CH.S.D.ST. THERESA'S COLLEGE FOR WOMEN (A), ELURU

DEPARTMENT OF COMPUTER SCIENCES-REPORT 2020-21

Department of Computer Science, Web Technology & Multimedia, and Visual Communication

WEBINAR ON "DIGITAL MARKETING"

The Department of Computer Science organized an online event on digital marketing, which was coordinated by Dr. Kalpana Ganesan, the Event Coordinator from Spectrum Solutions, Pondicherry. The event took place from 23rd November to 30th November 2020, from 2:00 PM to 4:00 PM.

Profile of the Speaker:

Dr.G.Kalpana is a doctorate from Periyar Maniammai University.
She is the event coordinator and C.O.O from Spectrum Solutions, Pondicherry. She has around 20 Years of teaching experience. She has several publications in reputed National/International Journals and Conferences. Her major areas of Interest in Digital Marketing, Ad hoc Networks, Wireless Mesh Networks, Wireless Communication, IoT, and AI. She handled several subjects related to Computer Science, Electronics, Communication and networking like Computer Networks, Distributed Computing, Cellular Mobile Communication, Linear Integrated Circuits, Digital Communication, Signals and Systems, Communication Theory, Object-oriented Programming, Internet Concepts, and Programming. She is a good speaker on recent advancements in Science and Technology.

Department of Computer Science organized a webinar on "DIGITAL MARKETING"

This is the online internship program done. The chances are sporadic. The digital world is like an alternative reality for almost a billion of the population on the planet. Every business needs kick-ass digital marketing to leverage maximum clientele. Also, digital is a tough place to compete. It's essential to shake hands with the best marketing agency to stay ahead.

Feedback from students:

At one point online marketing was just a new and different way to market. It opened up a new form of media on which to peddle goods and services.

But within just the past few years, the importance of digital marketing has become something else. It's become an integral part of what a business is to its customers. It's no longer enough to have a website or run some un-focused Ads campaign. As the Internet becomes entwined with everything we do, the importance of digital marketing is becoming crystal clear.

Let's take a look at why your business needs digital marketing to grow and thrive.

10 Facts About the Importance of Digital Marketing

- Reaches People Where They Spend Their Time & Money
- Levels the Playing Field for Small Business
- More Targeted
- Can Be Hyper-Personalized
- More Advanced Analytics
- Easy to Scale & Adapt

Feedback from the resource person:

She addressed with the students about the topic DIGITAL MARKETING. She felt very happy with the session and the interest of the students impressed her very well. The student interaction session made her so happy so that she could give few suggestions to the doubts. She felt happy for the way the session went on and the report given.

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Eluru, India
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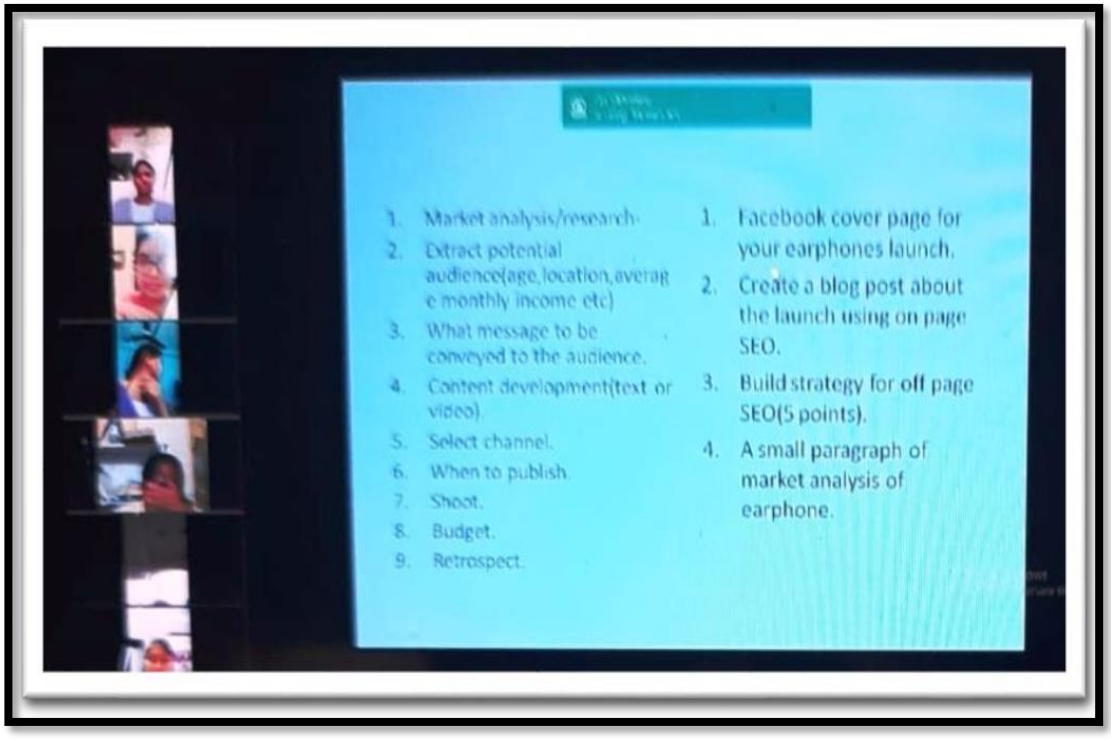
NAAC A+ with 3.56 / 4 CGPA
RUSA 2.0 (Component 8)
Digital Marketing
An Intra Collegiate Internship Event organized by the Department of Computer Science
Date : 25th Nov - 30th Nov 2020
2:00 - 4:00 PM
Resource Person
Dr. Kalpana Ganesan
Spectrum Solutions
Pondicherry, India
Chairperson
Dr. Sr. Marietta D'Mello
Principal
Ch. S.D. St. Theresa's College for Women
Convenor
Mrs. A. Mamatha
Head of the Department
Computer Science
Ch. S.D. St. Theresa's College for Women
Visit www.spectrumultra.com to download the internship contents.
Organizing Team
Mrs. K.L.L.Lavanya.
Mrs. V. Valli Gayathri.
Mrs. T. Swathi.
Mrs. G. Radhika.


