market. The institute also provides career guidance and placement support to its students.



ASHISH

Hisar Institute of Digital Marketing is a top-notch training center that provides course in digital marketing. The course content is regularly updated to keep up with the fast-changing digital world. We get hands-on training, which prepares us for real-world challenges. The institute has a good reputation for producing skilled digital marketing professionals who are highly in-demand.



RITIK

We have new things to learn and apply every week. HiDM's digital marketing program is very deep and provided a lot of useful information. I choose HiDM because learning from a Microsoft certified expert like engineer Manmohan singla sir ensures a high-quality education in digital marketing and growth strategies.



SANCHIT SINGHAL

The institute itself is a vibrant and diverse community. I got an opportunity to meet people of different age and profession that helps me in learning many new things. The extracurricular activities like events, seminars, workshops, etc. Have added a dynamic layer to my educational journey, allowing me to explore my interest and passions beyond the classroom.



CHAHAT MEHTA

Er. Manmohan singla sir way of teaching is different from everyone else. He creates a positive learning environment, fostering a sense of community among students. He incorporates real-world examples in the classroom, to deepened student understanding of the subject matter. I recommend Hisar Institute of Digital Marketing because you will get expert trainer, industry exposure, and learning environment here.



ARJU POONIA

I choose HIDM for my digital Marketing journey because its gives training certificate of Private limited company and 100% job assistance. The environment of the institute is friendly and supportive. HIDM is not just about acquiring knowledge of Digital Marketing. They help you in self-growth, gaining confidence, speaking your heart and mind out, and a lot more.



NEETU

Manmohan Sir's method of teaching is very good, students of any level can understand him easily. Along with online marketing, HiDM students also participate in offline activities which helps in their 360 degree improvement like communication and personality development.



JATIN SALUJA

The environment of the Institute is friendly and co-operative. Manmohan sir leaves no stone unturned in teaching the student. At HiDM, every student gets an opportunity to learn how to manage an event by organising in-house seminars. One of the special thing about HiDM is that it provides 100% job assistance also.



KIRAN AGGARWAL

Manmohan sir is the best digital marketing expert having an experience of more than 10 years. With the digital marketing skills, sir also teaches us to do team work and effective communication that help us to develop our personality.

If u are looking for a course that helps you to get skillful, then chose HIDM as I Did.



VISHAKHA

HiDM is the best institute in many ways. Here every student gets equal importance without any discrimination. Er, Manmohan Singla sir teaches students very diligently and he is always ready to teach again and again. He wants his students to be perfect, hence working on their overall performance like communication, personality, business ethics, and other things.



KESHU

I am having a great learning experience from HiDM's advance digital marketing course. I am getting my concepts of digital marketing clear in a very impressive way. HiDM provides placement services along with resume building session and career advice session. HiDM is the best institute as you will be taught by the best in the industry trainer Manmohan sir. His credible industrial experience, skills and hacks in the field of digital marketing are unmatched.



DEEPIKA WALIA

I am proud to say, my experience of learning at HiDM is the best experience till date. The course here is well designed and adequate time is given to each subject. Trainer Manmohan sir is helpful and has a calm nature. We can schedule one-on-one session with sir for clearing doubts. I believe that after investing time at HiDM, I will become a successful digital marketer.



LASHIKA

I would highly recommend HiDM as HiDM is specialized in providing theoretical and practical knowledge of branding, SMO, SEO, Web Analytics, Email Marketing, Affiliate Marketing, Content Marketing, Mobile Marketing. The course gives an opportunity to earn Google Certificates, Internship Certificate and Guaranteed job placement facility.



SHIWAM

The biggest fear I had before joining was, as I am only of 16 years, How I will learn and understand the course but hidm made it very easy for me. My mentor Manmohan Singla sir is a fabulous digital marketing coach. Under his guidance and support, I am polishing my skills. He covers every topic in deep so that students could understand it completely.



VISHAL

I was looking for one stop solution for digital marketing training in Hisar and today I can say that I made the right choice by visiting HiDM. I began as a student, and under guidance of expert mentors and teachers like Manmohan sir and others I soon learned a great deal of skills and modules. The experience here is worth it and I'd genuinely recommend HiDM to anyone.



ADITYA NAGPAL

I joined HiDM to pursue a digital marketing course to flourish my business. My niche is totally different to build a digital identity of my brand but here digital marketing mentor Manmohan Sir made everything easier for me. HiDM has provided not only digital marketing skills but they are also giving me a helping hand to establish my brand digitally.



NIKHIL

It has been a truly invaluable learning experience with HiDM. The trainer here is best at his job and is always ready to help you. Not just classroom learnings but they also assist in job placements and interviews. Moreover, to enhance your skill set they provide internship opportunities. In a nutshell it's an excellent place to be a digital marketer.



SANYAM GOEL

After exploring a lot, I finally joined HiDM's 4-months advanced Digital Marketing Course. After completing the 4 month course I have observed a drastic change in my skill set. Not only classroom learning, but I also got the practical exposure of the course by working on different tools used in Digital Marketing.



