

Sneak peek into the music industry

As part of our community engagement project in college counselling, we invited one of our proud parents, Mr. Chicco Hiranandani. He is the country director for Shure, a music enterprise that has set base in India to enter into an emerging market in music and musical equipments.

It was a great experience for students of D! To understand how the landscape of music industry has changed over the years. The growth potential of this industry is something that our young learners had not known before. Students got to understand the kinds of jobs, skills and qualifications required to be a part of such an industry.

The presentation was very well prepared, keep the students engaged for the whole time and allowed time for discussion among the students. The icing on the cake was the announcement of the coveted prize of Shure earphones. A small competition was announced by Mr. Hiranandani wherein a student would make a presentation to design new marketing strategies for Shure in the Indian subcontinent. It was definitely one of the best presentations so far.







They have all used a Shure.



