

## TEACHER'S ACTIVITY REPORT 2019 - 2020.

**FACULTY:** Dr Shruti Mathur

**DEPARTMENT/ COMMITTEE** Commerce

**IQAC**  
SVC/2019-20/COM/SM/8

**NAME OF THE ACTIVITY:** Digital Marketing Workshop

DATE	FACULTY	DEPARTMENT/COMMITTEE	COORDINATOR NAME
19th February 2020	Commerce	E-Cell Committee	Dr Shruti Mathur, Dr Pooja Jain
TIME	VENUE	NUMBER OF PARTICIPANTS	NATURE: Outdoor/Indoor
NA	Seminar Hall	150+	Indoor
<b>SUPPORT/ASSISTANCE:</b>	Sri Venkateswara College		

**BRIEF INFORMATION ABOUT THE ACTIVITY (CRITERION NO. -):**

TOPIC/SUBJECT OF THE ACTIVITY	Workshop on Digital Marketing
OBJECTIVES	To provide SEO-Search Engine Optimization and other allied digital marketing skills to the attendees.
METHODOLOGY	A proficient person, Mr. Ayesh Goel, Director of Marketing at QDC Software, hosted this workshop.
OUTCOMES	The attendees gathered some untraveled paths and methods of acquiring digital marketing skills, besides learning the SEO and its algorithm.

**PROOFS & DOCUMENTS ATTACHED (Tick mark the proofs attached):**

Notice & Letters	Student list of participation	Activity report ✓	Photos ✓	Feedback form
Feedback analysis	News clip with details	Certificate	Any other	

IQAC Document No: SVC/2019-20/COM/SM/8	Criterion No:	Metric No:
Departmental file no	IQAC file No;	

NAME OF TEACHER & SIGNATURE	NAME OF HEAD/ COMMITTEE INCHARGE & SIGNATURE	IQAC COORDINATOR (SEAL & SIGNATURE)
Dr Shruti Mathur	Dr Shruti Mathur	

For Reference

Criterion I	Curricular Aspects (planning & Implementation)	Criterion V	Student Support & Progression
Criterion II	Teaching Learning & Evaluation	Criterion VI	Governance
Criterion III	Research, Innovations & Extension	Criterion VII	Institutional Values & Best Practices
Criterion IV	Learning Resources and Infrastructure		



## WORKSHOP: DIGITAL MARKETING MR. AYESH GOEL

Director of Marketing at QDC Software || An  
Epitome of Fast-Track Promotion in the Era of  
Start-ups || Storyteller with a Knack to Sell

Mr. Ayesh Goel, Director of Marketing at QDC Software, hosted a workshop on the upcoming genre in the business industry today - Digital Marketing. Along with students in the audience, he explored the path of Digital as employed by companies around the world. He introduced the students to SEO - Search Engine Optimization and the theory behind it's algorithm. A very informative session indeed. It guided the participants onto the path of some unexplored and unconventional means to success using marketing as a core competency.





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(University of Delhi)

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Shri D. Venkat Ramana  
A.O (I/C)

This is to certify that the Activity report (Teacher/Department /Society/Association) has been submitted for documentation to IQAC, Sri Venkateswara College, University of Delhi.

*N. Latha*

IQAC Coordinator  
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