



WAVOO WAJEEHA WOMEN'S COLLEGE
OF ARTS AND SCIENCE, KAYALPATNAM
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Run by Wavoo SAR Educational Trust
(Minority Institution)



ICT ACADEMY

ANNUAL REPORT 2018-2019

With ICT Academy's Support, Dept of Business Administration conducted a Power Seminar on Advertising in Digital Era on 6th September 2018. Mr.Praveen Kumar,Head, Wild Creek Web Studio Private Limited graced the occasion.




Fig 1-Banner-Power Seminar

Steering Committee:
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 Founder President
Co-Patrons
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 Haji Hafiz Wavoo SAR Ahmed Ishaque Aalim, M.A.Azhari(Egypt)
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Vice President
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Organizing Committee :
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 Head Department of Business Administration
Members
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 Miss.S.ChellaPriya, M.B.A.,M.Phil, PGDCA.,NET
 Mrs. S.Karthika MBA.,SET
 Miss.A.Supriya MBA.,
 Mrs.S.Indumathy, M.L., Part-time Lawyer
External Organizer :

N Suman
 Territory Manager,
 ICT Academy, Madurai

Mr S. Muralirajan
 Relationship Manager
 ICT Academy

**Wavoo Wajeeha Women's College
of Arts and Science**
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 (Affiliated to Manonmaniam Sundaranar University)
 Tiruchendur Road, Kayalpatnam 628204 Thoothukudi District, Tamil Nadu.
 Tel : 04639-280900, Tele fax : 04639-284499
 Website : www.wavooajeehacollege@gmail.com


**State Level Power Seminar
on Advertising in Digital Era**
ICT ACADEMY
 Innovate... Collaborate... Educate...

6th September 2018
ORGANIZED BY
Department of Business Administration
 Email : wavooobba@gmail.com

Program Schedule

09.00 a.m	-	Registration
09.30 a.m	-	Inauguration
10.30 a.m	-	Session I
12.30 p.m	-	Lunch
01.30 p.m	-	Session II
02:45 p.m	-	Feedback
03.00 p.m	-	Valedictory

Fig 2-Brochure-Power Seminar

Institution

Wavoo Wajeetha Women's College came into existence in the year 2006-07 with the mission of offering quality education to rural women. It had a modest beginning with graduate programs. In due course of time our college has started showing its mark of excellence in various fields and thereby it has earned an enviable reputation. At present the college offers 9 graduate and 3 post graduate programs. The college was started by Philanthropist Alhaj Wavoo. S.Seyed Abdur Rahman who, through his tireless social service for the sake of community, has won the admiration and respect of all, thanks to his dedicated services.

Department of Business Administration

Department of Business Administration was started in the academic year 2007-2008. The Business Administration program aims at developing the students' intellectual ability, independent thinking, executive personality and managerial skills by providing them with a quality management education in order to enable them to participate and to gain success in the rapidly changing, interdependent and competitive business world. Our department encourages and promotes entrepreneurship skills among the students and helps them to conduct experiments with novel ideas of business initiatives.

About the Workshop

Where did traditional advertising go wrong?
Modern-day reality is that traditional advertising, based mainly on interrupting entertainment with a one-way sales spiel, no longer works for a large chunk of society. Consumers have no interest in pushy, buy-me messages, and with so many other entertainment options at their fingertips, they simply tune out or switch over when the ad cuts in. Tiresome advert slots and the accompanying decrease in television quality have pushed many audiovisual consumers over to the internet and social media. So now here we are focusing on workshop for today's marketer-"Advertising in digital era".

Guest of Honor

Mr. Praveen Kumar with 13+ years of experience in Digital Marketing, Praveen heads Wild Creek Web Studio Pvt Ltd, a company he started in 2009.

He has a post-graduation in Internet Technologies from the University of Luton (now University of Bedfordshire), England. He has worked with companies like Sulekha.com and Sify.com handling key websites for them before starting Wild Creek Web Studio in 2009. Having worked with over 100+ clients in the last few years, Praveen is one of the renowned Digital Marketer in Chennai.