PANKAJ

I believe that attending a Digital Marketing course has enhanced my abilities and expertise. HiDM's program isn't very difficult in my opinion. After finishing the training, students get greater understanding of essential marketing KPIs and how marketing works. So, I believe that HiDM is a fantastic place to start as it offers several other advantages over other programs/courses available.



SUMIT

HiDM's digital marketing course gave me a solid foundation in SEO, PPC, and content marketing. The faculty is extremely knowledgeable and supportive. The classroom environment is positive and motivating. We got to work on real projects, which helped me gain practical experience. Highly recommended for beginners and professionals alike!



ROHIT

The best part about HiDM is the focus on practical training. Every module was followed by assignments and live tasks. The teachers explain every concept with patience and clarity. The learning environment is interactive and filled with growth opportunities. I feel confident applying for digital marketing jobs now.



KAFFY

I had no prior knowledge of digital marketing, but HiDM's step-by-step approach made it easy to learn. The trainer is friendly, approachable, and expert in their field. The course is a perfect blend of theory and practical exposure. Live project work really boosted my confidence. A great experience overall!



TANISHA

HiDM gave me the platform to explore every aspect of digital marketing—from SEO to affiliate marketing. The learning environment was excellent, with a mix of lectures, discussions, and group tasks. The faculty's industry insights helped us understand real-world scenarios.



ROHTASH

The course at HiDM is very well-structured and covers all the latest tools. The trainer is not only knowledgeable but also very approachable. The batch size is small, so personal attention is guaranteed. It's the best place to learn digital marketing in Hisar!



HIMANI

If you're looking for a career in digital marketing, HiDM is the best place to start. The teacher is experienced and ensure we understand each topic in depth. The classroom setup encourages interaction and creativity. I learned skills that are job-ready.



KAVITA

HiDM provides a unique blend of academic knowledge and real-time practical exposure. Every class had something new and useful to offer. The trainer encouraged us to think strategically. We got to work on real projects, which helped me gain practical experience. I highly recommend this course to all students.



JATIN

From Google Ads to YouTube marketing, HiDM covered everything I wanted to learn. The trainer was always available to clear doubts. The best part was the hands-on assignments after each module. The environment is welcoming and encourages teamwork. I've started working just after the course completion as HiDM provides Job Assistance.



MUSKAN SHEORAN

I The HiDM course is highly practical and industry-relevant. Each topic was explained with examples and live demos. I loved the regular assessments and tests. The faculty members helped us improve continuously. It was a career-changing experience for me!



DIVYA AGARWAL

At HiDM, learning was fun and effective. The course content is updated as per industry standards. We worked with real tools like SEMrush, Google Analytics, and Canva. The instructor shared valuable insights from their own experience. I'm grateful for such a professional and supportive environment.



VARSHA SHARMA

My experience at HiDM was outstanding. The course covered everything from basics to advanced digital strategies. Trainer provides individual attention and gave constant feedback. The institute has a learning-driven environment. I gained practical knowledge that helped me land a job as Digital Marketing executive.



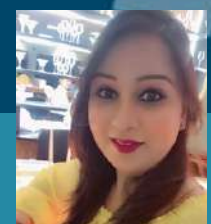
RUSHIL CHAUHAN

HiDM offers the most comprehensive and practical digital marketing course in Hisar. I learned to manage real ad campaigns and website optimization. The mentor is friendly and always ready to help. Regular assignments kept us engaged and active. Great exposure for students from all backgrounds.



ANITA GOEL

I enrolled in HiDM after 26 years of marriage, and it was the best decision I made. The training is 100% practical with daily tasks and reviews. The teacher make complex topics easy to understand. The institute promotes creativity and innovation. I'm now confident in my digital skills and ready to promote my husband's business.



ANU GARG

This course helped me discover my interest in social media management. HiDM made learning interactive and stress-free. The trainer used real-world case studies to explain concepts. For housewives, HiDM provides flexible time schedule. They understand you and your obligations. An amazing platform for career growth!



MOHIT

What sets HiDM apart is its hands-on learning approach. We didn't just learn from slides—we actually ran campaigns, created content, and analyzed data. The instructor is very dedicated and professional. The friendly learning environment made every session enjoyable. I'm now freelancing successfully.



PRATHAM

This course helped me discover my interest in video editing and analytics. HiDM made learning interactive and stress-free. The trainer used real-world case studies to explain concepts. I even worked on a live website for practice. An amazing platform for career growth!



LAKSHAY

HiDM is not just an institute—it's a launchpad for digital career. The quality of teaching is excellent, and every session is full of insights. Practical sessions helped me retain what I learned. The overall environment was professional yet friendly. I highly recommend HiDM to every student and job seeker.



SATVIK

I appreciated the one-on-one support provided by the HiDM team. They ensured we understood every concept deeply. From building landing pages to creating Google ads, everything was taught practically. I felt confident and job-ready by the end of the course. It's the best investment in my career.



