

## E.M.GOPALAKRISHNA KONE YADAVA WOMEN'S COLLEGE



**DEPARTMENT : INFORMATION TECHNOLOGY**

**ACTIVITY : SEMINAR**

**YEAR : 2021-2022**

### DEPARTMENT OF INFORMATION TECHNOLOGY

DATE	TIME	VENUE	MODE
26.04.2022	11.00 a.m. to 12.00 noon	IT Lab, E.M.G. Yadava Women's College	Offline
<b>Theme</b>	To impart knowledge on Web Development & Digital Marketing		
<b>Nature of the Activity</b>	Seminar		
<b>Title</b>	Introduction to Web Development & Digital Marketing		
<b>Name of the Convener</b>	<b>Mrs.R.Boomadevi</b> Head & Assistant Professor of IT EMGYWC		
<b>Organizing Committee</b>	<b>Mrs.R.Lakshmi</b> <b>Mrs.S.Sumathi</b> <b>Mrs.G.Amudha</b> <b>Mrs.R.RajaSangeetha</b> Assistant Professors of IT		
<b>Resource Person</b>	<b>Mr.R.A.Nagarajan</b> Business Analyst-Elysian Intelligent Business Solution VP Legal-Elysium Group of Companies		
<b>Collaborating Agency</b>	<b>Academic Collaboration (MoU)</b> VP Legal-Elysium Group of Companies, Madurai		
<b>No. of Beneficiaries of our College</b>	Students - 25		

**E.M.GOPALAKRISHNA KONE YADAVA WOMEN'S COLLEGE**

**SEMINAR "INTRODUCTION TO WEB DEVELOPMENT  
& DIGITAL MARKETING"**

**Objectives:**

- To learn about creating and maintaining a website that is user-friendly, optimized search engines and visually appealing.

**Programme Outcome:**

On Successful completion of the Programme,

- Students learnt about how to create a well-designed website for boosting a Digital Marketing Strategy, Increasing traffic to the site and converting visitors into Customers.

**Photograph:**



**Seminar on "Introduction to Web Development & Digital Marketing" on 26.04.2022**

# E.M.GOPALAKRISHNA KONE YADAVA WOMEN'S COLLEGE

Enclosures:

a. Invitation:



 **E.M.G YADAVA WOMEN'S COLLEGE, MADURAI-625014**  
(An Autonomous Institution –Affiliated to Madurai Kamaraj University)  
Re-Accredited (3<sup>rd</sup> Cycle) with Grade A+ & CGPA 3.51 by NAAC 

**DEPARTMENT OF INFORMATION TECHNOLOGY**

**ORGANIZES SEMINAR**

**Topic : INTRODUCTION TO WEB DEVELOPMENT & DIGITAL MARKETING**

 **RESOURCE PERSON :** MR.R.A.NAGARAJAN  
Business Analyst - Elysian Intelligent  
Business Solutions VP Legal - Elysium  
Groups of Companies

**DATE :** 26.04.2022  
**Time :** 11:00 am to 12:00 pm

**Venue :** E.M.G. Yadava Women's College, IT Lab

**Mrs.R.Boomadevi,**  
Head,Department of IT

**Dr.(Mrs.)V.Pushpalatha,**  
Principal(i/c)

**ALL ARE CORDIALLY INVITED**

## E.M.GOPALAKRISHNA KONE YADAVA WOMEN'S COLLEGE

### b. Nominal Roll of Participants:

#### 1. Student participants from our college:

<b>Seminar on "Introduction to Web Development &amp; Digital Marketing" - 26.04.2022</b>			
<b>S.No.</b>	<b>REGISTER NUMBER</b>	<b>NAME</b>	<b>CLASS</b>
1	19ITA01	M.Abirami	III B.Sc. IT
2	19ITA02	H.Anish sithiha	III B.Sc. IT
3	19ITA03	K.Bharathi	III B.Sc. IT
4	19ITA04	P.Boomika	III B.Sc. IT
5	19ITA05	S.Durgadevi	III B.Sc. IT
6	19ITA06	B.Elakkiya	III B.Sc. IT
7	19ITA07	E.Eniyadharshini	III B.Sc. IT
8	19ITA08	M.Eswari	III B.Sc. IT
9	19ITA09	T.Iswarya	III B.Sc. IT
10	20PIT01	A.Avudaiammal	II B.Sc. IT
11	20PIT02	T.Ilakkyia	II B.Sc. IT
12	20PIT03	D.Monisha	II B.Sc. IT
13	20PIT04	A.S.Ramya	II B.Sc. IT
14	20PIT05	M.Sabitha	II B.Sc. IT
15	19ITA38	P.Vijaya Lakshmi	III B.Sc. IT
16	19ITA39	K.K.Vikashini	III B.Sc. IT
17	19ITA40	T.Yogalakshmi	III B.Sc. IT
18	19ITA41	M.Yogeshwari	III B.Sc. IT
19	20ITA19	S.Rifa	II B.Sc. IT
20	20ITA20	V.Sangavi	II B.Sc. IT
21	20ITA21	K.Santhiya	II B.Sc. IT
22	20ITA22	P.Sharmila	II B.Sc. IT
23	20ITA23	S.Sindhiya	II B.Sc. IT
24	20ITA24	S.Swathi	II B.Sc. IT
25	20ITA25	S.Swedha	II B.Sc. IT