



Anjuman-e-Islam's
NEHRU ARTS, SCIENCE AND COMMERCE COLLEGE
GHANTIKERI, HUBBALLI-580020, KARNATAKA

(Re-Accredited with 'A' Grade by NAAC Consecutively in 3 Cycles)

<https://nehrucollegehubli.edu.in>

IQAC-INITIATIVE

Department of Commerce Organises

ONE DAY NATIONAL WEBINAR ON



Date: 02-06 -2021

Time: 11:00 am to 1:00 pm

Online Registration link

<https://forms.gle/x1uxQowrxbhKC1TH6>



RESOURCE
PERSON

MR. SAMEER M DESAI

B.E Mechanical from SDM CET Dharwad

Worked with major IT Companies like Infosys, Siemens, Robert Bosch as Software Specialist

Founder and Digital Marketing Head of Popular "Hemmeya Kannadiga"

(Profile Includes: BTv, TV9, Zee Kannada and has been part of Digital Marketing for Successful Films like U-turn, Pushpaka Vimana, Multi, Tagaru, Mataash)

Join our Cloud HD Video Meeting

Zoom is the leader in modern enterprise video communications, with an easy, reliable cloud ...
us02web.zoom.us

Department of Commerce, Nehru Arts, Science & Commerce College, Hubballi, Karnataka is inviting you to a scheduled Zoom meeting.

Topic: **"One Day National Webinar on Digital Marketing"** today(02/06/2021) at 10:50am.

Join Zoom Meeting

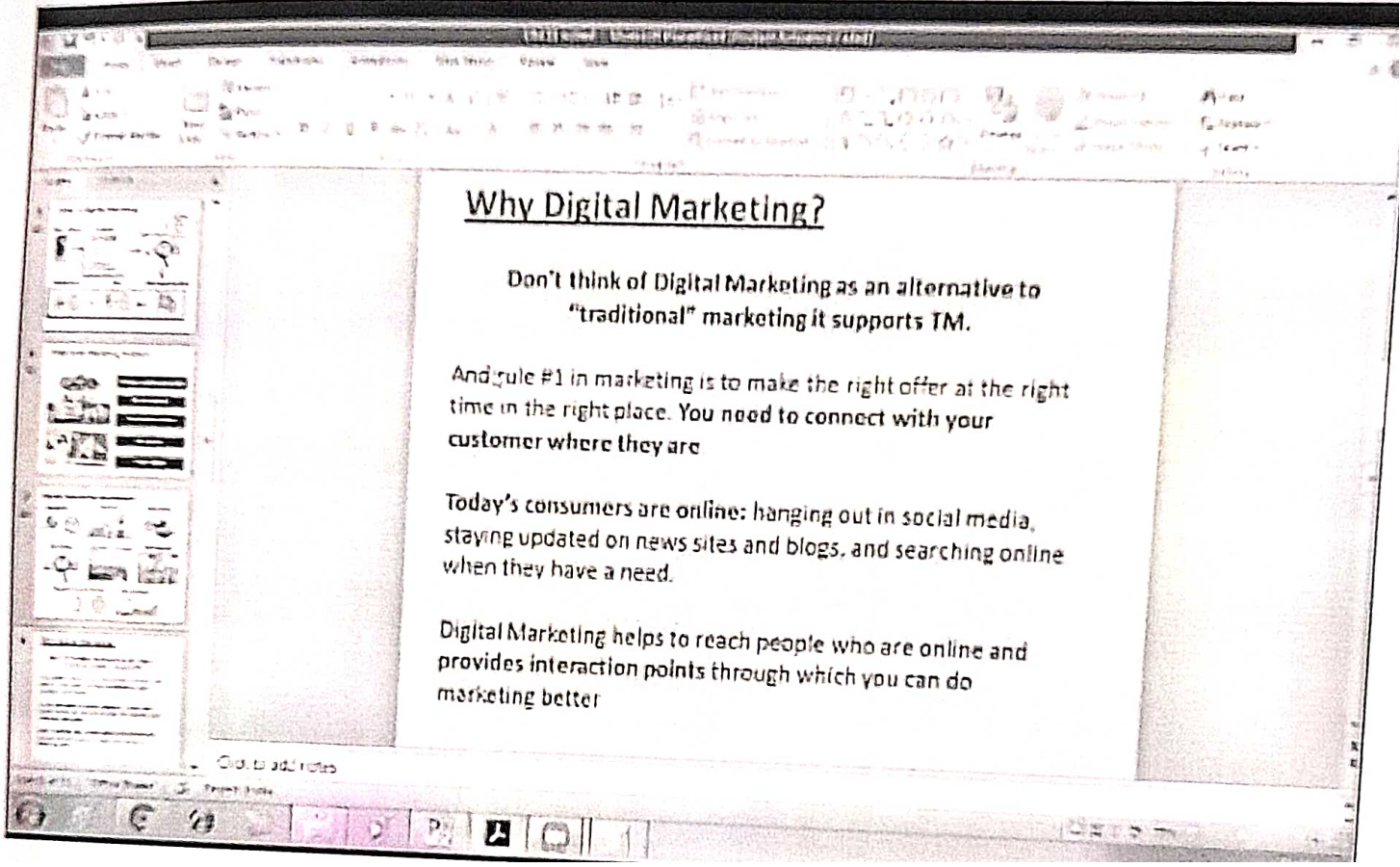
<https://us02web.zoom.us/j/4264767371?pwd=cmpjYkRkeXF4YWd2MVZFVGFGqbEtBUT09>

