



DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING Academic Year 2022-2023

Report on Two days hands on workshop on Entrepreneurship and Digital and Social Media Marketing conducted by Department of Computer Science and Engineering and Innovation and Entrepreneur Cell, Methodist College of Engineering and Technology, Abids, Hyderabad

Date: 20-12-2022 & 21-12-2022

Theme: Entrepreneurship and Digital and Social Media Marketing

Activity Name: Entrepreneurship and Digital and Social Media Marketing

Mode of Conduct: Offline

Time: Two Days

Participants:

- **Students: 256 students from the Institute participated in the Seminar.**
- **Faculty: 08 faculty members participated in the seminar.**

Description:

The Innovation and Entrepreneur Cell of Methodist College of Engineering and Technology, Abids, Hyderabad organized a two-day **Entrepreneurship and Digital and Social Media Marketing** on 20-12-2022 & 21-12-2022. The main objective of the session was to provide Entrepreneurship and digital/social media marketing have become intricately intertwined in the modern business landscape. This report explores the symbiotic relationship between entrepreneurship and digital/social media marketing,

highlighting their mutual benefits and interdependence.

The Role of Entrepreneurship Entrepreneurship involves identifying opportunities, taking risks, and creating value through innovation. Entrepreneurs are crucial drivers of economic growth and societal progress, as they introduce new products, services, and business models.

Evolution of Digital and Social Media Marketing The advent of digital and social media platforms has revolutionized marketing practices. Digital marketing encompasses various online strategies, such as SEO, SEM, email marketing, and content marketing. Social media marketing leverages platforms like Facebook, Instagram, Twitter, and LinkedIn to engage with audiences and build brand presence.

Synergies between Entrepreneurship and Digital/Social Media Marketing

- a. **Cost-effective Marketing:** For start-ups and small businesses with limited budgets, digital and social media marketing offer cost-effective ways to reach target audiences compared to traditional marketing channels.
- b. **Enhanced Visibility and Reach:** Entrepreneurial ventures can leverage digital and social media platforms to enhance brand visibility and reach a global audience, enabling them to compete with larger competitors.
- c. **Data-Driven Decision Making:** Digital marketing provides entrepreneurs with valuable data insights, including consumer behavior, preferences, and market trends, enabling them to make informed business decisions and refine marketing strategies.
- d. **Agility and Adaptability:** Digital and social media marketing allow entrepreneurs to quickly adapt to changing market dynamics, experiment with different approaches, and iterate based on real-time feedback.
- e. **Building Communities and Brand Advocacy:** Social media platforms enable entrepreneurs to build communities around their brands, foster relationships with customers, and cultivate brand advocates who amplify their message and promote brand loyalty.

Challenges and Considerations While the integration of entrepreneurship and digital/social media marketing offers numerous benefits, it also presents challenges:

- a. **Information Overload:** The proliferation of digital channels can lead to information overload, making it challenging for entrepreneurs to prioritize and effectively manage their marketing efforts.

Conclusion:

Entrepreneurship and digital/social media marketing are deeply intertwined, offering mutual benefits and opportunities for innovation and growth. By leveraging digital technologies and harnessing the power of social media, entrepreneurs can enhance brand visibility, engage with audiences, and drive business success in today's dynamic

marketplace. However, navigating the complexities of digital marketing requires strategic planning, continuous learning, and a commitment to ethical practices to capitalize on the synergies between entrepreneurship and digital/social media marketing.



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Estd : 2008
Abids, King Koti, Hyderabad – 500001.

Department of Computer Science and Engineering

CIRCULAR

Dt: 14-12-2022.

We the department of CSE are Organising two-day hands on workshop on "ENTREPRENEURSHIP & DIGITAL AND SOCIAL MEDIA MARKETING" from 20th -21st December 2022 in Seminar hall, D-Block for III Sem (CSE)&(AI&DS). All the students are here by informed to attend the workshop.

Co-ordinators,
Mr.V.Venkat Ram *VV*
Mrs.B.VasaviSavanthi

[Signature]
Dr.LavanyaPamulaparty
HOD-CSE
Head of the Department
Department of CSE
Methodist College of Engg & Tech
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DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING

A.Y: 2022-23 NOMINAL ROLL LIST – II Year III - SEMESTER AI & DS SECTION - B.

S.N	H.T.NO	Name of the Student
1	160721747066	ALWALA VIKAS CHARY
2	160721747067	MOHAMMED ABDUL ARHAM KHAN
3	160721747068	MITTA GOWRI SRI VANI
4	160721747069	SYED MOHAMMED BILAL
5	160721747070	MOHD YOUSUF
6	160721747071	YAMJAL DEEPTHI
7	160721747072	KUNTA KRISHNA REDDY
8	160721747073	PAILVI SANAULLA KHAN
9	160721747074	THAMIMA MAQDOOM
10	160721747075	MOHAMMED ADNAN
11	160721747076	MOHAMMED HAMZA FAROOQ
12	160721747077	HARIPURAM KRISHNA SUHAS
13	160721747078	JAKKA SAI TEJA
14	160721747079	MOHAMMED HYDER
15	160721747080	REDDY GAYATHRI REDDY
16	160721747081	BITLA ANSHUL
17	160721747082	TEJAVATH ANIL
18	160721747083	PINREDDY MOKSHITHA
19	160721747084	MOHAMMED ASHFAQ
20	160721747085	KHAJA NAJEEBUDDIN
21	160721747086	SYEDA KULSUM FATIMA
22	160721747087	ABDUL BASEER HUSSAIN
23	160721747088	MOHAMMED FAIZAN SIDDIQUI
24	160721747089	ALURI JOSHUA PRATHEEK
25	160721747090	SYEDA FARIYA NAJAF
26	160721747091	DUGGIRALA SIDHVINA REDDY
27	160721747092	SRIPRIYA JAJU
28	160721747093	SYED SAARIB RASHEED
29	160721747094	GA VVALA PRANAY KETAN KUMAR
30	160721747095	AGURLA HARISH
31	160721747096	ABDUL RAHMAN KHAN
32	160721747097	D LAXMI SAHITHI
33	160721747098	GUNDELLY SAI VARSHITH

