



**Department of Computer Science & Engineering
BABU BANARASI DAS
Institute of Technology & Management, Lucknow**

Recognized by AICTE, Govt. of India & Affiliated to Dr. A.P.J Abdul Kalam Technical University, Lucknow, AKTU College Code=054

Event Report on

“Digital Marketing- Tools, Trends & Technologies”



**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of Education Initiative)

**ED CELL BBDITM IN COLLABORATION WITH IIC AND DEPARTMENT
OF MANAGEMENT BRINGS YOU WORKSHOP ON**

Topic : Digital marketing - Tools, Trends & Technologies



**SPEAKER : ASIT PATHAK
DIRECTOR , DIGIPODIUM
28+ YRS OF EXPERIENCE**



Event date: 11 th May 2022, (Wednesday)



Timing: 11 am -1 pm



Venue: Main block , Computer Lab



FACULTY COORDINATORS:-

- MR VINAY KUMAR YADAV
(PRESIDENT- ED CELL)
- DR PREETI MISHRA
(PRESIDENT- IIC)
- DR MEETU PANDEY
(HEAD-DEPARTMENT OF
MANAGEMENT)

1. Brief Description:

On the occasion of National Technology day Entrepreneur Development Cell(ELITE) Institute Innovation Council and Department of Management, BBDITM celebrated the day by organizing a workshop on " Digital Marketing- Tools ,Trends & Technologies". The resource person Mr Asit Pathak , Director , Digipodium.

2. **Academic Year and Quarter:-** 2021-2022
3. **Program Theme :-** “ Celebration Activity world Technology Day
4. **Start and End Date :-** 11th May 2022, 11: 00 AM - 1 :00 PM onwards
5. **Duration of Activity(in mins):-** 120 mints
6. **Number of Students Participants:** - 60 students Participants from CSE dept.
7. **Number of Faculty Participants:-**
 1. Dr. Preeti Mishra
 2. Mr. Vinay Kumar Yadav
 3. Mr. Rudrendra Bahadur Singh
 4. Mrs Neha Gupta
 5. Dr. Neha Pandey
 6. Mr. Anurag Shukla
8. **Proposed Name of Faculty Coordinators :-**
 1. Dr. Preeti Mishra
 2. Mr. Vinay Kumar Yadav
 3. Mr. Rudrendra Bahadur Singh
 4. Mrs Neha Gupta
 5. Dr. Meetu Pandey
9. **Expenditure if any:-** Rs 800 for banner
10. **Objective of the event: -**

1. To celebrate the World Technology Day
2. To understand the current technology scenario in digital marketing
3. To understand the trends of new technology in digital marketing and ways to use it.

11. Benefits in terms of Learning/ Skill/ Knowledge Obtained: -

The students learned the concept of Digital Marketing its role and Importance. They also practice the various facets of new technology of digital marketing.

12. Event Photographs:-



Promotion Link of Social Media:-

Social media

link:https://m.facebook.com/story.php?story_fbid=pfbid02fZReuxZRI4UkqPjcbJjgsFnrn9CZvitTM5wPgwo1Buue81GHuapcZyHyP7wWgvu2l&id=111963244629027

News Paper Publication in Voice of Lucknow

<https://m.facebook.com/photo.php?fbid=176526091552147&id=100075842725901&set=a.174049125133177>



13. Feedback of the Event:



14. Overall Event Summary:

On the occasion of National Technology day Entrepreneur Development Cell(ELITE) Institute Innovation Council and Department of Management, BBDITM celebrated the day by organizing a workshop on " Digital Marketing- Tools ,Trends & Technologies". The resource person Mr Asit Pathak , Director ,Digipodium, Lucknow said when someone is interested in your business, whether it's in your niche or they are curious about your brand,the first thing they will do is research online and see what they can find out about you.In today's digital age ,customers expect to find a website and social media presence.If any business has an online presence but your competitors are easier to find as they rank higher in search,you still might not be found .Along with creating a website,learning what Search Engine Optimization is and why it is important will help you outrank competitors by being the first name that a prospect finds on a Google search.He covered various important features of "Digital Marketing" by conducting live demo.It was quite insightful and interesting session ended by the question and answer round.Here I am sharing some catch sight of the event.

Attendance:

