



GURU NANAK COLLEGE (AUTONOMOUS)

Re-Accredited at 'A' Grade By NAAC
Affiliated to the University of Madras
Guru Nanak Salai, Velachery, Chennai -600042

School of Management

1. Event Title: Entrepreneurship Webinar series

2. Category: Webinar series

3. Department: Departments of MBA, B.Com. (Bank Management), B.Com. (Marketing Management) and BBA

4. Dates: 16th to 18th June 2020

5. No. of Days: 3

5. No. of participants: 224

6. No. of Resource Person: 4

Report Description:

The School of Management of Guru Nanak College conducted a webinar series on Entrepreneurship with four different sessions from 16th – 18th June 2020 for all the post graduate and under graduate students and faculty members of Guru Nanak College through Google meet platform. The total number of participants for the series were 224 among which 208 were from Guru Nanak College and 16 were outside participants.

Report:

The resource persons were

Dr.Sathya Saminathan R S, Faculty Member(Marketing), IFMR GSB, KREA University, spoke on the topic, “Digital Marketing for Entrepreneurs” on 16.06.2020. He introduced various aspects of digital marketing like search engine optimization, on page optimization to audience with examples. He also elaborated on how individuals and businesses can utilize the digital platform to be visible to maximum number of people online.

Dr.T.S.Arvind, Digital Trainer, Chief Facilitator, NLS Kochi, Kerala, spoke on the Topic, “Facebook Marketing” on 17.06.2020 in which he explained how people could use social media like facebook, Instagram and twitter as tools to gain more visibility for a product. He gave the importance of updating our webpages regularly and posting of relevant and latest pictures can attract many towards the website.

Mr.P.Arivalagan, Director, State Bank Institute of Learning & Development, spoke on the topic, “Support offered by SBI to Entrepreneurs” on 18.06.2020. He highlighted various financial support offered by financial Institutions to budding entrepreneurs. He also elaborated on the various government schemes like PMEGP (Prime Ministers Employment Generation Programme, CGTMSE (Credit Guarantee Fund Trust for Micro and Small Enterprises, PMMY (Pradhan Mantri Mudra Yojna) and

SUI(Stand Up India). He explained the eligibility criteria for each scheme and benefits from each one of them.

Mr. Nagaraj Mylandla, Founder and MD, FSS, spoke on the topic, “Challenges in Entrepreneurship” on 18.06.2020. He gave his life experience as a take away lesson for all the participants. He described the challenges that he faced as a beginner and how he overcame them with perseverance and determination. He also advised people that being updated with technology and staying confident in any situation will take a person towards success.

Invitation



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SCHOOL OF MANAGEMENT
(Departments of M.B.A., B.B.A., B.Com. BANK MANAGEMENT &
B.Com. MARKETING MANAGEMENT)

