

## List of IIC/EEE Activities

<b>S.No.</b>	<b>Department</b>	<b>Year</b>	<b>Name of the workshop/ seminar/FDP</b>	<b>Date From – To</b>
1	EEE	2019-20	A One week FDP on SCADA applications in Power Systems in association with RK Automation	01.07.2019 to 06.07.2019
2	EEE	2019-20	An awareness programme on Digital Marketing	15-07-2019
3	EEE	2019-20	A Guest lecturer on Distributed Generation	28-09-2019



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Narayana Avenue, Muthukuru Road, Nellore, Andhra Pradesh-524 004.

Date: 13.07.19

**CIRCULAR**

It is to inform all the II B.Tech EEE Students that Department of EEE is organizing an awareness programme on Digital Marketing on 15-07-19. Therefore, all the students are advised to attend this programme and get benefitted.

**Venue: Edison Auditorium, B-Block, II Floor**

**Time: 10.00AM**

**HOD**

**Dept. of EEE**



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**STUDENT ATTENDANCE REPORT FOR AN AWARENESS PROGRAMME ON DIGITAL  
MARKETING**

Name of the Activity / Event : Awareness programme on Digital Marketing  
Date of Activity / Event : 15-07-19  
Organizing Committee / Dept. : EEE Department  
Place of Activity / Event : Edison Auditorium  
Resource Person / Guest : Mr.D.Nagendra Alumni Manager Fortune Tech Pvt. Solutions,  
Nellore.



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**DEPARTMENT OF ELECTRICAL AND ELECTRONICS ENGINEERING**

**REPORT ON an Awareness Programme on Digital Marketing**

1	Name of the Activity/Event	Awareness Programme on Digital Marketing		
2	Date of Activity/Event	15/07/19		
3	Organized by/Name of the committee	EEE Department/Alumni Committee		
4	Place of Activity/event	Edison Auditorium, B-block		
5	Resource person/guest/organization	Mr.D.Nagendra Alumni, Manager Fortune Tech Pvt. Solutions, Nellore.		
6	Type of activity/Event	Awareness Programme		
7	Activity/Event objectives	A digital marketing awareness programme aims to grow through engagement and distribution of content via digital platforms.		
8	Participation	Students	Faculty	Total
		59	02	59
9	General remarks	1.Need more Explanation 2.Fast Delivery		
10	Suggested Improvements	1.To explain more about importance of digital marketing 2.To explanation about brand awareness		
11	Enclosures	1. Circulars 2. Report 3. Attendance		
12	Signature of In charge/convener	Mr. A. Prasad		

**A Brief Description of the Event:**

An awareness programme on “**Digital Marketing**” was organized by Electrical and Electronics Engineering department, at the Edison Auditorium, Narayana Engineering College, Nellore on 15<sup>th</sup> July, 2019. Prof. G. Venkateswarlu, HOD, Dept.of EEE, welcomed the participants and gave introduction to the programme to all. Total 59 Students have participated in this programme. This programme was co-ordinated with the help of 2 Faculty members. The seminar was chaired by Mr.D.Nagendra Alumni, Manager Fortune Tech Pvt. Solutions, Nellore. The resource person was discussed about the purpose of a digital marketing plan for any organisation is to force you through the process of researching and clearly articulating the aims and goals of your digital initiatives,

along with clearly targeting digital personas, and methodically choosing which channels to go after them.

### Event Pictures



Prof & HOD  
Dept. of EEE