Babu Banarasi Das Institute of Technology & Management, Lucknow			
Department of Computer Science & Engineering			
Event Name: - Digital Marketing Tools, Trends & Technologies			
Expert Name: - Mr. Akit Pathak			
Date: - 11-05-2022		Time: - 11-01 PM	
S. No	Roll no	Student Name	Sign.
1	2000540100001	Aarohi Rai	Aarohi
2	2000540100002	Abdullah Nizami	
3	2000540100003	Abhay Pratap Singh	Abhay Pratap Singh
4	2000540100004	Abhay sachan	
5	2000540100005	Abhishek dubey	Abhishek
6	2000540100006	Abhishek Kevin Gomes	Kevin
7	2000540100007	Abhishek Pratap Singh	
8	2000540100008	Abhishek Singh	Abhishek
9	2000540100009	Adarsh Tiwari	Adarsh
10	2000540100010	Adarsh vishwakarma	
11	2000540100011	Aditya Singh Yadav	Aditya
12	2000540100012	Aditya pandey	
13	2000540100013	Aditya Pratap Singh	
14	2000540100014	Aditya Yadav	
15	2000540100015	Ainy Khan	Ainy
16	2000540100016	Akhil Chaurasiya	
17	2000540100017	Akram Ansari	Akram
18	2000540100018	Akshat Chaturvedi	
19	2000540100020	Akshit Kumar Tiwari	
20	2000540100021	Alok Kumar	
21	2000540100022	Alok Kumar Thakur	
22	2000540100023	Aman Singh	Aman Singh
23	2000540100024	Aman Verma	Aman
24	2000540100025	Aman Yadav	
25	2000540100026	Amir Ali	
26	2000540100027	Amit Verma	
27	2000540100028	Amritanshu	
28	2000540100029	Amritesh Gupta	
29	2000540100030	Anand Mishra	
30	2000540100031	Aneesh Sahu	Aneesh Sahu
31	2000540100032	Anish Kumar Yadav	Anish Kumar Yadav
32	2000540100033	Anjali maurya	
33	2000540100034	Anjali Srivastava	
34	2000540100035	ANKUR SINGH	Ankur
35	2000540100036	Anmol Yadav	
36	2000540100037	Anshika Mishra	
37	2000540100038	Anuj singh	
38	2000540100039	Anurag Pathak	
39	2000540100040	Anurag Yadav	
40	2000540100041	Anusha Ansari	ANURAG

41	2000540100042	Anushka Shukla	
42	2000540100043	Anushka Srivastava	Anushka
43	2000540100045	Arpita Yadav	
44	2000540100046	ARUN	Arun
45	2000540100047	Arushi Baranwal	
46	2000540100049	Aryan Singh	aryan
47	2000540100050	Ashish kumar yadav	
48	2000540100051	Ashish kumar yadav	
49	2000540100052	Atul Singh	
50	2000540100053	Avneesh Agrahari	
51	2000540100054	Ayush Maurya	Ayush
52	2000540100055	Ayushi	
53	2000540100056	Azhar Ahmad	
54	2000540100057	Bajarangi vishwakarma	
55	2000540100058	Burhan ahmed	
56	2000540100059	Chhavi Mitra	Chhavi Mitra
57	2000540100060	Devansh Tomar	devansh Tomar
58	2000540100061	Drishti Maurya	
59	2000540100062	GAURAV MISHRA	
60	2000540100063	Gaurav Singh	
61	2000540100064	Gulshan Varshney	
62	2000540100065	Haris Javed	Haris
63	2000540100066	Harsh Anand Gupta	
64	2000540100067	Harsh Kumar Rai	
65	2000540100068	Harshita Bajpai	
66	2000540100069	Harshita Singh	
67	2000540100070	Himanshu baranwal	
68	2000540100071	Himanshu Kumar Singh	
69	2000540100072	Himanshu Sharma	Himanshu
70	2000540100073	HIMANSHU SINGH	Himanshu Singh
71	2000540100074	laswarchandra	
72	2000540100075	Isha Nandan	
73	2000540100076	Ishika Srivastava	
74	2000540100078	Kalash mishra	
75	2000540100079	Kartik kumar	
76	2000540100080	Khushal yadav	
77	2000540100081	Khushi Saxena	
78	2000540100082	Khyati Maurya	
79	2000540100083	Kim Gupta	
80	2000540100084	Kirti Pandey	Kirti
81	2000540100085	Kishan Kumar Rauniyar	
82	2000540100086	Krish Yadav	
83	2000540100087	Krishna gupta	
84	2000540100088	Kumari Anushka Gupta	
85	2000540100089	Lakshmi Pandey	Lakshmi
86	2000540100090	Laraib Khan	Laraib Khan
87	2000540100091	Mahendra Singh	
88	2000540100092	Maitri Jain	Maitri
89	2000540100093	Manas Srivastava	
90	2000540100094	Manav Pathiala	

