

(An Autonomous Institution - AFFILIATED TO ANNA UNIVERSITY, CHENNAI)

S.P.G.Chidambara Nadar - C.Nagamal Campus
S.P.G.C. Nagar, K.Vellakulam – 625 701 (Near VIRUDHUNAGAR).

EVENT REPORT

Sl. No	Details of the Event	
1	Department	Industry Institute Interaction Cell
2	Activity (Seminar / Workshop / Conference / FDP / Guest Lecture / Competitions / Sports / Cultural / Exhibition / Cultural Programme/Others (Please specify))	Guest Lecture
3	Title of the Event	Digital Marketing
4	Geographical College (State Level / National Level / International Level / College Level / Department Level / Inter Collegiate / Inter Department / Village Level / Town level)	College Level
5	Theme of the Event	Industry Institute interaction on "Digital Marketing"
6	Date/Duration	10-03-2022
7	Mode of Delivery	Offline
8	Total Expenditure	NIL
9	Funding Agency (ies) (Attach Sanction Letter)	NA
10	Sponsor (s)	NA
11	Total No. of Participants (Attach list of Participants/Attendance details)	Internal:36
12	Publication Type (Proceedings / Edited Book / Technical Note / Handout / Others) (Attach Sample copy)	NA
13	Publication Title with ISBN	NA
	i) No. of Articles Received	-
	ii) No. of Articles Published	-
	iii) No. of Articles Presented	-
14	Joint Organizer	NA

15	Resource Persons / Chief Guest / Session Chair with Designation and Official Address (with Phone No. and Email)	Mr. J. Saravanan, Managing Director, SmartAnt Technologies. Mob No.: 9963547654 Email : saravanan@smartant.in
16	Organizing Secretary / Coordinator Name Designation and Official Address	Mr. C. Raj Kannan, AP/IT
17	Attach the Invitation/Brochure/Circular/Approval letters	Attached
18	Attach Photos (geotagged)	Attached
19	Programme Summary / Short Description of the Activity:	Attached
20	Feedback Analysis Report and Action Taken (If any)	


Organizing Secretary / Coordinator


IQAC Coordinator

Dr. I. Ganesh Moorthy, M.Tech., Ph.D.,
Coordinator
Internal Quality Assurance Cell
KAMARAJ College of Engineering and Technology
(Autonomous)
S.P.G. Chidambara Nadar - C. Nagammal Campus
S.P.G.C. Nagar, K. Vellakulam - 625 701
(Near VIRUDHUNAGAR)


Principal

Dr. S. SENTHIL, M.E., Ph.D.,
PRINCIPAL (i/c)
KAMARAJ College of Engineering and Technology
(Autonomous)
S.P.G. Chidambara Nadar - C. Nagammal Campus,
S.P.G.C. Nagar, K. Vellakulam - 625 701.
(Near VIRUDHUNAGAR).

III Cell - Industry Interaction on Digital Marketing

RAJKANNAN C <rajkannanit@kamarajengg.edu.in>

Wed 3/9/2022 6:24 PM

To: Industry-Institute Interaction <iii@kcetvnr.org>; IIC <iic@kamarajengg.edu.in>; HOD <kcethod@kamarajengg.edu.in>

Cc: Dr.SENTHIL.S <principal@kamarajengg.edu.in>; DEAN-ACADEMIC <deanac@kamarajengg.edu.in>; GANESAN.K <ganesaneee@kamarajengg.edu.in>; HARI PRASATH.T <hariprasatheee@kamarajengg.edu.in>; Rajesh.M <spdtao@kamarajengg.edu.in>

1 attachments (234 KB)

III Cell Invitation- Digital Marketing.pdf;

Dear Sir/Madam,

Greetings!!! The III Cell of our institute has planned to organize an Industry Interaction on the topic "Digital Marketing" on 10-03-2022. We request your kind presence.

**Resource Person: Mr. J. Saravanan
Managing Director,
SmartAnt Technologies.**

Topic : Digital Marketing

Venue : Main Conference Hall (Near ATM)

Time : 2.30PM to 4.00PM

Department III Cell Incharges are requested to arrange student members for the session.
10-15 students from each CSE and IT department.
Other departments - 5 students from each department.