Wild Creek Web Studio Pvt Ltd

Wild Creek Web Studio is a digital strategy firm helping companies across the globe optimize their digital footprint through a variety of services. Started in 2009, we have catered to organizations of all sizes by bringing myriad digital disciplines under one umbrella - from paid search, organic SEO, content marketing, graphic design to social media management. Whatever be your project, we can help you maximize your digital footprint through trustworthy advice and strategy

Instructions

- Registration fees Rs.120 for students, accompanying (1) staff would be free from registration fees
- Women Participation shall be faculty members, U.G/P.G student of respective discipline.
- 5 participants from each discipline are permitted from an institution.
- Delicious lunch will be provided for all the registered participants.
- Confirmation regarding participants is to be mailed to or
Contact 9698828069/9791432682

Fig 3-Brochure-Power Seminar

S.No.	Date	Nature of the Program	Resource Person	Beneficiaries
1	27 th August 2018 & 28 th August 2018	Faculty Development Programme on Creative Thinking at Women's Christian College, Nagercoil	Ms. Bhargavi Trainer from ICT Academy	Mrs.A.Kali, Asst Professor, Dept of English & Miss.K.Bala Eswari, Asst. Prof, Dept of English
2	July 2018- September 2018	EMC Certification for Data Science and Big Data	Mrs.S.N.Sithi Shamila From Dept of Computer Science	22 Students Certified from Department of Computer Science and Information Technology & Mathematics
3	January 31, 2019	Bridge 2019 – Industry Institution Interaction Event at Hotel Le Royal Meridien, Chennai	Industrialist	Mrs.A.Nesa Agnes Bellinta , Head, Dept of Computer Science & Mrs.L. Noor Asma Head, Dept of Economics cum Placement officer
4	December 2018- March 2019	EMC Certification for Data Science and Big Data	Mrs.S.N.Sithi Shamila From Dept of Computer Science	21 Students Certified from Department of Computer Science

Table 1-Activities-ICT Academy

CERTIFICATE OF PARTICIPATION

C. No: 018-30798

Date: 28 Aug 2018

A KALI

WAVOO WAJEEHA WOMENS COLLEGE

has participated in 2 Day Faculty Development Program on

CREATIVE THINKING

conducted by ICT Academy on 27 Aug 2018 & 28 Aug 2018 at

Women's Christian College, Nagercoil



B Anbutambi
Vice President, ICT Academy

www.ictacademy.in

Fig 1-Certificate-Staff Participation

ICT ACADEMY
Innovate... Collaborate... Educate...

A DECADE OF
AUGMENTING
NATION BUILDING

10
YEARS

CERTIFICATE OF PARTICIPATION

C. No: 018-30799

Date: 28 Aug 2018

K BALA ESWARI

WAVOO WAJEEHA WOMENS COLLEGE

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B Anbuthambi
Vice President, ICT Academy

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Fig 2-Certificate-Staff Participation