1. Market analysis/research.
2. Extract potential audience(age,location,average monthly income etc)
3. What message to be conveyed to the audience.
4. Content development(text or video).
5. Select channel.
6. When to publish.
7. Shoot.
8. Budget.
9. Retrospect.
1. Facebook cover page for your earphones launch.
2. Create a blog post about the launch using on page SEO.
3. Build strategy for off page SEO(5 points).
4. A small paragraph of market analysis of earphone.

AN INTRA COLLEGIATE IOT INTERNSHIP PROGRAM ON IOT

The Department of Computer Science conducted an Intra Collegiate IoT Internship Program on IoT from 3rd February to 5th February 2021.Mrs. Deepthi Kiranmai, the Technical Trainer, served as the speaker for the program. A total of 168 students attended this program

Profile of the Speaker:

Deepti K Vinnakota Technical Trainer with 4 + years of experience in Academic Project implementation and Internships for various Engineering and Degree Colleges. Possesses impeccable written and verbal communication skills and excellent interpersonal skills. Professional 2018 – Present TECHNICAL TRAINER -Sampath Info Pvt. Ltd, Eluru, AP

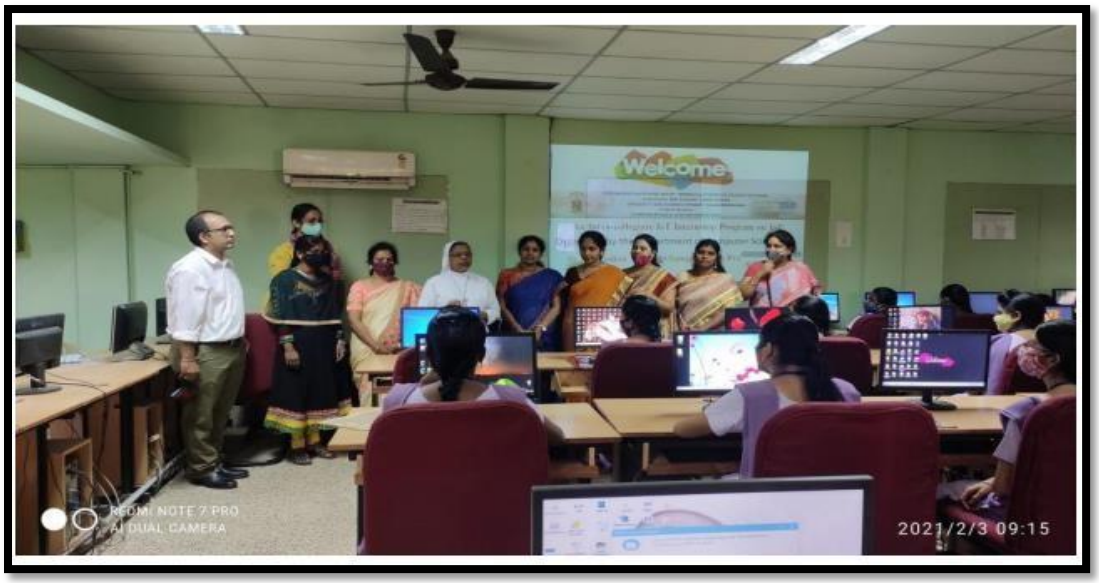
We conducted the internship program for II year 4thsem students as a part of academics from 3rd to 5th Feb 2021.This program is "An Intra Collegiate Iot Internship Program on IoT". The Resource person was Mrs. Deepthi Kiranmai. In association Sampath Infotech.pvt.ltd.nwithShe is a software Engineer. She taught the students... Regarding the program coding on Rasberrypy, and tested they and she made all the students to do the hands on practice. The students showed lots of interest and started doing a new program in their own methodologies and implementing them on the kits provided to them.

