



# A.D.M College For Women (Autonomous)

Nationally Accredited with 'A' by NAAC (Cycle- IV)

Nagapattinam - 611 001

Tamil Nadu.



## STUDENTS SKILL INITIATIVE PROGRAMME

### 2022-2023

**01.02.2023 – 10.02.2023**



# **A.D.M.COLLEGE FOR WOMEN (Autonomous)**

Affiliated to Bharathidasan University, Tiruchirappalli  
(Nationally Accredited with 'A' Grade by NAAC – 3<sup>rd</sup> Cycle)  
Nagapattinam



# **SSIP 2K23**



**STUDENTS SKILL INITIATIVE PROGRAMME**  
**2022-2023**




## **Courses Offered**

- ❖ **Journalism**
- ❖ **Bakery and confectionary**
- ❖ **Integrated Live Stock Management**
- ❖ **Life Saving & First Aid Training**
- ❖ **Travel Management & Tourism**
- ❖ **Fashion Technology**
- ❖ **Beautician**
- ❖ **Digital Marketing**
- ❖ **Gardening Tecnology**

**A.D.M. COLLEGE FOR WOMEN**  
(Autonomous)  
(Affiliated to Bharathidasan University, Trichinappalli)  
(Nationally Accredited with 'A' Grade by NAAC - 3<sup>rd</sup> Cycle)  
Nagapattinam

*Invites you to join us on the jubilant occasion of the*  
**STUDENTS SKILL INITIATIVE PROGRAMME**  
2022 - 2023



*Inauguration*

**1<sup>st</sup> February 2023**  
**On Wednesday at 9.30 a.m.**  
**@ AV ROOM**

**INAUGURATION**

<b>Invocation</b>	<b>Dr.N.Lavanya</b>
<b>Welcome Address</b>	<b>Asst. Professor of Physics, SSIP Convener</b>
<b>Presidential Address</b>	<b>Dr.R.Anbuselvi</b> <b>Principal In-Charge</b>
<b>Key Note Address</b>	<b>Dr.R.Sophia Porchelvi</b> <b>Controller of Examination</b>
<b>Chief Guest Address</b>	<b>Dr.C.Suresh</b> <b>Assistant Professor &amp; Head, Veterinary University Training &amp; Research Centre, Perambalur.</b>
<b>Vote of Thanks</b>	<b>Dr.P.Rajeshwari</b> <b>Asst. Professor of Commerce</b> <b>SSIP Coordinator</b>

**COURSE SCHEDULE****Course - I Journalism**

<b>Date</b>	<b>01.02.23 - 10.02.23</b>
<b>Resource person</b>	<b>Mr.N.Raghuraman</b> <b>Director, Bridge Academy, Chennai.</b> <b>Mr. Vasanthan</b> <b>Faculty - Bridge Academy College of Media and Fine Arts, Chennai</b>

**Course - II Bakery and confectionary**

<b>Date</b>	<b>01.02.23 - 10.02.23</b>
<b>Resource person</b>	<b>Mr. K.P. Nitesh,</b> <b>Production Manager</b> <b>Uma Home Bread</b> <b>Mrs. Poornima, Nagapattinam</b> <b>Mr. M. Senthilkumar</b> <b>Executive Chef,</b> <b>Uma Home Bread, Nagapattinam</b>

**Course - III Integrated Live Stock Management**

<b>Date</b>	<b>01.02.23 - 10.02.23</b>
<b>Resource person</b>	<b>Dr.C.Suresh</b> <b>Assistant Professor &amp; Head, Veterinary University Training &amp; Research Centre, Perambalur.</b>

**Course - IV Life Saving & First Aid Training**

<b>Date</b>	<b>06.02.23 - 10.02.23</b>
<b>Resource person</b>	<b>Rtr.Tarun Muruges</b> <b>Surf Lifesaving Sports Coach,</b> <b>Life Guarding &amp; First Aid Trainer</b> <b>RLSS(I) Tamil Nadu Licensee, Chennai.</b>

**Course - V Travel Management & Tourism**

<b>Date</b>	<b>01.02.23 - 10.02.23</b>
<b>Resource person</b>	<b>Mr.G.Rajapandian</b> <b>Director, Aravind Air Travels,</b> <b>Chennai.</b> <b>Ms.A.Amala,</b> <b>Professional Tour Guide, Chennai.</b>

**Course - VI Fashion Technology**

<b>Date</b>	<b>01.02.23 - 10.02.23</b>
<b>Resource person</b>	<b>Mrs.R.Sumathi (Tailoring)</b> <b>Om Sakthi Tailoring Centre,</b> <b>Karaikal.</b> <b>Ms. Nisha (Aari Work)</b> <b>Karai Creators, Karaikal.</b>

**Course - VII Beautician**

<b>Date</b>	<b>01.02.23 - 10.02.23</b>
<b>Resource person</b>	<b>Mrs.Jeyajothi</b> <b>Natural Training Academy,</b> <b>Thanjavur</b>

**Course - VIII Digital Marketing**

<b>Date</b>	<b>01.02.23 - 10.02.23</b>
<b>Resource person</b>	<b>Mr.N.Anthilinga Bose</b> <b>Tech Associate, Elysium Academy</b> <b>Private Limited, Madurai.</b>

**Course - IX Gardening Technology**

<b>Date</b>	<b>01.02.23 - 10.02.23</b>
<b>Resource person</b>	<b>Mr.S Neethimanickam</b> <b>Assistant Director of Horticulture,</b> <b>Government of Tamilnadu</b>

**VALEDICTORY FUNCTION**

<b>Welcome Address</b>	<b>Dr.N.Lavanya</b> <b>Asst. Professor of Physics</b> <b>SSIP Convener</b>
<b>Presidential Address</b>	<b>Dr.R.Anbuselvi</b> <b>Principal In-Charge</b>
<b>Felicitation</b>	<b>Dr.A.Sivakamasundari</b> <b>Former Principal / Advisor</b>
<b>Vote of Thanks</b>	<b>Dr.C.J.Pricilla</b> <b>Asst. Professor of Tamil</b> <b>SSIP Coordinator</b>