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91	2000540100095	Mamvi Agrawal	
92	2000540100096	Mo Amir	
93	2000540100097	Mohd Anas Nadeem	M. Anas
94	2000540100098	Mohd Arham Qasim	Mohd Arham Qasim
95	2000540100099	Mohd Wasil	
96	2000540100100	Mohit Badola	
97	2000540100101	Mohit Kumar Rawat	MK
98	2000540100102	Muskan Gupta	Muskan Gupta
99	2000540100103	Muskan Gupta	
100	2000540100104	Navneet maurya	
101	2000540100105	Nikhil Jaiswal	Nikhil
102	2000540100106	Nikita Verma	
103	2000540100107	Nishtha Maurya	
104	2000540100108	Omkar sharma	
105	2000540100109	Pahun Ratna	
106	2000540100110	Pradeep Kumar	
107	2000540100111	Prakhar Shukla	Prakhar
108	2000540100112	Prakhar Shukla	
109	2000540100113	Pratibha Yadav	
110	2000540100114	Preeti Maurya	
111	2000540100115	Pritismita Thakur	
112	2000540100116	Priyanshu yadav	
113	2000540100117	Rahul	Rahul
114	2000540100118	Rahul Kumar	
115	2000540100119	Rahul Maurya	
116	2000540100120	Raj Chaudhary	
117	2000540100121	Raj Gupta	Raj Gupta
118	2000540100122	Rajan Tiwari	
119	2000540100123	Rajat gupta	
120	2000540100124	Rasheeq Zehra	Rasheeq
121	2000540100125	Ravi pratap shukla	
122	2000540100126	Rishabh Jain	Rishabh
123	2000540100127	RISHABH PATEL	
124	2000540100128	Rishabh Singh	
125	2000540100129	Rishikant Yadav	
126	2000540100130	Rishu Maurya	Rishu
127	2000540100131	Ritika Gupta	
128	2000540100132	Riya Patel	Riya
129	2000540100133	Rohit Singh	
130	2000540100134	Rudra Pratap Singh	
131	2000540100135	Rupal tiwari	
132	2000540100136	Sachin Yadav	
133	2000540100137	Sagar kalra	
134	2000540100139	Sambhav Pathak	Sambhav
135	2000540100140	sameer	
136	2000540100141	Samridhhi Chairasia	
137	2000540100142	Sandeep Vishwakarma	
138	2000540100143	Sanskar singh	Sanskar
139	2000540100144	SATYAM SRIVASTAVA	
140	2000540100145	Satyam Srivastava	

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141	2000540100146	Shashank Pratap Maurya	
142	2000540100148	Shaurya Kumar	
143	2000540100149	Shivam Kumar Pandey	Shivam Kumar Pandey
144	2000540100150	Shivang kumar	Shivng Kumore
145	2000540100151	Shourya Dwivedi	
146	2000540100152	Shreya Chaurasia	Shreya
147	2000540100153	Shreya kanojia	
148	2000540100154	Shreya Singh	
149	2000540100155	Shubham Vishwakarma	
150	2000540100156	Shivani tiwari	
151	2000540100157	Siddharth	
152	2000540100158	Siddharth singh	
153	2000540100159	Smita yadav	Smita Yadav
154	2000540100160	Sneha Raj	Sneha Gadav
155	2000540100161	Sneha Yadav	
156	2000540100162	Stuti Rastogi	
157	2000540100163	Suraj Chhetri	Suraj
158	2000540100164	Suraj Kumar	
159	2000540100165	Suryansh Tripathi	
160	2000540100166	Swati	
161	2000540100167	Syed haidar abbas	
162	2000540100168	Syed Mohd arsalan nabi	
163	2000540100169	Syed Mohd Askari	
164	2000540100170	Tanushri Asthana	
165	2000540100171	Tanya Omar	
166	2000540100172	Tanya Singh	Tanya Singh
167	2000540100173	Tarun Singh	Tarun
168	2000540100174	Tej Narayan Prajapati	
169	2000540100175	Tushar Awasthi	
170	2000540100176	Uday Bhan Mishra	
171	2000540100177	Uday Pratap Singh	
172	2000540100178	Ujjwal Shukla	Ujjwal
173	2000540100179	UTKARSH TIWARI	
174	2000540100180	Vaibhav Paliwal	Vaibhav
175	2000540100181	Vaibhav Srivastava	
176	2000540100182	Vaishnavi Yadav	
177	2000540100183	Varisha Ansari	
178	2000540100184	Vasu Gupta	VASU
179	2000540100185	Vasudha Agarwal	
180	2000540100186	Vijay Yadav	Vijay
181	2000540100187	VINAYAK PANDEY	
182	2000540100188	Vishesh gupta	
183	2000540100189	Vivek Kushwaha	
184	2000540100190	Willa yameen	
185	2000540100191	Yash kumar singh	
186	2000540100193	Yogesh Shekhawat	
187	2000540130025	Himanshu Vaishy	
188	2000540130042	Saurabh Singh	
189	2000540130056	Syed hasan mehdi	S. Hasnadi
190	2100540109001	Abhinav Pandey	

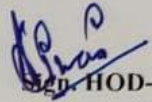
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191	2100540109002	Abhishek Jaiswal	
192	2100540109004	Amit Chaurasia	AMIT Chaurasia
193	2100540109005	Apoorv Pandey	Apoorv
194	2100540109006	Arya Srivastava	
195	2100540109007	Harsh Raj	
196	2100540109008	Keerti Saxena	Keerti
197	2100540109009	Manasvi Sonkar	
198	2100540109010	Manish Kumar Sharma	mk Sharma
199	2100540109011	Mayank shukla	
200	2100540109012	Mo Fajj	
201	2100540109013	Neha singh	Neha Singh
202	2100540109014	Nitish Chaurasiya	
203	2100540109015	Palak Chaubey	

Sign. Event Organisers-




 HOD-
Dr. Anurag Tiwari
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 Department of Computer
 Science & Engineering
 BBDITM, Lucknow