Feedback from students:

The students were much interested in learning and implementing the new technologies which were the upcoming programs in the market. They got Much time and also the kits to do the hands on practice and implement the codes in their own method following the syntax.

Feedback from the resource person:

Mrs. Deepthi Kiranmai in association with Sampath InfoTech. Pvt.Ltd. Felt so happy in conducting an event in our college by seeing the interest and theway students are grasping the subject and their zeal in learning the new upcoming technology which has been taught to them, and their speed in developing the codes impressed her


Welcome
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AI DUAL CAMERA
2021/2/3 09:15

REDMI NOTE 7 PRO
AI DUAL CAMERA
2021/2/3 09:12

“NATIONAL LEVEL WEBINAR-MOBILE PHONE EDICTIONAND MENTAL HEALTH”

The Department of Computer Science organized an online session on February 4th, 2021, addressing the topic of "**Mobile Phone Addiction and Mental Health.**" The session was conducted by Dr. Shakila Azim, an Assistant Professor from the Department of Psychology at MDDM College, Bihar University.

Profile of the Speaker:

Dr. Shakila Azim

Associate Professor from the department of psychology

Bhim Rao Ambedkar University Muzaffarpur Bihar

Achievements:

Published 26 Research Papers in journals of SCOPUS and Web of Science type global database journals.

Got two books under publication.

Teaching experience of 30 years.

Holds the post of Sports secretary in her institution (MDDM College, Muzaffarpur, and Bihar).

Coordinator of art and culture from 2014 till date. Coordinator for the BBA department.

Coordinated several cultural activities in the city and is she is also a social worker.

Department of Computer Science organized a webinar on **"MOBILEPHONE EDICTION AND MENTAL HEALTH" On 4th Feb2021.**The current era can be known as a combination of information and communication. Today, in possession of advanced information andcommunication technology, we are able to establish connections and exchange information faster than before. The most dominant type of information and communication technology is the mobile phone, the use of which in the past few years, due to social impact, has grown substantially. Mobile phone addiction, as a mental impairment resulting from modern technology, has come to the attention of psychologists, sociologists, and scholars of education. Troubled mobile phone use can be accounted a form of technological addiction.

Many mobile phone addicts are people with low self-esteem and poor social relationships; thus, they think they should be in constant contact with others. Mobile phone silence can lead to anxiety, irritability, sleep disturbances, shaking, insomnia, and digestive problems. From the perspective of problematic and overuse of mobile phones is associated with anxiety, insomnia, depression, psychological distress, and unhealthy lifestyle. The emotional attachment to mobile phones for their users is in a way that makes them believe they cannot live without a cell phone. Researchers have presented the negative impact of excessive use of mobile phones on physical and mental health of students. Medical research on the effects of mobile phone indicates that this means of communication does not act in order to maintain the health of its users.

Feedback from students:

The students got the information on the webinar regarding to how much extent they are supposed to use the mobile phone and they came to know about their reactions without the mobile. They even understood that the mobile are

even showing the effect on their health. The topics and the examples interacted with the students were so relevant with today's situation.

Feedback from the resource person:

She addressed with the students about the topic Mobile Phone Ediction and Mental Health. She felt very happy with the session and the interest of the students impressed her very well. The student interaction session made her so happy so that she could give few suggestions to that age group. She felt happy for the way the session went on and the report given.