**National Anthem**

**PROGRAMME SCHEDULE**

<b>Morning</b>	<b>10.00 am to 11.30 am - Lecture - I</b> <b>11.30 am to 11.45 am - Tea Break</b> <b>11.45 am to 01.00 pm - Lecture - II</b>
<b>Afternoon</b>	<b>01.00 pm to 02.00 pm - Lunch Break</b> <b>02.00 pm to 04.00 pm - Lecture - III</b>

# **PREFACE**

Higher Education provides a gateway to a number of opportunities for a bright future. It's a door opening to miscellaneous pathways and one can always raise one's living standards by studying higher and higher in life. Higher Education equips a student with the specialized skills required to earn higher efficiency levels at the workplace, gives equal space in this competing world, improves skills and provides scope for serving our community better.

Higher Education institutions especially autonomous institutions are vested with the responsibility of designing the curriculum aiming at the holistic development of students. In addition, they are expected to provide ample opportunities to students to hone their skills.

Our college takes all initiatives to supplement the curriculum with the skill development courses. These skill development courses were started with the aim of enhancing and enriching the students learning experience by providing them enough opportunities to empower them.

The Skill Initiative Programme was conducted for the UG Second year students from January to February 2022. The inauguration ceremony began with Dr.N.Lavanya, Assistant Professor of Physics, SSIP convenor welcoming the gathering. She earnestly thanked the President and Secretary Thiru.K.Jayaprakash sir for their encouragement and added that the Skill Development Programme wouldn't have been possible if not for the tremendous support of the management. The Presidential address was delivered by Dr.R.Anbuselvi, Principal In-charge who motivated the students to make the best of the programme. She then honoured the chief guests with momento. Mr.G.Rajapandian, Director, Aravind Air Travels, Chennai and Rtr. Tarun Muruges, Lifeguarding & First aid Trainer RLSS (1), Chennai praised the college for its sincere efforts in his key note address. He mentioned in detail about the syllabus, teaching methodology and objectives of the programme. He also said that he was pleasantly surprised by the involvement and enthusiasm shown by the college. In her key note address, Dr.R.Sophia Porchelvi, Controller of Examination briefed on how this programme will be useful to the students in pursuing higher studies as well as for various job opportunities available. She also spoke about the need for skill based training. Dr.P.Rajeswari, Assistant Professor of Commerce proposed the formal vote of thanks.





# JOURNALISM

**Students Skill Initiative Programme (SSIP) for UG Second Year****Journalism****Date: 01.02.2023 – 10.02.2023****Beneficiaries: 68**

S.No	Date	Session	Resource Person	Topics
1.	01.02.2023	FN	Mr. Vasanthan Bridge Academy, Chennai.	Journalism Intro & News Input.
		AN	Mr. Vasanthan Bridge Academy, Chennai.	News Output & Production Process.
2.	03.02.2023	FN	Mr. Vasanthan Bridge Academy, Chennai.	News Types & Methods.
		AN	Mr. Vasanthan Bridge Academy, Chennai.	News Analysis with News Papers and Writing for TV.
3.	06.02.2023	FN	Mr. Vasanthan Bridge Academy, Chennai.	Practical Exercise on News.
		AN	Mr. Vasanthan Bridge Academy, Chennai.	Group Activity on News Project.
4.	07.02.2023	FN	Mr. Vasanthan Bridge Academy, Chennai.	Field Visit to Nagapattinam Stadium (CM Trophy Event) for Practical Works.
		AN	Mr. Vasanthan Bridge Academy, Chennai.	Preparation Work on Every Department for 15 Minutes News Project.
5.	08.02.2023	FN	Mr. Vasanthan Bridge Academy, Chennai.	Written Exercise for Students with News Paper & Shoot for News Readers.
		AN	Mr. Vasanthan Bridge Academy, Chennai.	On Spot Reporting Shoot for Reporting Students.
6.	09.02.2023	FN	Mr. Vasanthan Bridge Academy, Chennai.	On spot Reporting Shoot & Written Exercise.
		AN	Mr. Vasanthan Bridge Academy, Chennai.	Video Editing Work Class.
7.	10.02.2023	FN	Mr. Vasanthan Bridge Academy, Chennai.	Feedback Form Students and Telecast Our News Project.



# **JOURNALISM**

**TRAINER NAME : Mr. Vasanthan**

## **INTRODUCTION**

Journalism is having the essential part of people to Inform, Educate and Development. When we learn to journalism it's mandatory to be ready for to be a good communication with others. In this course this is the main aim to all.

Firstly, I explained the development of journalism in various medium like Radio, Newspaper, Television and Digital.

Then we look into the Departments of News Medium. It'll help students to understand the field to closer.

Day 1 (1.2.2023)

## **FORENOON SESSION & AFTERNOON SESSION**

At the beginning of the Journalism Course, The trainer gave a detailed presentation on the history of Journalism. The trainer explained to the students about the development of telecommunication the trainer explained to the students about the telecommunication from the time of the early man to the present day and the progress of the people of the world as a result.



Through this, the trainer trained the students through daily news as well as attracting them into the field of Journalism trainer explained the development of Journalism in various medium like Radio, Newspaper, Television and Digital.

Course trainer asked the students to write a detailed explanation. Their writing showed an inordinate passion for media and the beginning of a big dream, on the afternoon of the first day, the trainer trained about the content of news media.

