



**SAI VIDYA INSTITUTE OF TECHNOLOGY**

RAJANUKUNTE, BENGALURU-560064.



**DEPARTMENT OF MANAGEMENT STUDIES**

IN ASSOCIATION WITH NIPM STUDENT CHAPTER,  
BENGALURU.

Industry Expert Connect on Digital Marketing

(Virtual Mode)

Monday, March 21, 2022

Time: 11.00 AM

**RESOURCE PERSONS**



**Mr. Anil Gorraladaku**  
CEO at Digipuush  
Digital Marketing



**Mr. Chethan Shenoy**  
COO at Digipuush  
Digital Marketing

**Dr. D Jogish**

Head of the Department -MBA.

**Dr. Ramesh Babu H S**

Principal , SVIT.

Link to join:

[meet.google.com/ihj-zbti-onv](https://meet.google.com/ihj-zbti-onv)

Industry Expert Connect was conducted by the Department of Management Studies on 21<sup>st</sup> March 2022; 11 AM to 1:00 PM has taken a session on topic “Digital Marketing” via virtual mode for first years and second year MBA, 110 students and staff participated in this program. With an objective to create awareness among the students about the Advance techniques used in digital marketing, SEO and Online platform

The session was conducted by Resource Person “Anil Gorraladaku”, CEO and “Chethan Shenoy”, COO at Digipuush/Digital Marketing Company with handful of experience.

<b>Event schedule</b>
<b>Mode:</b> Online session via Google meet
<b>Link:</b> <a href="https://meet.google.com/ihj-zbti-onv">meet.google.com/ihj-zbti-onv</a>
<b>Date &amp; Time:</b> 21 <sup>st</sup> March 2022; 11:00- 1:00 PM
<b>Welcome Note:</b> Prof. Priyadarshini N
<b>Resource Person:</b> Anil Gorraladaku & Chethan Shenoy Digipuush/Digital Marketing Company
<b>Topic:</b> Digital Marketing
<b>Question and Answer Session:</b> Prof Ningambika G Meti
<b>Vote of thanks:</b> DR PRADEEP N E, Associate Professor & Corporate Trainer

**MR. Chethan Shenoy COO Digipuush Digital Marketing Company**



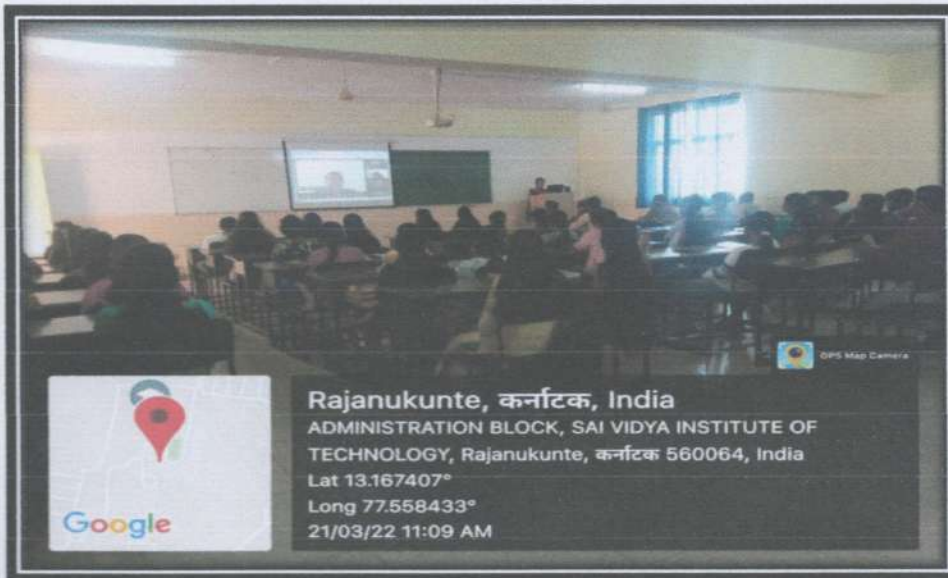
**Anil Gorraladaku CEO at Digipuush/Digital Marketing Company**



Both Speakers had explained the students:

- Importance of SEO (Search Engine Optimization),

- Functions of Digital Marketing and how quick the advertising in social media reaches to the customers.



It was an eye opener session for students, the session witnessed good interactions.

**VOTE OF THANKS:**

Given by **DR PRADEEP N E**, Associate Professor, SVIT



**Thank you Note:**

The Department of Management extends warmth and heartfelt thanks to by Resource Person **Anil Gorraladaku-CEO**, **Chethan Shenoy-COO** at **Digipuush/Digital Marketing Company** and **Dr D Jogish, HOD of MBA Department** for sparing their valuable time, extending suggestions and support and allowing students to participate in the session. **The Faculties of SVIT** without which the program wouldn't have been successful.

*Nirgambika G. Meti*  
Coordinator

*[Signature]*  
HOD

Head of the Dept.  
Dept. of M.B.A.  
Sai Vidya Institute of Technology  
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Sri Sai Vidya Vikas Shikshana Samithi ®

## SAI VIDYA INSTITUTE OF TECHNOLOGY

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### DEPARTMENT OF MANAGEMENT STUDIES

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#### LIST OF STUDENTS ATTENDED THE SESSION

STUDENT NAMES	
ABHILASH K P	ABHISHEK I
ANIL SHIVANAND BIRAJDAR	AISHWARYA
ARPITHA	AKHILA
ASHWINI N	AMITH
DINESH K G	ANIL KUMAR
GUPTA ROSHNI ASHOK	ARCHANA
HEMALATHA B	BHARATH
HEMALATHA.B	BINDU
JAVERIA	CHANDANA
NAGASHREE R	CHANDRASHEKAR
P SHANMUGA ATHREYA	DEEPA
PAVITHRA S M	GANAVI
PRAJWAL M	GEETHA
PRAVALLIKA N	GOUTHAMRAJ
SAHANA P L	GOWTHAM
SAHITHYA C M	GOWTHAMI
SHABBER ULLA KHAN	GOWTHAMRAJ
SHASHANK D M	H MANJUNATHA
SINDHU M	HARSHAVARDHAN
SUMA M A	HARSHITHA
SUSHMA S J	JAHNAVI
SUSHMITHA C	KAVYA
TANUJA M	KAVYA
Y NAYANA	KEERTHANA
SANDEEP	KOUSHIK JAIN
SANTHOSH	LAVANYA
SASANAKOTA NADEESH KUMAR	MADHAVI
SHASHANKA	MANOHAR
SHILPA	MANOJ
SHWETHA	NAVYASHREE
SINDHU	NAYANA
SOWMYA	NITHIN
SOWMYA MADINENI	PALLAVI
SRINIVAS	PRATHIBHA
SUMANTH	PRIYA
SUSHMA	RANJITH
USHA	RANJITH
VAISHNAVI	RUDRARADYA
VEENA	S SHABREEN
VENKATESHAGOWDA	VISHWAS
VIDYA	YAZHINI

  
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