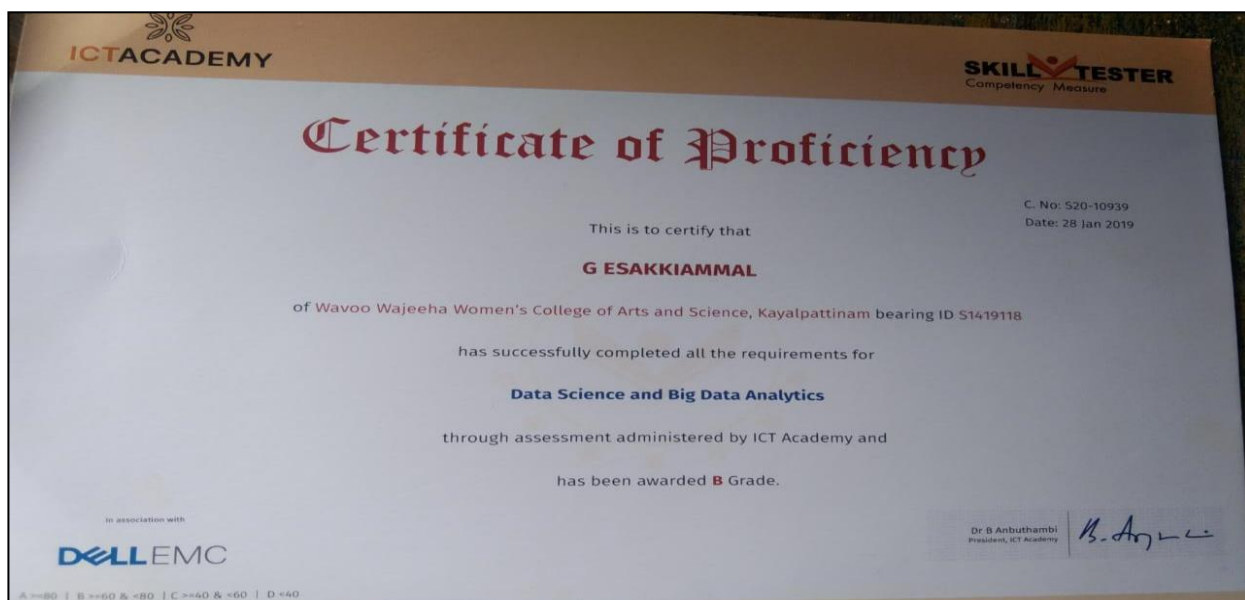


Fig 3 – Students' Certificate



Fig 4 – Students' Certificate

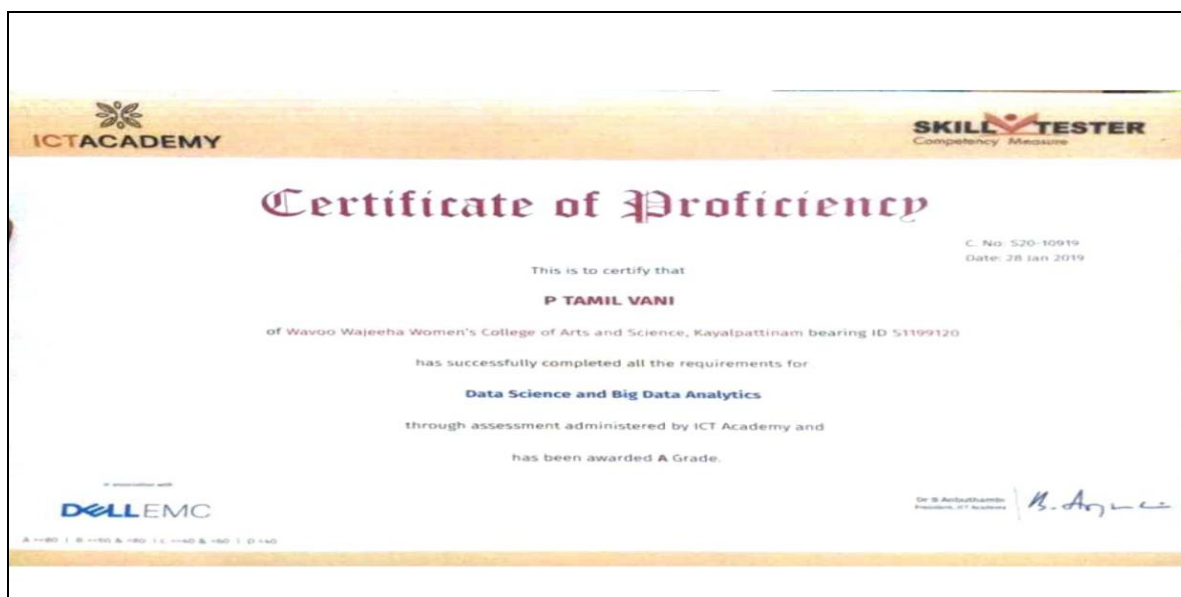


Fig 5 – Students' Certificate

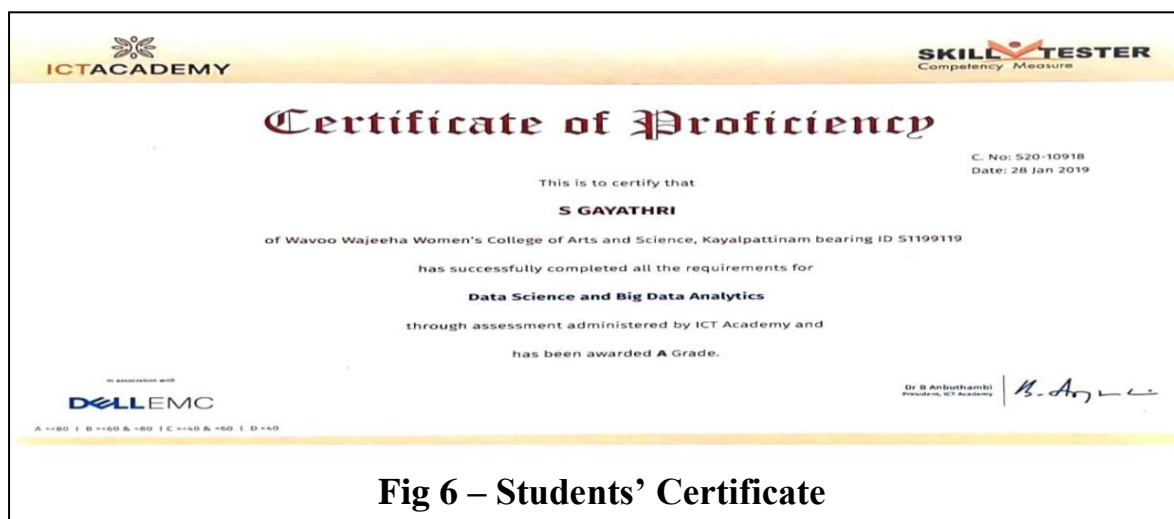


Fig 6 – Students' Certificate

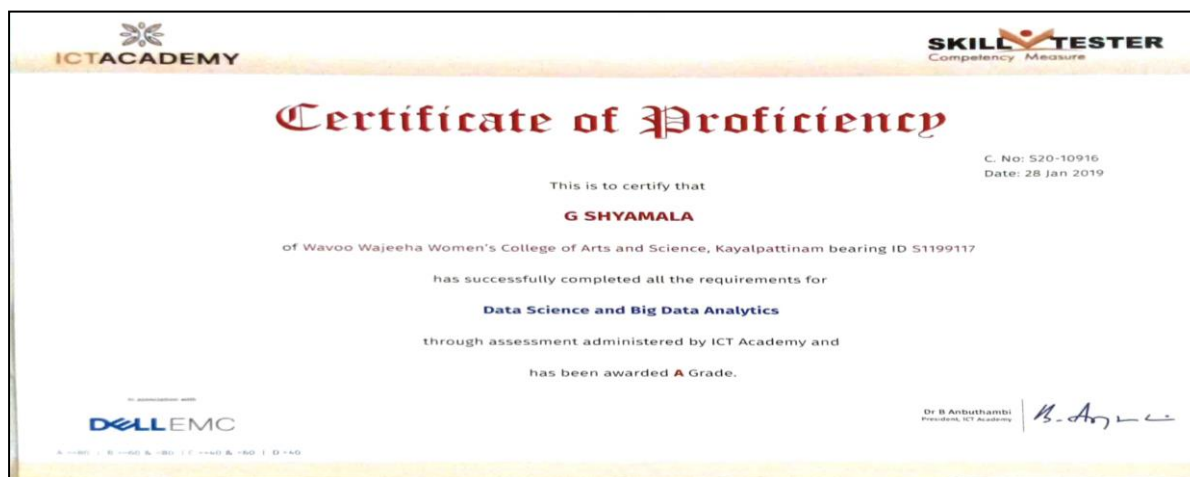


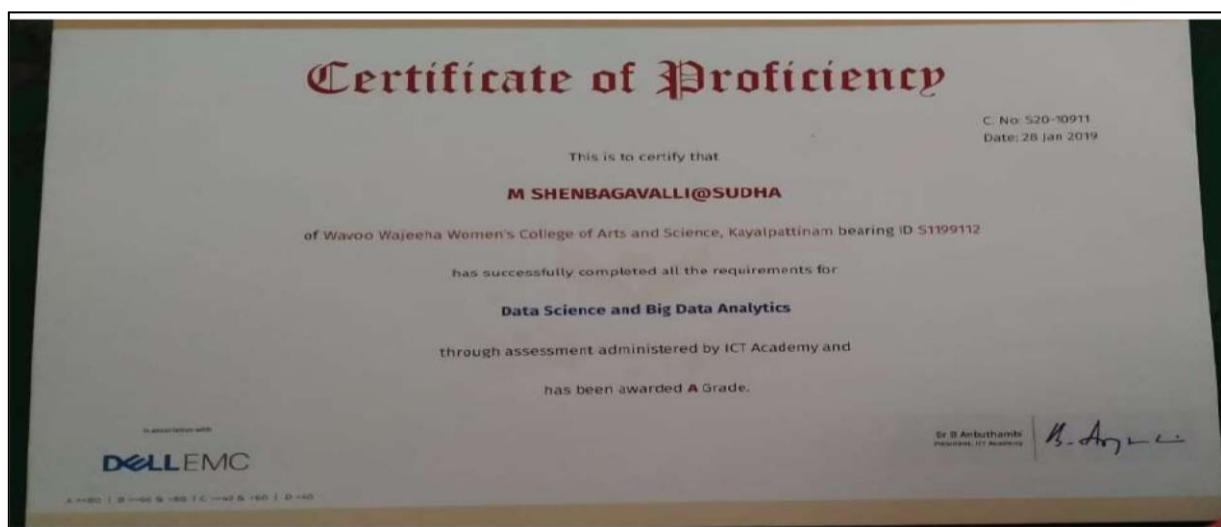
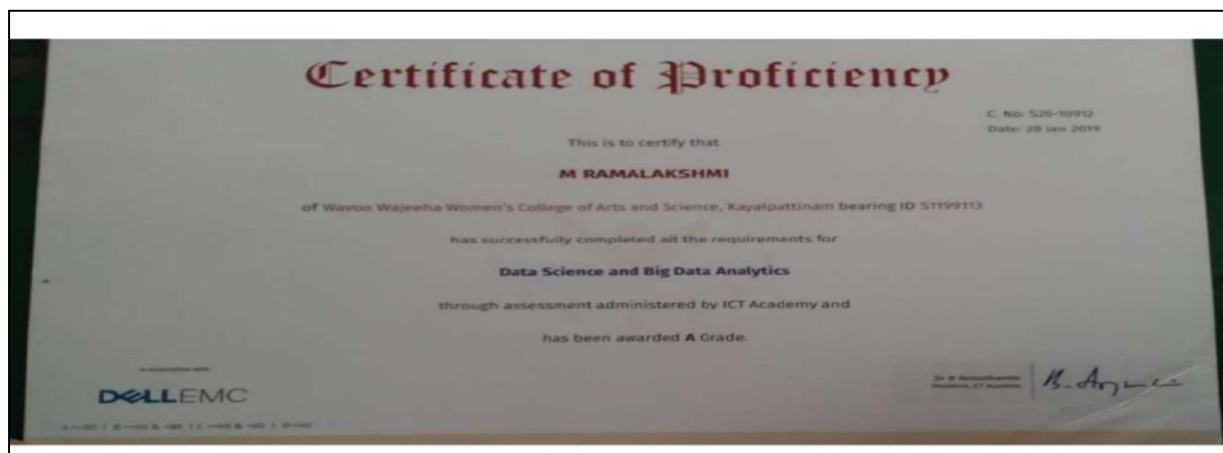
Fig 7 – Students' Certificate



Fig 8 – Students' Certificate



Fig 9 – Students' Certificate



Certificate of Proficiency

C. No: S20-10914
Date: 28 Jan 2019

This is to certify that

S VENI

of Wavoo Wajeeha Women's College of Arts and Science, Kayalpattinam bearing ID S1199115

has successfully completed all the requirements for