Students screened some Tamil news channels and explained their components and explained their journey depart wise starting from the continuous news gathering till it reaches the masses. So how do they choose the headlines? Which stories make headline? What is their significance? Students instructed them to write headlines on four news channels

Day 2 (3.2.2023)

FORENOON SESSION & AFTERNOON SESSION

The Students did well in the assignments given on the first day. They wrote all the headlines beautifully some read them in front of everyone. The trainer explained about the nature of the news published in the media. For example, the trainer screened the types of news that will be featured in a collection of News features, from the beginning to the end of the session. Students learned from news type to interviews. Through this the students got Knowledge of Journalism.



After the session, the trainer gave newspapers to the students and asked them to read the news and how the news is written in different media such as Print media, Visual media, and Digital media.

After explaining of the basics of the news, the trainer explained clearly how the news is written according to the reader's reading of the news. Also ask the students to edit and write the news. The trainer provided training and the news written by the students and they read as a News reader. Then we planned to the students as reporter, news editor, news reader, Producer and Cinematographer.

Day 3 (6.2.2023)

FORENOON SESSION & AFTERNOON SESSION

We split into teams of Cameramen and videographers. Trainer create a whatsapp group for the students we provide individual training for each of them students did well in the assignments give during the two day.

Trainers when the students came to college, the gave them some exercises in teams for example newsreaders in teams, for example newsreaders read two headlines each and videographers took a video of it. Similarly news editors and reporters were given separate assignments. All done well by the students.



Later, reporters recorded news and cameraman video capture what was happening in classes other than Journalism for our planned news package. The trainers guided them to complete their tasks well.

Day 4 (7.2.2023)

### FORENOON SESSION & AFTERNOON SESSION

The students went to Nagai Muthamizh Aringar Dr.M.Karunanidhi sports hall. We implemented this in order to give direct experience to the students about Journalism. For this, the college administration gave permission and provided safe travel facilities. It was an admirable event.



On reaching the ground, the students were divided into separate groups and went to collect the News. Recorded all the games as News, video. Students also interviewed the Physical education teachers, special guests and others. Visual Edit students team prepared logo for the newsletters. Students prepared questions to ask about experts.

Day 5 (08.02.2023)

### FORENOON SESSION & AFTERNOON SESSION

Every time created with the help of the news editorial team and the reporters were fully prepared. Students read their News one by one at the college studio.



In the afternoon students went to the SSIP classes like Journalistic process training horticulture, beautician. The news reporters recited SSIP Courses. Then Students conducted separate interviews with the class. Professors and also interviewed the students.



Day 6 (09.02.2023)

FORENOON SESSION & AFTERNOON SESSION

The Trainers started the editing process by combining the videos taken by the students, the videos of the newsreaders and the live compilations of the reporters.

Then we collected the necessary videos for the planned new package. After organizing it properly the trainer finished the editing work with the help of the Students

**10.02.2023 Day 7 (10.02.2023)**

**FORENOON SESSION & AFTERNOON SESSION**

After finishing the editing work throughout the night, the trainers broad casted it to the students and got their feedback. The Journalism course was completed. Students between Journalists thanks to the college management.





# Certificate

A.D.M. College for Women (Autonomous),  
Nagapattinam  
Organised a Skill INITIATIVE Program - SIP 2022

This is to certify that  
*Anusiya. R*  
has successfully completed a  
Certificate Course on  
Journalism  
held @ ADM College, Nagapattinam  
From January to February 2023



Register No.  
21VX003



*Signature*  
Principal  
A.D.M.College

*Signature*  
Director  
Bridge Academy



# BAKERY AND CONFECTIONARY



**Students Skill Initiative Programme (SSIP) for UG Second Year****Bakery and Confectionary****Date: 01.02.2023 – 10.02.2023****Beneficiaries: 52**

S.No	Date	Session	Resource Person	Topics
1.	01.02.2023	FN	Poornima, UMA Bakery, Nagapattinam	History and Basics of Baking
		AN	Natesh & Poornima, UMA Bakery, Nagapattinam	Making of Bread and Concepts Theory Classes
2.	03.02.2023	FN	Poornima, Chef Suguvél UMA Bakery, Nagapattinam	Practical Bread Making and International Bread Concepts of Choux, Flaky and Short Crust
		AN	Poornima, UMA Bakery, Nagapattinam	Bun Making and Salt Bread Making
3.	06.02.2023	FN	Poornima, Chef Suguvél UMA Bakery, Nagapattinam	Puff Preparation and Production
		AN	Poornima, UMA Bakery, Nagapattinam	Concept of Cupcakes, Muffins, Donuts and Croissant ,Garlic Bread Production
4.	07.02.2023	FN	Poornima, Chef Suguvél UMA Bakery, Nagapattinam	Doughnut Preparation and toast Preparation
		AN	Poornima, Chef Suguvél UMA Bakery, Nagapattinam	Brief about types of Cake Making Methods and Cupcake Making
5.	08.02.2023	FN	Poornima, Chef Kamaruthin UMA Bakery, Nagapattinam	Brief about types of cakes and cake making Session
		AN	Poornima, Chef Kamaruthin UMA Bakery, Nagapattinam	Brief about types of icing and cake Piping decoration and Creating session
6.	09.02.2023	FN	Poornima, UMA Bakery, Nagapattinam	Basics of Chocolate making and chocolate Production Session
		AN	Poornima, Chef Suguvél &Midhun UMA Bakery, Nagapattinam	Cookies Making Session and sugar pasta cake toy Creation
7.	10.02.2023	FN	Poornima, UMA Bakery, Nagapattinam	“UMA HOME BREAD” Bakery, nagapattinam for industrial visit.

# ***BAKERY AND CONFECTIONERY***

**TRAINERS NAME:** Mrs.Poornima, Chef Suguvel and Chef Kamaruthin

Day 1 (1.2.2023)

## **FORENOON SESSION**

We introduced about the History and Basics of Baking to the students through various visual contents and theories. The earliest known form of baking occurred when humans took wild grass grains, soaked them in water, and mashed the mixture into a kind of broth-like paste. The paste was cooked by pouring it onto a flat, hot rock, resulting in a bread-like substance.