With regards

C. Raj Kannan
Assistant Professor
Department of Information Technology
Kamaraj College of Engineering and Technology
Virudhunagar



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Industry Institute Interaction Cell

Organizes

INDUSTRIAL INTERACTION

On the topic

“DIGITAL MARKETING”

Speaker : Mr. J. Saravanan
Managing Director,
SmartAnt Technologies.

Venue : Main Conference Hall (Near ATM)

Date : 10.03.2022 (Wednesday)

Time : 2.30 pm - 4.00 pm


Coordinator,
Mr.C.Raj Kannan, AP/IT


Principal,
Dr. S. Senthil, Ph.D.

Industry Institute Interaction cell.

Venue : Main conference Hall (nears ATM)

Date & Time : 10.03.2022 (2:00 PM)

Resource person:

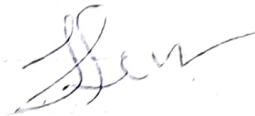
Mr. J. Sarawanan

7299515354

Managing Director

SmartAnt Technologies

Topic : Digital Marketing



Members present :

Department	HOD	Dept. III cell incharge
CSE	-	<u>Billy</u>
IT	-	C. Raju 10/3
ECE	-	-
EIE	-	-
EEE	-	S. Jayaram 10/3/2022
CIVIL	-	-
MECH	-	T. Suresh
MTR	-	-
PT	-	-
BT	-	-
FYR	-	-

Other Faculty members:

Students :

Name of the Student	Roll no	Year & Dept	Signature	
1. Meenakshi priyadharhini:A	20UIT032	II nd YEAR IT	Meenakshi	30
2. Swetha.K	20UIT028	II nd YEAR IT	Swetha.K.	31
3. R. Sridani	20UIT021	II nd Year IT	Sridani	32
4. V.S. & Vidhusha Sri	20UIT045	II Year IT	V.S.	33
5. P. Shri Shivane	20UIT008	I Year IPT	P. Shri Shivane	33
6. S. Srivasi	20UIT017	II Year IT	S. Srivasi	34
7. S. Srivathi	20UCS009	II - CSE	S. Srivathi	35
8. S. Karpaga Mounika	20UCS101	II - CSE	S. Karpaga Mounika	36
9. M. Santhya Devi	20UCS049	II - CSE	Santhya	
10. R. G. Uma Dharsheeni	20UCSD13	II - CSE	R. G. Uma	
11. A. Archana	18UCV024	IV - CIVIL	A. Archana	II
12. V.R. Vaishnavi	18UCV001	IV - CIVIL	V.R. Vaishnavi	
13. B. Abana devi	18UCV005	IV - CIVIL	B. Abana devi	
13. P. Sangeetha	18UCV020	IV - CIVIL	P. Sangeetha	
14. D. Ragavisree	18UBTE004	IV - BT	D. Ragavisree	
15. P. Sharmila	18UBTE04A	IV - BT	P. Sharmila	
16. Pravin Raja N	19UCSE033	III - CSE	Pravin Raja N	
17. P.R. Vishnu kumar	19UCSE041	IV - CSE	P.R. Vishnu kumar	
18. N. Harish Kumar	19UCSE006	III - CSE	N. Harish Kumar	
19. S. Niscon Seshwa	19UCSE042	III - CSE	S. Niscon Seshwa	
20. J. Sridhar	19UCSE032	III - CSE	J. Sridhar	
21. B. Jai Vishnu	20UIT048	II - IT	B. Jai Vishnu	
22. A. Xiragururajan	20UCS031	II - CSE	A. Xiragururajan	
23. A. Natheesh	20UCS029	II - CSE	A. Natheesh	
24. K. Vikesh Sharan	20UAD011	II - AD	K. Vikesh Sharan	
25. P.K. Vigneeswaran	20UAD013	II - AD	P.K. Vigneeswaran	
26. R. Martin Saimon	20UEE035	II EEE	R. Martin Saimon	
27. S. Logesh	20UEE034	II EEE	S. Logesh	
28. P. Vijay	20UEE036	II EEE	P. Vijay	
29. B. Rajesh Kumar	20UIT051	II IT	B. Rajesh Kumar	