Meeting ID: 426 476 7371

Passcode: 004151

Find your local number: <https://us02web.zoom.us/j/4264767371?pwd=cmpjYkRkeXF4YWd2MVZFVGFGqbEtBUT09>

1:43 pm ✓



Why Digital Marketing?

Don't think of Digital Marketing as an alternative to "traditional" marketing it supports TM.

And rule #1 in marketing is to make the right offer at the right time in the right place. You need to connect with your customer where they are

Today's consumers are online: hanging out in social media, staying updated on news sites and blogs, and searching online when they have a need.

Digital Marketing helps to reach people who are online and provides interaction points through which you can do marketing better



Syed Feruze Ahamed



Dr. S.M. Chaur



ALLADAX MIRJI



ams 024





Anjuman-e-Islam's
NEHRU ARTS, SCIENCE AND COMMERCE COLLEGE
GHANTIKERI, HUBBALLI-580020, KARNATAKA
(Re-Accredited with 'A' Grade by NAAC Consecutively In 3 Cycles)
<https://nehrucollegehubli.edu.in>

FEEDBACK ON WEBINAR OF DIGITAL MARKETING

*Required

FULL NAME *

Your answer

DESIGNATION *

Your answer

Email *

Your answer

Mobile/WhatsApp Number * *

Your answer

College/Institute/University *

Anjuman-e-Islam

Nehru Arts Science & Commerce College

Ghantikeri, Hubballi - 580020 , karnataka
(Re-Accredited with 'A' Grade by NAAC Consecutively in 3 Cycle)



DEPARTMENT OF COMMERCE

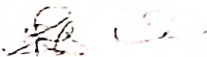
In Association with IQAC

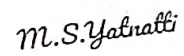
Certificate of Participation


This is to Certify that Dr./Prof./Mr./Miss. {{FULL NAME}}

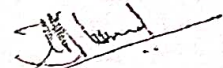
{{DESIGNATION}}, of {{College/Institute/University}}

Has Participated in ONE DAY NATIONAL WEBINAR ON DIGITAL MARKETING,
Organised by the Department of Commerce, on 02-June-2021


IQAC Coordinator
Dr. S M Chillur


Dr.M.S.Yatnatti
NAAC Coordinator


Dr. R . A . Mulla
Head. Dept of Commerce


Principal
Shri Syed Feroze Ahamed

Anjuman-e-Islam's
Nehru Arts science and Commerce College & P.G Centre,
Ghantikeri, Hubbli 580020, Karnataka

Report on the One day national webinar session

On

Digital Marketing

Date: 02-06-2021

Time: 11 to 01pm

With the encouragement and support from the management, administrator and principal nehru degree college one day national webinar On "Digital Marketing " was organized by department of commerce on 02-06-2021 For this Webinar, registration link using Zoom ID and password was created. The link was circulated among students and faculties of different departments. at 11am around 280 participants comprising of Principals, Professors, Associate Professors, Assistant Professors, Research scholars, lecturers, Business people and students from various Colleges and Universities all over India participated in this webinar.