## **AFTERNOON SESSION**

The first and most important of baking is “making of bread”, so we explained the “Concepts of Making Bread”.



We brought basic raw materials tools used in baking and showed the students like the major required raw materials are wheat flour, sugar, eggs and ghee. Other items like milk powder, yeast, salt, assorted fruits, baking powder, caramel color, vanilla, butter, cream, etc. and explained the functionality and how the tools and raw materials are used in baking. The students were more excited to know and learn about baking.

Day 2 (3.2.2023)

### FORENOON SESSION

In morning session, Our Chef Suguvel showed practically “how to prepare bread” and explained the practical concepts and sciences behind bread making. In bread making (or special yeasted cakes), the yeast organisms expel carbon dioxide as they feed off of sugars. As the dough rises and proofs, carbon dioxide is formed; this is why the dough volume increases. The carbon dioxide expands and moves as the bread dough warms and bakes in the oven. The bread rises and sets. After his practical session, students were separated into 5 batches and we provided raw materials for each batch and made them to prepare the bread themselves.



### AFTERNOON SESSION

The students were over enjoyed to prepare the breads themselves and taste them, also they learned a lot and the practical session made them so involved. Later, the concepts of Choux, Flaky & short crust were explained and visuals we also displayed for better understanding for students. Choux is a multi-purpose "paste" that hovers somewhere between dough and batter. It's made by cooking flour with water and/or milk and butter, then mixing in eggs off heat to form a pipe-able, spoon able consistency. What is Flaky Pastry? Flaky pastry is layered pastry dough similar to puff pastry but it contains less fat and fewer layers. Typical flaky pastry has a fat-to-flour ratio of 3:4 and is rolled and folded only four times. Traditionally, lard and butter were used in flaky pastry preparation. Short

crust pastry is French-style dough with a crumbly, biscuit-like texture. This style of dough is "short" because the amount of flour is usually double the amount of fat, allowing it to break apart more easily than American-style pie dough (a closer ratio of flour to fat).

Chef Suguvel, made a live session on making for Bun and Salt Bread making.

Day 3 (6.2.2023)

FORENOON SESSION

In morning session, Our Chef Suguvel showed practically “how to prepare Puffs”  
Sheeting of puffs and varies sheeting methods we explained.



Puff pastry is made using a method known as lamination, where a block of butter is wrapped fully and sealed inside dough. The dough then goes through a series of folds, where it is rolled out to a certain thickness and folded over onto itself. After his practical session, students were separated into 5 batches and we provided raw materials for each batch and made them to prepare the Puffs themselves.

**AFTERNOON SESSION**

In the Afternoon session: Concepts of cupcakes, muffins, Donuts and Croissants were explained. The fluffy batter is what gives cupcakes their soft, spongy texture. Muffins, on the other hand, are moist and dense.



Another important difference between a cupcake and a muffin is that cupcakes tend to have more sugar and so they're a lot sweeter than muffins. Garlic bread (also called garlic toast) consists of bread (usually a baguette, sour dough, or bread such as ciabatta), topped with garlic and olive oil or butter and may include additional herbs, such as oregano or chives. Later, we made students to prepare garlic bread from the breads they prepared from the previous day and they enjoyed making puffs and garlic bread themselves.

Day 4 (7.2.2023)

**FORENOON SESSION**

In morning session, Our Chef Suguvel showed practically “how to prepare Doughnuts and Tarts” A doughnut or donut is a type of food made from leavened fried dough. It is popular in many countries and is prepared in various forms as a sweet snack

that can be homemade or purchased in bakeries, supermarkets, food stalls, and franchised specialty vendors.



After his practical session, students were separated into 5 batches and we provided raw materials for each batch and made them to prepare the doughnuts and tart themselves.

#### AFTERNOON SESSION

In the Afternoon session brief about types of cakes and cake making methods were explained. A cupcake is a small, sweet baked good topped with frosting. You might bake cupcakes for your best friend's birthday. When you make cupcakes, you mix up cake batter and instead of baking it in large pans pour it into the small, paper-lined indentations in a cupcake or muffin pan. Muffins are single-serving quick breads, which rise with the help of baking soda or baking powder and eggs instead of yeast. They tend to be sweet and somewhat moist, but heavier than a cake or cupcake. Muffins are baked in a pan with cup-sized indentations. Cupcakes making visuals were played to students for better understanding of concepts.

Day 5 (08.02.2023)

#### FORENOON SESSION

In morning session, “Different types of cake” and the most popular cakes concepts were explained. Our Chef Kammaruthin showed practically “how to prepare cake sponge”. Croissants are named for their historical crescent shape the dough is layered with butter,

rolled and folded several times in succession, then rolled into a thin sheet, in a technique called laminating. The process results in a layered, flaky texture, similar to a puff pastry. After his practical session, students were separated into 5 batches and we provided raw materials for each batch and made them to prepare the cake by themselves.



### AFTERNOON SESSION

In the Afternoon session: Brief about types of icing and handling of tools were explained. Students showed more interest and enthuse to prepare a cake and do icing. Later, we had a small competition among the students, we announced “The batch which creates a unique cake will be awarded as a best cake”. We invited Dr.N.Lavanya madam as a guest to select the best and unique cakes made by students. Students created more creative and unique cakes; the friendly competition made the students more involved.

Day 6 (09.02.2023)

### FORENOON SESSION

In morning Session, Concepts and Making of chocolates were explained. Differences between Dark chocolates, Milk chocolates and white chocolates were explained.



We showed students the raw materials in making of chocolates like: Choco Bean, Choco Butters for better understanding. Then tempering of chocolates was practically explained to students. After his practical session, students were separated into 5 batches and we provided raw materials for each batch and made them to temper the Chocolate by themselves.

