

## Event Report

### “ IIC Celebrates : World Technology Day May 11”



**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)

**Date and Time Of Event : 11th May 2022, 11: 00 AM - 1 :00 PM onwards**

**Program Theme :- “ Celebration Activity world Technology Day**

1. **Mode : Offline**
2. **Venue : Computer Lab , Main Block**
3. **Social Media Link:**

[https://m.facebook.com/story.php?story\\_fbid=pfbid02fZReuxZRI4UkqPjcbJjgsFnrn9CZvitTM5wPgwo1Buue81GHuapcZyHyP7wWgvu2l&id=111963244629027](https://m.facebook.com/story.php?story_fbid=pfbid02fZReuxZRI4UkqPjcbJjgsFnrn9CZvitTM5wPgwo1Buue81GHuapcZyHyP7wWgvu2l&id=111963244629027)



# BABU BANARASI DAS INSTITUTE OF TECHNOLOGY & MANAGEMENT

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Affiliated to Dr. A.P.J. Abdul Kalam Technical University (AKTU College Code : 054)  
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Phone Number.: +91 - (522) - 6196222 / 6196223 / 6196349

<https://m.facebook.com/photo.php?fbid=176526091552147&id=100075842725901&set=a.17409125133177>

#### 4. YouTube Link :

#### 5. About The Speaker:

#### 6. Expenditure of the event:

#### 7. Objectives:

- 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.

#### 8. Outcome of the event:

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

#### 9. Pics of the event :



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## 10. Media Coverage:

## 11. Overall 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.

## 12. Attendance:

Nitu yadav	Female	Student	MBA
Meesum mehdi	Male	Student	MBA
Bhartanuj vishwakarma	Male	Student	ME





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Praveen Chandra Yadav	Male	Student	ME
Ayush Gupta	Male	Student	ME
Faizan Ahmad Malik	Male	Student	ME
Prashant Tiwari	Male	Student	MBA
Shiva Bhatnagar	Male	Student	MBA
Syed Anzar Ali	Male	Student	MBA
Mohd Adnan	Male	Student	MBA
Meesum Mehdi	Male	Student	MBA
Vikas Rawat	Male	Student	MBA
Kajal jaiswal	Female	Student	MBA
Hina pathak	Female	Student	MBA
Vishnu Pratap Singh	Male	Student	MBA
Shahan Ahmad	Male	Student	MBA
Nushra Nafees	Female	Student	MBA
Anjali Gupta	Female	Student	MBA
Ravishekh kumar	Male	Student	MBA
Raushan Singh	Male	Student	MBA
Nainsee Gupta	Female	Student	MBA
Sonali Tiwari	Female	Student	MBA
Kumud jaiswal	Female	Student	MBA

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Fareen	Female	Student	MBA
Sana Masood	Female	Student	MBA
Diksha Gupta	Female	Student	MBA
Rajshree Jaiswal	Female	Student	MBA
Sneha Singh	Female	Student	MBA
Pragati Srivastava	Female	Student	MBA
Prachi Mishra	Female	Student	MBA
Divyansh Srivastava	Male	Student	CSE
GUNJAN KUMAR SHUKLA	Male	Student	ME
Abhishek kumar	Male	Student	MBA
Saba waseem	Female	Student	MBA
Raushan Singh	Male	Student	MBA
Anjali pandey	Female	Student	MBA
Bhartanuj vishwakarma	Male	Student	ME
Tatheer Fatima Rizvi	Female	Student	MBA
Vaishnavi Srivastava	Female	Student	MBA
Sachin Kumar	Male	Student	ME
Vartika Raj	Female	Student	CSE(AI/ML)
Sara Khalid	Female	Student	MBA
Mohit Chaudhary	Male	Student	ME

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Hritik Srivastava	Male	Student	MBA
Surbhi mishra	Female	Student	MBA
Anjali Srivastava	Female	Student	CSE
Divya Pandey	Female	Student	MBA
Mahenoor fatima	Female	Student	MBA
Subhash Verma	Male	Student	MBA
Shweta Singh	Female	Student	MBA
Parvej Alam	Male	Student	MBA
Prerna Srivastava	Female	Student	MBA
Faizan Ahmad Malik	Male	Student	ME
Devansh Kanaujia	Male	Student	ME
HITANSH DWIVEDI	Male	Student	IT
AMBRISH KUMAR PANDEY	Male	Student	MBA
Shiva Bhatnagar	Male	Student	MBA
Shivam Tiwari	Male	Student	ME
Ekta Chaudhary	Female	Student	MBA
Aneesh Sahu	Male	Student	CSE
Sumit Kumar Pandey	Male	Student	ME
Shalu Sharma	Female	Student	MBA
Anurag Pratap Singh	Male	Student	MBA