organises

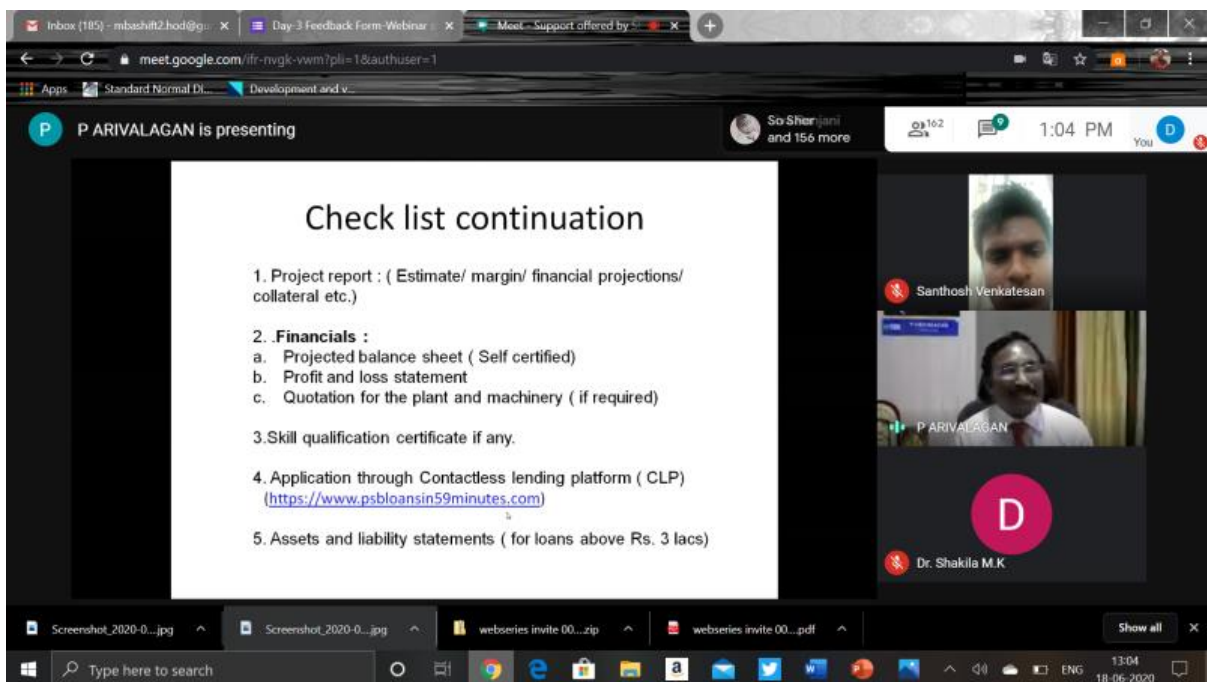
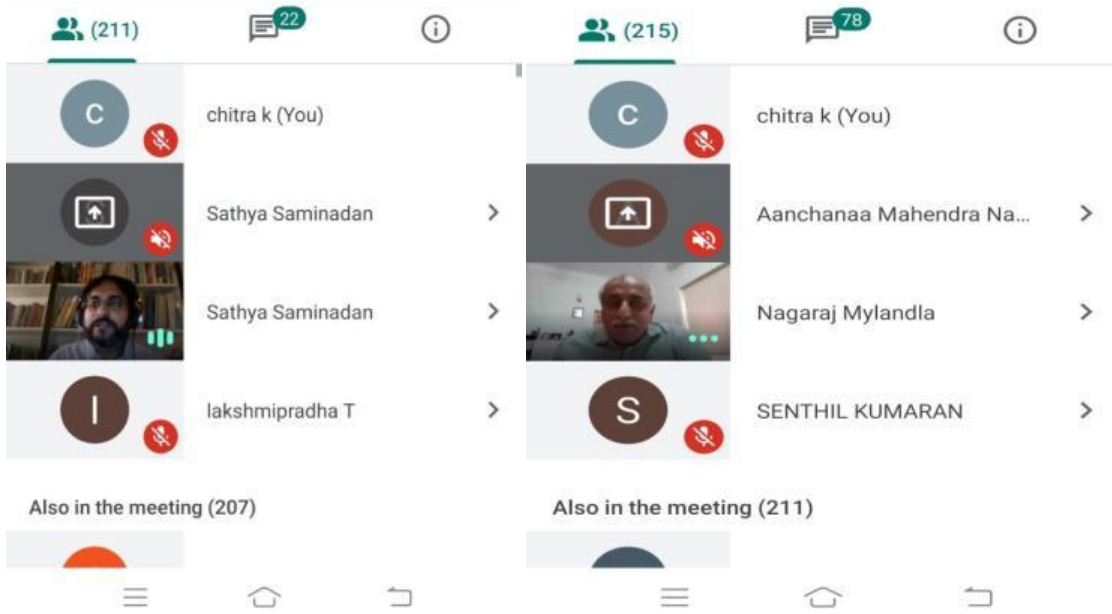
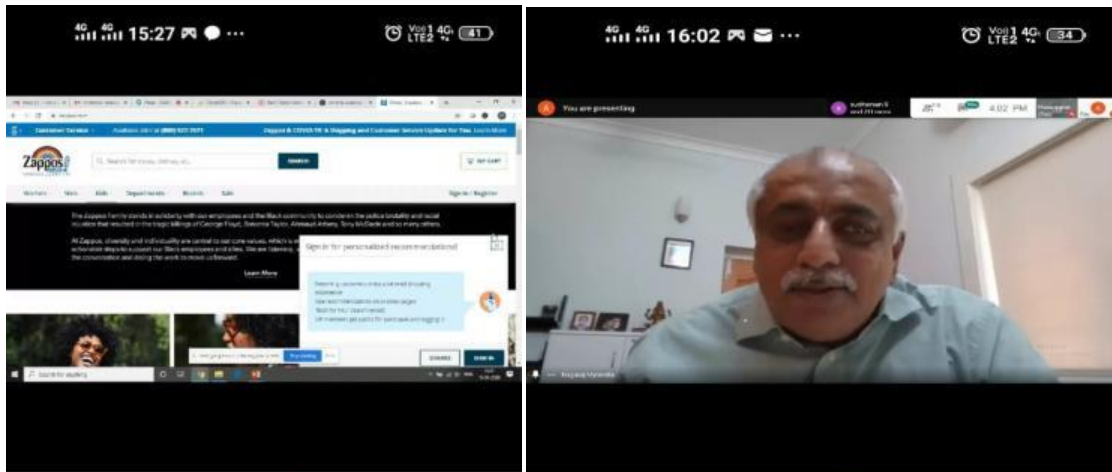
“A WEBINAR SERIES ON ENTREPRENEURSHIP”