### AFTERNOON SESSION

In the afternoon session, Chef Suguvel showed practically “How to prepare Cookies” Cookies are an absolute delight. Starting from plain to choco-chip to caramel to nutty, there are a gazillion of cookie flavours and varieties available in the market. Doesn’t matter whether you have a sweet tooth or salty, you can definitely find one to match your coffee mood.





A jar full of cookies comes in as rescue during an unannounced guest arrival or simply during sudden sweet cravings. Every household has a favorite cookie box kept safe to celebrate small and big joys of life. Although you must have noticed, no one is allowed to eat handful of cookies from that treasure box and that's because they are expensive and difficult to find. Homemakers assume that cookies are complicated and cannot be easily baked at home. But that's not true the basic structure of any cookie remains the same. No matter what is your favorite flavor in a cookie, if you master the art of making the dough then you are sorted. Keep scrolling to find out how you can bake a simple cookie at home. Chef Mithun, showed student the making of Fondant cake toys and decorations.

Day 7 (10.02.2023)

FORENOON SESSION

Students for taken to “UMA HOME BREAD” Bakery, Nagapattinam for industrial visit.



All the Students learned the bread making methods, live production of cake and other bakery products. They also visited the bread making machine. It was a great experience to become an Entrepreneur.



**A.D.M. COLLEGE FOR WOMEN**

**&**



**UMA HOME BREAD**

**CERTIFICATE OF PARTICIPATION**

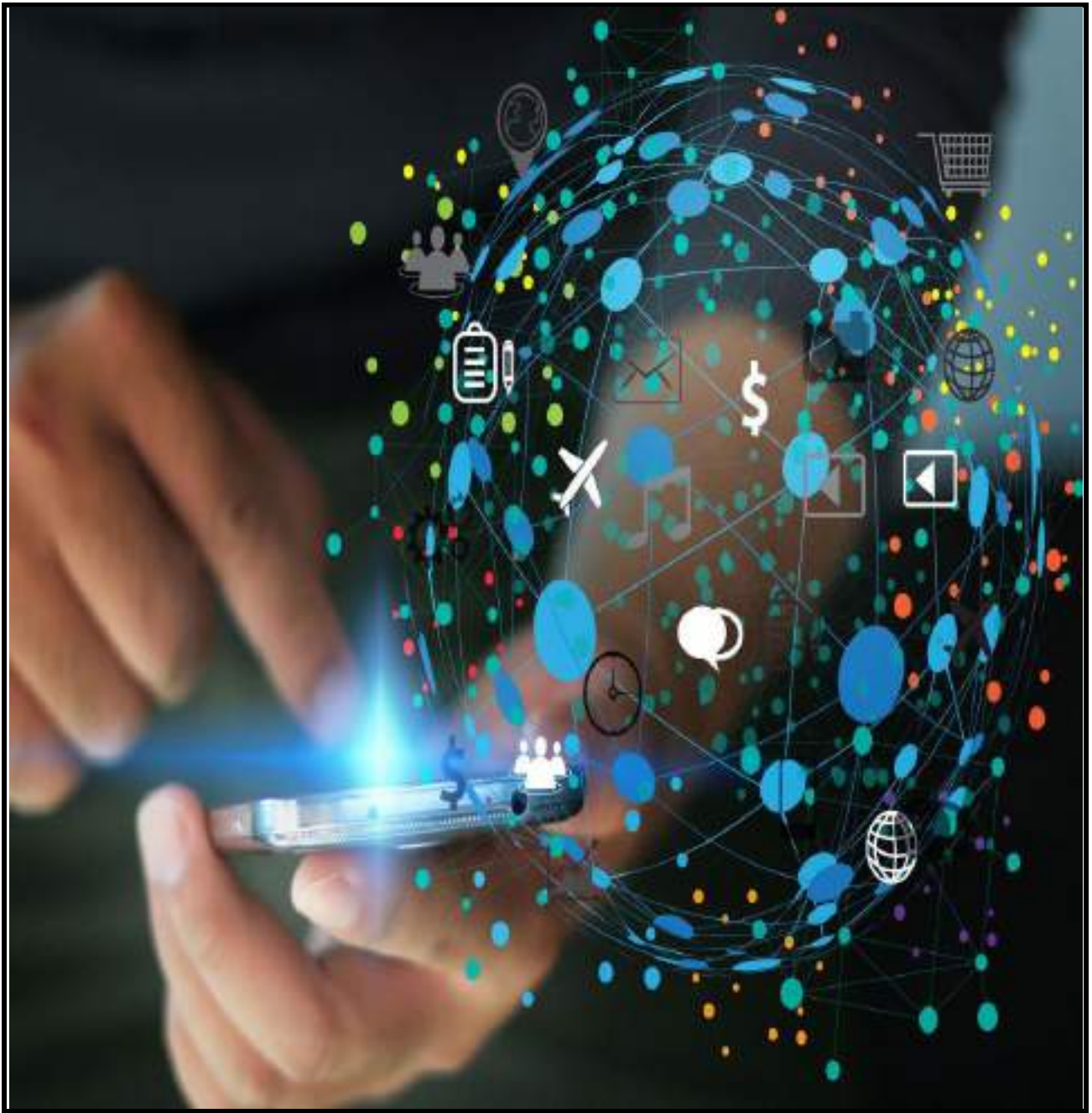
This is to Certify that M/s.S: Ivetha Sni.....  
has successfully completed  
Students Skill Initiative Programme on  
**BAKERY & CONFECTIONERY** conducted at  
**A.D.M. COLLEGE FOR WOMEN, Nagapattinam**  
from 1.2.2023 to 10.2.2023