Handwritten signatures and initials:
 1. *Alwala Vikas Chary*
 2. *Mohammed Abdul Arham Khan*
 3. *Mitta Gowri Sri Vani*
 4. *Syed Mohammed Bilal*
 5. *Mohd Yousuf*
 6. *Y. Deepti*
 7. *Kunta Krishna Reddy*
 8. *Pailvi Sanaulla Khan*
 9. *Thamima Maqdoom*
 10. *Mohammed Adnan*
 11. *Mohammed Hamza Farooq*
 12. *Haripuram Krishna Suhas*
 13. *Jakka Sai Teja*
 14. *Mohammed Hyder*
 15. *Reddy Gayathri Reddy*
 16. *Bitla Anshul*
 17. *Tejavath Anil*
 18. *P. Mokshitha*
 19. *Mohammed Ashfaq*
 20. *Khaja Najeebuddin*
 21. *Syeda Kulsum Fatima*
 22. *Abdul Baseer Hussain*
 23. *Mohammed Faizan Siddiqui*
 24. *Aluri Joshua Pratheek*
 25. *Syeda Fariya Najaf*
 26. *Duggirala Sidhvina Reddy*
 27. *Sripriya Jaju*
 28. *Syed Saarib Rasheed*
 29. *Gavvala Pranay Ketan Kumar*
 30. *Agurla Harish*
 31. *Abdul Rahman Khan*
 32. *D. Laxmi Sahithi*
 33. *G. Sai Varshith*

CLASS COORDINATOR

HoD CSE.



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A.Y: 2022-23 NOMINAL ROLL LIST – II Year III - SEMESTER AI & DS SECTION - B.

S.N	H.T.NO	Name of the Student
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36	160721747101	SHREYAA JALIGAMA
37	160721747102	YAMJAL LAHARI
38	160721747103	ABU TURAB ALI SIDDIQUI
39	160721747104	AVULAMANDA SAI VAMSHI
40	160721747105	LAVUDYA NARESH
41	160721747106	K SHIVARAM
42	160721747107	MD ANAS IMTIAZ ALI
43	160721747108	KANDI CHANDANA
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45	160721747111	MATEEN MALIK
46	160721747112	DASARI SRIKANTH
47	160721747113	KANUKURTHI MANIKANTA
48	160721747114	KAGUTURI LAVANYA
49	160721747115	MAJETI SADHANA
50	160721747116	PALANKI CHANDANA
51	160721747117	KAKUNURI SANDEEP KUMAR
52	160721747118	GUDAPATI HARINI
53	160721747119	PULIMAMIDI SAI VAMSHI
54	160721747120	CHINDALIYA NITESH
55	160721747121	SAI PRABATH MIDDE
56	160721747122	DASARI EOSH ABHISHEK
57	160721747123	ATI BHARATH KUMAR
58	160721747124	UNAIB AHRAR
59	160721747125	VOLLALA DINESH CHANDRA
60	160721747126	CHINTALA DWARAKA VAISHNAVI MUDIRAJ
61	160721747307	MOHD ADNAN
62	160721747308	NELLUTLA ABHINAV
63	160721747309	MOHAMMED FARAZ
64	160721747310	BANALA DINESH
65	160721747311	BHUKYA KALYANI
66	160721747312	KELOTH GANGADHAR
67	160721747313	SYED ALI MOHIUDDIN

Rithvik
Maseerah
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Y. Lahari
A. Sai Vande
K. Chandana
K. Chandana
M. Mateen
D. Srikanth
K. Manikanta
K. Lavanya
M. Sadhana
P. Chandana
K. Sandeep Kumar
G. Harini
P. Vamshi
Chindaliya Nitesh
Sai Prabath Midde
Dasari Eosh Abhishek
Ati Bharath Kumar
Unaib Ahrar
Vollala Dinesh Chandra
Chintala Dwarka Vaishnavi Mudiraj
Mohd Adnan
N. Abhinav
Mohammed Faraz
Banala Dinesh
Bhukya Kalyani
Keloth Gangadhar
Syed Ali Mohiuddin
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COMPUTER SCIENCE & ENGINEERING DEPARTMENT

Name of Event: Two Days Hands-on Workshop on Entrepreneurship & Digital and Social

Semester: III SEM CSE & AI&DS

Date of Event: 20/12/2022 to 21/12/2022

Resource Person: YEP Planet Pvt. Ltd.

Faculty Coordinator: Mr. V. Venkat Ram, Ms. B. Vasavi Sravanthi

File Contents

S. No.	Contents
1.	Permission Letter
2.	Circular
3.	Brochure
4.	Student Attendance