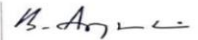
Data Science and Big Data Analytics

through assessment administered by ICT Academy and

has been awarded **A** Grade.

In association with
DELLEMC

Dr B Anbuthambi
President, ICT Academy



A >= 80 | B >= 60 & < 80 | C >= 40 & < 60 | D < 40

Certificate of Proficiency

C. No: S20-10903
Date: 28 Jan 2019

This is to certify that

S REVATHI

of Wavoo Wajeeha Women's College of Arts and Science, Kayalpattinam bearing ID S1199104

has successfully completed all the requirements for

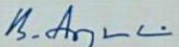
Data Science and Big Data Analytics

through assessment administered by ICT Academy and

has been awarded **A** Grade.

In association with
DELLEMC

Dr B Anbuthambi
President, ICT Academy



A >= 80 | B >= 60 & < 80 | C >= 40 & < 60 | D < 40

Certificate of Proficiency

C. No: S20-10901
Date: 28 Jan 2019

This is to certify that

B ROHINI

of Wavoo Wajeeha Women's College of Arts and Science, Kayalpattinam bearing ID S1199102

has successfully completed all the requirements for

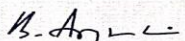
Data Science and Big Data Analytics

through assessment administered by ICT Academy and

has been awarded **A** Grade.

In association with
DELLEMC

Dr B Anbuthambi
President, ICT Academy



A >= 80 | B >= 60 & < 80 | C >= 40 & < 60 | D < 40



Fig 10 – Students' Certificates