  
**Dr.N.LAVANYA**  
Convenor

  
**Mr.N.K. Ramesh Kumar**  
Managing Partner  
UMA HOME BREAD

  
**Dr.R.ANBUSELVI**  
Principal





# DIGITAL MARKETING

**Students Skill Initiative Programme (SSIP) for UG Second Year****Digital Marketing****Date: 01.02.2023 – 10.02.2023****Beneficiaries: 39**

<b>S.No</b>	<b>Date</b>	<b>Session</b>	<b>Resource Person</b>	<b>Topics</b>
1.	01.02.2023	FN	N.Aathilingabose S.Madhan Kumar	Digital Marketing Intro Session
		AN	N.Aathilingabose S.Madhan Kumar	How to Create a Free Website
2.	03.02.2023	FN	N.Aathilingabose S.Madhan Kumar	Practical Session-Creating a Free Website
		AN	N.Aathilingabose S.Madhan Kumar	Practical Session-Creating Pages for Website
3.	06.02.2023	FN	S.Madhan Kumar M.Chandrasekar	Practical Session-Creating Facebook Account
		AN	S.Madhan Kumar M.Chandrasekar	Practical Session-Creating Pages and Groups for Facebook
4.	07.02.2023	FN	S.Madhan Kumar M.Chandrasekar	Practical Session-Facebook Group and Advertisement Creation
		AN	S.Madhan Kumar M.Chandrasekar	Practical Session-Youtube Intro and Basics
5.	08.02.2023	FN	S.Madhan Kumar M.Chandrasekar	Practical Session-Account Creation on Youtube and Updating Profile
		AN	S.Madhan Kumar M.Chandrasekar	Practical Session-Youtube Videos Upload and Analytics
6.	09.02.2023	FN	N.Aathilingabose M.Chandrasekar	Practical Session-Twitter Marketing
		AN	N.Aathilingabose M.Chandrasekar	Practical Session-Email Marketing
7.	10.02.2023	FN	N.Aathilingabose	Practical Session-LinkedIn Marketing and Insta marketing

# ***DIGITAL MARKETING***

**TRAINERS NAME:** Mr. N.Aathilingabose, Mr. S.Madhan Kumar

## INTRODUCTION

Digital marketing is the promotion of products or services through digital channels, such as search engines, social media, email, and websites, to reach and engage with a target audience. The goal of digital marketing is to drive traffic, generate leads, and ultimately increase sales and revenue for a business. The 5 stages of strategic digital marketing planning include plan, reach, act, convert and engage. Here we are going to make aware of students on digital marketing through digital channels, such as search engines, social media, email and websites during this students skill initiative program 2022-2023.

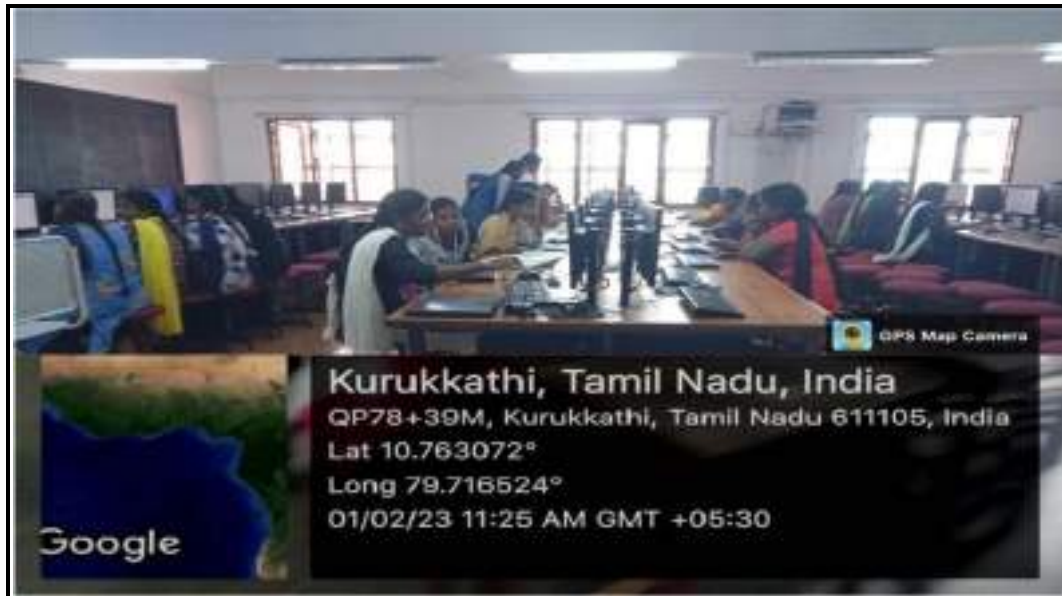
Day 1 (1.2.2023)

## FORENOON SESSION

The trainer started this forenoon session with introduction to digital marketing and explained about following things.

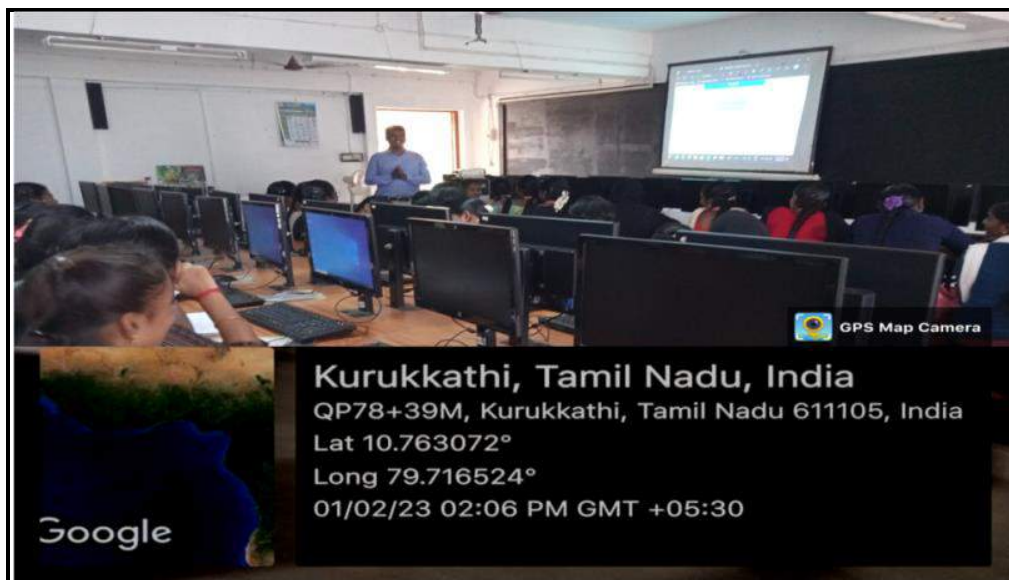
- Traditional marketing vs. digital marketing
- Changing the traditional way to modern internet
- Speed & popularity of Radio, TV, internet, Gmail, Facebook, Whatsapp, Twitter and Skype
- Search engine
- Journey of digital marketing