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Prince Yadav	Male	Student	ME
Shivang Maurya	Male	Student	ME
Shruti Patwa	Female	Student	IT
Dr. Neelaksh Sheel	Male	Faculty	CSE
Rahul mall	Male	Student	ME
Gitesh Sharma	Male	Student	ME
Riya Gupta	Female	Student	MBA
Sana Masood	Female	Student	MBA
Anshuman Shukla	Male	Student	ME
Abhishek Pandey	Male	Student	MBA
Praveen Chandra Yadav	Male	Student	ME
Pramod singh	Male	Student	ME
Adeeba Siddiqui	Female	Student	MBA
Vikas khare	Male	Student	MBA

## 14. Feedback of the Event:-

### BABU BANARASI DAS EDUCATIONAL SOCIETY

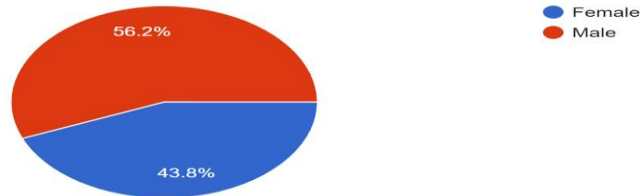
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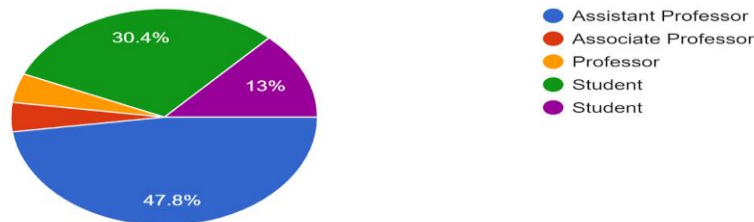
Please enter your gender  
89 responses



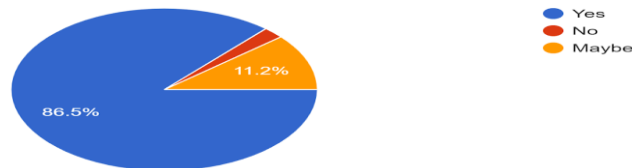
Category  
89 responses



Designation if the participant is Faculty  
23 responses



Would you recommend a similar event to a friend ?  
89 responses



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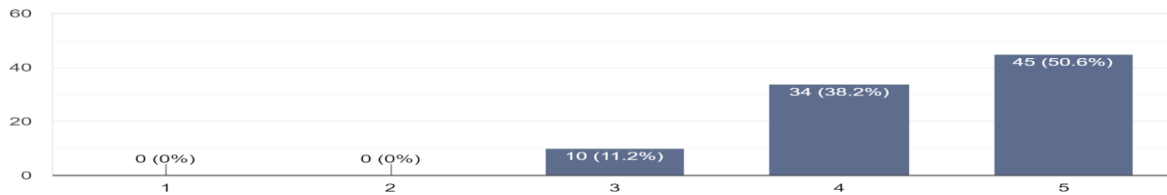
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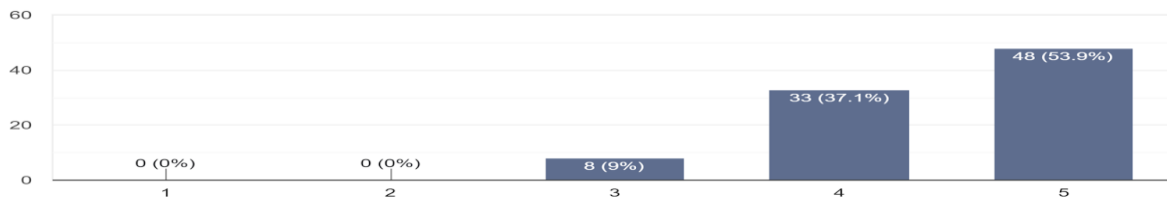
How valuable was the session for you ?

89 responses



How would you rate the content of the workshop ?

89 responses



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