DATE : 16th June 2020 - 18th June 2020

RESOURCE PERSONS

 <p>Topic : “DIGITAL MARKETING FOR ENTREPRENEURS” DATE : 16th June 2020 - 3 p.m. to 4 p.m. Dr. SATHYA SAMINADAN R.S. Faculty Member (Marketing), IFMR GSB, KREA University.</p>	 <p>Topic : “FACEBOOK MARKETING” DATE : 17th June 2020 - 3 p.m. to 4 p.m. Dr. ARAVIND T.S. Digital Trainer Chief Facilitator NLS Kochi, Kerala.</p>
<p>Free Registration. E-Certificates will be provided to Participants.</p>	
 <p>Topic : “CHALLENGES IN ENTREPRENEURSHIP” DATE : 18th June 2020 - 3 p.m. to 4 p.m. Mr. NAGARAJ MYLANDLA Founder and MD, FSS.</p>	 <p>Topic : “SUPPORT OFFERED BY SBI TO ENTREPRENEURS” DATE : 18th June 2020 - 12 p.m. to 1 p.m. Mr. P. ARIVALAGAN Director State Bank Institute of Learning & Development.</p>
<p>Dr. M.G. Rangunathan PRINCIPAL</p>	<p>Mr. Manjit Singh Nayar GENERAL SECRETARY & CORRESPONDENT</p>

Photos



Dr Aravind TS is presenting

Facebook Marketing

- Why ?
 - King of Social Media
 - 60.6% Internet users
 - DAU - 1.73Bn
 - 80 Million SMEs
 - 65% of FB Users Under age 35
 - 58.5 Min Average per day
 - Product discovery 78%
- How to start ?
 - Algorithm
 - Types of Fb Post
 - Fb Marketing
 - Fb Advert

Meeting details

People (183)

- Gana Kamal
- GANAPATHI007 G S
- Ganesan P
- Ganesh Ganesh
- Gayathri gaya3
- Gnana Sekar
- Gomathi Moorthi
- gowtham jayakumar
- quhan sridhar

Chat (91)

15:06 17-06-2020