At the end this forenoon session students gained knowledge on traditional vs. digital marketing, speed and popularity of social media, search engine, journey of digital marketing.



AFTERNOON SESSION

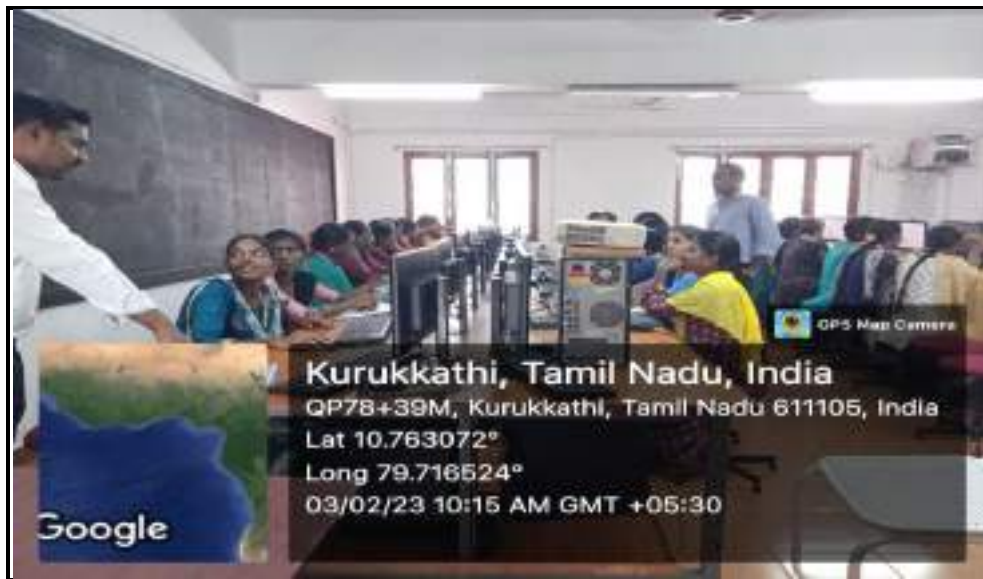
The trainer explained about how to create a domain and website using word press, what are all the things we should know before creating websites, how to create a pages on website. At the end of this afternoon session each and every students has gained knowledge on website building.



Day 2 (3.2.2023)

### FORENOON SESSION

The trainer made this session as a practical session. In this session students has participated and created their own domain and hosted their websites using word press and also gained knowledge on icon generation using favicon, showcasing their own products on websites.



### AFTERNOON SESSION

This session is a continuity of forenoon session, the trainer made students to create multiple pages on their websites and also trained to link social media pages, other websites and e-commerce websites to their sites. At the end of this afternoon session each and every students has created their own websites and gained knowledge on website building



Day 3 (6.2.2023)

FORENOON SESSION

The trainer started this session with introduction to facebook marketing and explained about how to create a facebook account, facebook pages, post, boost post and selling their own products on face book.





**AFTERNOON SESSION**

The trainer made this session as a practical session in this session students has participated and created their own facebook account, face book pages, posts and gained knowledge on how to sell their own products, why we are using boost post and how to gain more views, likes, shares using boost post on facebook.



Day 4 (7.2.2023)

**FORENOON SESSION**

The trainer explained about how to create face book group, posts, schedule post and group rules. After that the trainer made this session as a practical session, in this session students has started to create a group on facebook and posted their posts as a scheduled post and created their group rules.



**AFTERNOON SESSION**

In this session the trainer explained about face book ads vs. boost post and made students to create facebook ads and also make them aware of how to reach target audience through face book ads.



Day 5 (8.2.2023)

### FORENOON SESSION

The trainer started this session with introduction to youtube and then explained about how to create youtube account, youtube channel, how to enable monetization, eligibility for monetization and copyright issues.