The event with an inaugural address by Prof. Dr. S.M.Chillur Hod department of english and IQAC coordinator extended his warm welcome to the participants and Resource Persons of the Webinar. Shri Nisar Ahmad Bankapur department of commerce and chairperson of commerce association introduced the resource person then principal of nehru degree college shri Syed Feroz Ahmad had given a brief introduction about the college to the viewers.

Resource Person Mr Sameer M Desai

BE Mechanical from SDMCET Dharwad He spoke about "Digital Marketing" He explained the opportunities for consumers to interact with brands and for businesses to reach and learn from the different ways he highlighted some points like the use of Digital devices, Digital platforms, Digital media, Digital data and Digital technology etc.

Later Mr Allbax mirji technical coordinator responded to the Questions and doubts raised by the participants .

Feedback form issued to the participants where we have received a healthy response and issued e-certificate through what's app group feedback link.

The session was concluded afternoon at 01pm a vote of thanks from Dr.R.A.Mulla Hod department of commerce and organizing secretary he expressed special gratitude to the Resource person for his informative and useful presentations. He also expressed gratitude to the management administrator Dr major M.F Ansari ,principal shri syed feroz ahmad, Organizing team, department of commerce, delegates, teaching and non teaching staff for their constant encouragement and support in conducting the webinar, Allabax mirji technical coordinator and Anjum banu department of commerce for hosting the event, and participants in making the webinar a grand success.

Estd. 1965

(Prin) 0836 -2263369
(Off) 0836 - 2364095



Anjuman-e-Islam's

NEHRU ARTS, SCIENCE, COMMERCE B.B.A, B.C.A COLLEGE
AND PG CENTRE, GHANTIKERI, HUBLI - 580 020

(RE-ACCREDITED WITH "A" GRADE BY NAAC)

Ref. No. NCH/IQAC/2020-21\01

Date :-29-05-2021

To,

Shri. Sameer M Desai
Founder pebble connect certified professional
marketing

Subject: Requisition to Accept our invitation as a **Resource person**
for the National Level Webinar on " Digital Marketing.

Respected sir,

The department of commerce in Association with IQAC is
organising One Day National level webinar on " Digital Marketing on 2-06-
2021.

So, it is our immense pleasure to invite you as the Resource person
for the National Level.

We request you to accept our invitation and grace occasion through
online mode.

Thanking you

PRINCIPAL
Nehru Arts, Science & Commerce
Degree College, HUBBALLI-20.

Estd. 1965



(Prin) 0836 -2263369
(Off) 0836 - 2364095

Anjuman-e-Islam's
ನೆಹರು ಕಲಾ, ವಿಜ್ಞಾನ ಹಾಗೂ ವಾಣಿಜ್ಯ ಮಹಾವಿದ್ಯಾಲಯ,
ಘಾಂತಿಕೆರೆ, ಹುಬ್ಬಳ್ಳಿ - 580 020
NEHRU ARTS, SCIENCE, & COMMERCE COLLEGE,
GHANTIKERI, HUBLI - 580 020
(RE-ACCREDITED WITH "A" GRADE BY NAAC 3RD CYCLE)

Ref. No. NCH/IQAC/2020-21\01

Date :-03-06-2021

To,

Shri Sameer M Desai
Founder Pebble Connect Certifierd Professional
Marketing.

GREETINGS OF THE SEASON

Respected sir,

First of all, I am extreamly thankful to you for having accepted our invitation to be the resourse person for a National Level Webinar on the " Digital Marketing" organised by Department Of Commerce in Association with IAQC, Nehru College Hubballi on 02-06-2021.

The Organiser take this opportunity to thank you for having enlightend the delegates through your excellence and scholarly talk on the topic.

With profound regard

Yours faithfully

PRINCIPAL

Nehru Arts, Science & Commerce
Degree College, HUBBALLI-20.