30	M. Karthikeyan	20U1T021	II IT	DTF
31	N. Sriemath	20U1T027	II IT	Sre
32	J. Sundarashwaran	20U1T037	II - IT	J. Sundarashwaran
32	Rampurakash M	20U1T049	II - IT	Rampurakash
31	Shailash M.	20UEE021	II - EEE	M. Shailash
32	Sridhar B	20UEE037	II - EEE	B. Sridhar
33	G. Kirubakaran	20UEE019	II - EEE	G. Kirubakaran
34	K. Ananth	20UEE012	II - EEE	Ananth
35	Dena Kalidass	20UEE009	II EEE	Dena Kalidass
36	SUDHARSON. S	20UEE028	II EEE	S. Sudharson

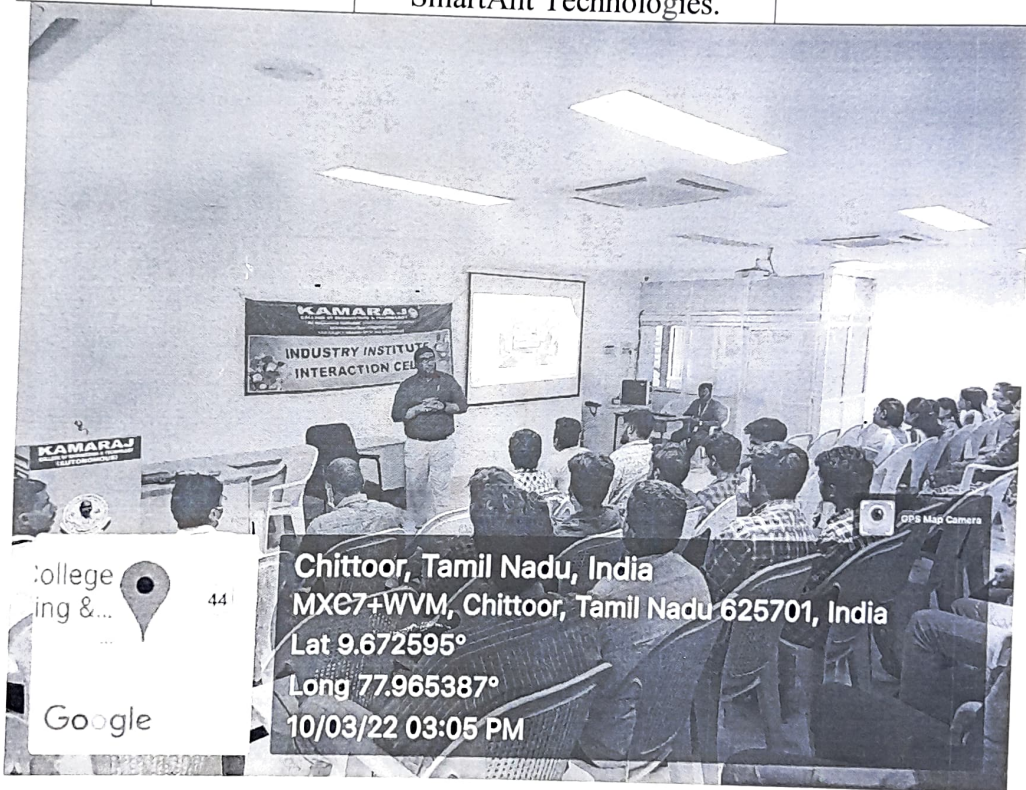
General
 III cell
 coordinator

Ananth
 Principal

INDUSTRY INSTITUTE INTERACTION CELL

SUMMARY

S.No	Date	Resource Person	Topic
1.	10-03-2022	Mr. J. Saravanan Managing Director, SmartAnt Technologies.	Digital Marketing



On 10th March 2022, Mr.J. Saravanan, visited our campus and delivered a lecture for the Industry Institute Interaction Cell on the topic- “Digital Marketing”. The promotion of brands to connect with potential customers using the internet and other forms of digital communication was detailed

Outcome	Interested in signing MoU with the institution and has agreed to support our students by providing Value added Course and Internships
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[Signature]
III Cell Incharge

[Signature]
Principal