### AFTERNOON SESSION

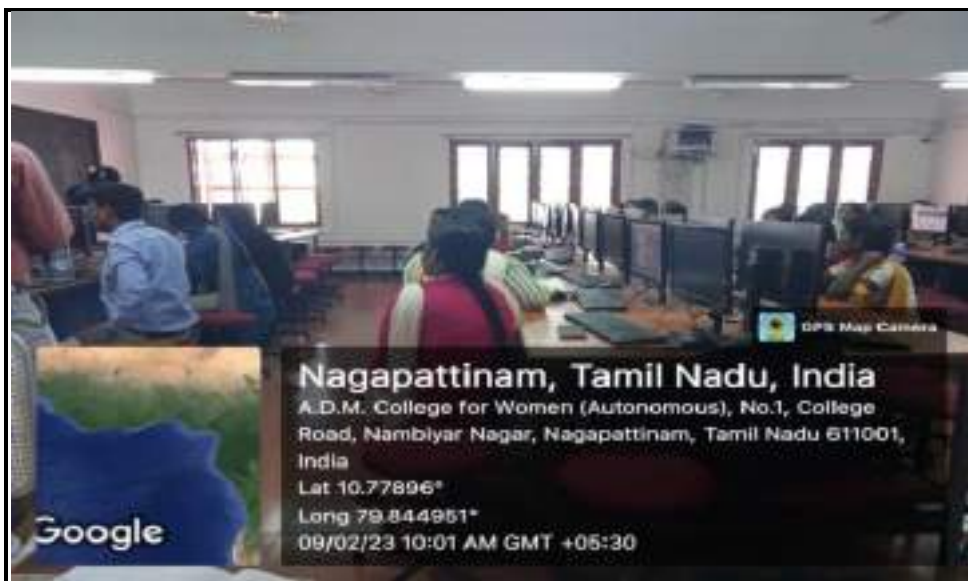
In this session the trainer made students to create a youtube account, youtube channel and make them to edit channel customization, settings on youtube studio in which students changed their profile picture, banner, video watermarks, basic information and also explained about how to upload videos, give title, description, thumbnails, tags.



Day 6(9.2.2023)

**FORENOON SESSION**

The trainer started this session with the continuation of creating and uploading youtube videos. Students also learned about how to create youtube videos and thumbnails using canva, and then explained about youtube analytics. How to analyze various analytics metrics such as viewership, watch time, audience retention, average view duration, impression, and impressions click through rate, estimated revenue, subscribers and also some other important metrics in advanced mode.



**AFTERNOON SESSION**

The trainer made this session as a practical session in this session students has participated and created their own youtube videos and thumbnails and uploaded the same to youtube. After this, the trainer made the students to create their twitter account and publish their first post in twitter. Not limited to this, students have also learned how to retweet a twitter post, follow top influencers, polls and hash tags.

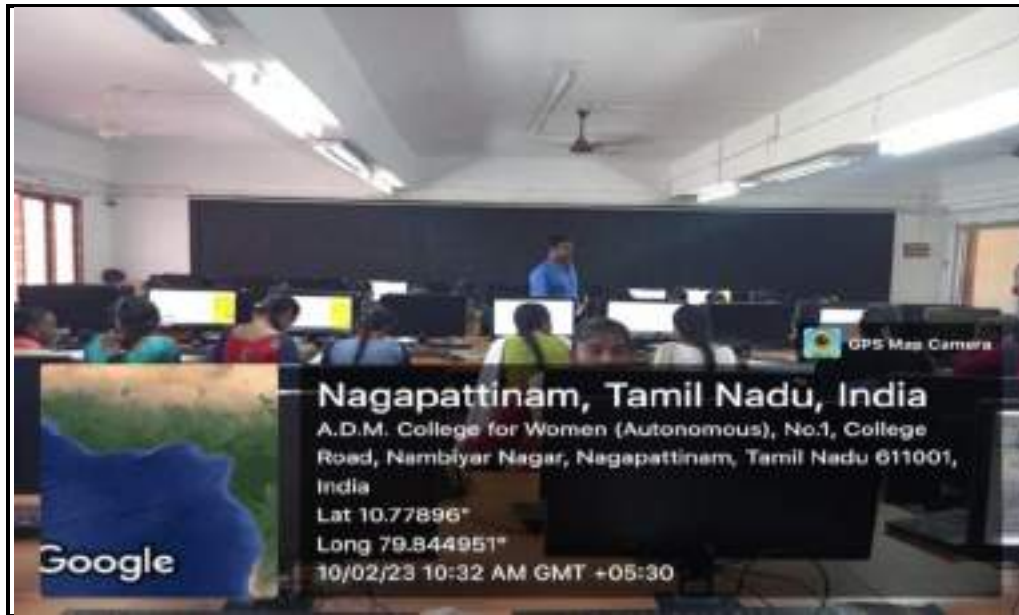


Day 7 (10.2.2023)

**FORENOON SESSION**

The trainer started this session with introduction to LinkedIn marketing, email marketing and instagram marketing. After the introduction trainer made this session as a practical session in this session students has participated and created their own LinkedIn accounts and built a strong profile that converts.

Next students created their mail chimp account and write their first email. Next they've learned about how to get more instagram followers, how to get reposted by top instagram accounts, how to optimize instagram bio, how to increase visibility, how to utilize instagram stories, etc., after this the trainer made a revision of all the digital marketing topics and summarize it for the better understanding of students. The Seven days programme ended successfully.



# CERTIFICATE OF PARTICIPATION

*This certificate is bestow to.....A.:B.HARKAVI.....  
for the active participation in the Workshop/ Seminar /PPF in .....  
DIGITAL...MARKETING... conducted on ..01..02..2023.....To.....ID.:D2.:2023.....  
in the specialized domain.*



info@elysiumacademy.org

*Issued By*



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The Valedictory function was held on 23.02.2022. Mr.K.Ajay, College Committee member was the chief Guest. Dr.C.J.Pricilla, Assistant Professor of Tamil, organizing Secretary welcomed the gathering. In his address the chief guest lauded the efforts taken by the co-ordinators of the programme for having taken strenuous efforts in empowering the women folk of the rural areas. Dr.R.Anbuselvi, Principal incharge presided over the meeting. Dr.N.Sampathlakshmi, Head, Associate Professor of Commerce and Dr. Maduramozhi Govindarajalu, Head, Associate professor of zoology offered felicitations. Dr. A. Sivakamasundari advisor of the college emphasized the need for developing the skills among the students. Certificates were issued to all the students.



Dr. N. Lavanya, Assistant Professor of physics and convener of the programme proposed the Vote of Thanks in which she thanked the management, Principal, Vice Principal, Controller of Examination for their encouragement and for being a constant source of support throughout. She appreciated the students for their active participation and for making the programme a grand success.