ALISHA

I joined HiDM to add a skill, but I ended up changing my career path. The digital marketing course is intensive and career-focused. The mentors helped us create our portfolios and guided us through interview prep too. Thanks to HiDM, I now work as a digital executive at an agency.



ANKUSH

The structured course, expert teaching, and friendly learning environment make HiDM stand out. We learned about SEO, SMM, affiliate marketing, and more through practical work. The faculty gave personal attention to every student. I'd happily recommend HiDM to anyone looking to build a strong career.



VAIBHAV

HiDM is unique because of its experiential learning methodology. We created campaigns, produced content, and conducted data analysis in addition to simply learning from slides. The teacher is really professional and committed. Every session was delightful because of the welcoming learning environment.



ISHIKA

Learning was enjoyable and productive at HiDM. The course content is updated as per industry standards. We used actual tools like Canva, Google Analytics, and SEMrush. The lectures are insightful based on trainer's personal experience. I'm appreciative of the supportive and professional atmosphere available at HiDM.



NANCY

The emphasis on hands-on training is the best aspect of HiDM. Assignments and actual tasks followed each module. Every concept is patiently and clearly explained by the teachers. There are many chances for growth and interaction in the learning environment. I'm now comfortable applying for employment in digital marketing.



SAMEER

HiDM offers a special fusion of academic understanding and hands-on experience. Each class offered something fresh and practical. The instructor urged us to use strategic thinking. We were able to work on actual projects, which gave me real-world experience. All students should take this course, in my opinion.



SUMIT

I can now say that visiting HiDM was the best decision for me as I was searching for a one-stop shop for digital marketing training in Hisar. I started off as a student and quickly picked up a lot of knowledge and skills under the direction of knowledgeable instructors and mentors like Manmohan Sir and others. I would honestly suggest HiDM to anyone, and the experience is well worth the investment.



MONIKA

My overall experience with this institute is that I joined here with zero knowledge. After finishing my course, I will have a thorough understanding of digital marketing and have lot of useful skills. I am grateful to Er. Manmohan Singla, sir for his guidance and mentorship.



SHIVAM

I joined HiDM for freelancing skills and today I'm handling small social media projects independently. Their practical teaching style and real client-based examples gave me confidence. The classroom environment is energetic and professional.



GANESH

"HiDM helped me understand digital marketing from scratch. I learned SEO, YouTube marketing, Meta Ads, and email marketing in detail. Trainers are knowledgeable and always available for guidance. The practical sessions are extremely valuable."



SAKSHI

What makes HiDM different is their focus on practical exposure. Every topic is explained step by step, and trainers never rush the classes. I learned Instagram marketing, lead generation, and branding techniques that are actually useful for business growth.



GOUTAM

The best part about HiDM is their updated learning methods and student support. I improved my communication, marketing understanding, and creative thinking during the course. Their guidance for internships and career opportunities is also very helpful.



MOKSH

"I wanted to grow my family business online, so I joined HiDM. After completing the course, I can now manage social media pages and run ad campaigns myself. The institute provides excellent practical knowledge with a very positive learning environment."



KARTIK

"HiDM's Digital Marketing course is highly practical and industry-focused. The trainers don't just teach theory; they explain everything through live tools and real campaigns. I found the Meta Ads and SEO modules especially valuable. My confidence improved a lot after completing the course."



SAKSHI

I had tried online courses earlier, but HiDM gave me proper clarity and hands-on learning. The trainers explain concepts in simple language and provide real campaign demonstrations. It's a perfect institute for anyone serious about building a career in digital marketing."of the welcoming learning environment.



ISHAAN

I joined HiDM to learn SEO and social media marketing, and honestly the experience was much better than expected. Trainers explain every topic with live practical examples instead of only theory. I also learned how to run Facebook and Google Ads campaigns. The best thing is the supportive environment and regular doubt sessions.



KOMAL

Before joining HiDM, I had zero knowledge about digital marketing. Now I can create social media strategies, design content ideas, and understand ad campaigns confidently. The faculty is very professional and friendly. Their practical assignments helped me improve quickly.



AKANKSHA

HiDM is one of the best institutes for digital marketing training. Every module is covered properly with practical implementation. I especially liked the SEO and website development classes. The mentors focus on every student personally and guide according to career goals.



NIKKI

The course structure at HiDM is very updated according to current market trends. I learned content marketing, Canva designing, reels strategy, and paid ads. Trainers are experienced and always motivate students to practice on real projects. Highly recommended for beginners.



NANCY

I joined HiDM for freelancing skills and today I'm handling small social media projects independently. Their practical teaching style and real client-based examples gave me confidence. The classroom environment is energetic and professional.


"Tomorrow when everything gets online, the need for digital marketing will increase"

Er. Manmohan Singla

B.Tech | M.tech (CSE) | MBA - Marketing & Leadership | Pursuing P.hD
Founder & Director, HiDM- Hisar Institute of Digital Marketing



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