



The Kavery Engineering College

Mecheri, Mettur Tk. Salem Dt – 636 453.

(An Autonomous Institution Approved by AICTE, New Delhi & Affiliated to Anna University)

An ISO 9001:2015 certified Institution and accredited by NAAC with A+ grade.



Event Report

1.	Name of the Committee / Cell	Institution's Innovation Council - TKEC
2.	Theme	Seminar
3.	Name of the activity/Event	Seminar on "Digital Marketing for Future Entrepreneurship"
4.	Mode of conduct	Offline/Hybrid
5.	Date of activity	09.04.2026
6.	Time	One day
7.	Place of Activity/Event	APJ HALL-TKEC.
8.	In association with	Department of Artificial Intelligence and Data Science
9.	Activity Category	IIC Calendar / Sem – VI / Quarter I
10.	Resource Person Profile	Mr. T. Kodeeswaran, Corporate Trainer, Industry Consultant, Digital Marketing, Data Analytics, Bangalore.

TKEC Website <http://www.kavery.org.in/engg/index.aspx>



<https://www.facebook.com/profile.php?id=100089857315384>



https://instagram.com/iic_tkec?igshid=YmMyMTA2M2Y=



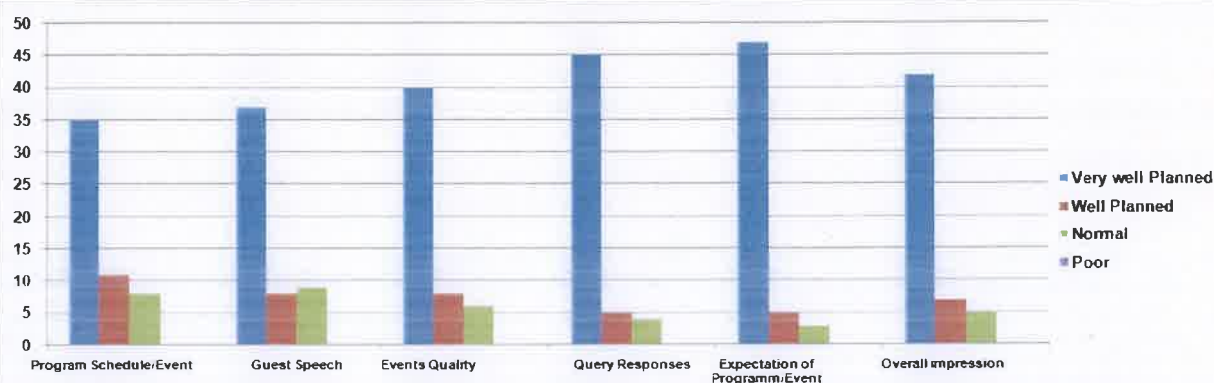
Event Objective

- To provide participants with a comprehensive understanding of digital marketing concepts and tools relevant to modern entrepreneurship.
- To introduce key digital marketing channels such as search engine optimization (SEO), social media marketing, email marketing, and content marketing.
- To enable participants to design effective digital marketing strategies for start-ups and small businesses.
- To develop skills in creating engaging online content and brand positioning.

Event Outcome

- Participants acquired a solid understanding of core digital marketing concepts and channels.
- Developed the ability to create and implement digital marketing strategies for start-ups and entrepreneurial ventures.
- Gained hands-on experience in using tools for social media marketing, SEO, and content creation.
- Enhanced skills in developing engaging digital content and building brand identity online.
- Learned to analyze campaign performance using basic analytics and metrics such as reach, engagement, and conversion rates.

Feedback





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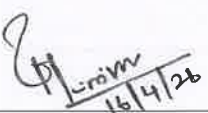
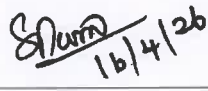
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No. of Participants / Beneficiaries

Total (Participants / Benefices)	Students	Faculty	Students (Outside institution)	Faculty (Outside institution)
55	50	05	Nil	Nil

Date of report submission: 10.04.2026

			
Event Coordinator IIC - TKEC Mrs. V. Ramya	Convenor IIC - TKEC Dr. S. Duraisivam	Vice President IIC - TKEC Dr. S. Benjamin Lazarus	President IIC - TKEC Dr. V. Duraisamy



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INSTITUTION'S
INNOVATION
COUNCIL

MoE's
INNOVATION CELL
GOVERNMENT OF INDIA

Event Brouchers & Photographs



THE KAVERY ENGINEERING COLLEGE

(AUTONOMOUS)

Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai
NAAC (A+ Grade), Recognized by UGC (2 & 12B)
Mecheri, Salem - 636 453.



DATE 09 - 04 - 2026

TIME 10.30 am

LOCATION APJ Hall

Department of AI&DS

In Association With

Institution's Innovation Council (IIC- TKEC)

and

Entrepreneurship Development Cell (EDC - TKEC)

Organises

Seminar on

Digital Marketing for Future Entrepreneurship

Chief Guest



Er. Kodeeswaran,
Corporate Trainer | Industry Consultant
Digital Marketing | Data Analytics | Data Science
Bangalore.

Program Coordinator

Mrs.N. Parameshwari,
AP/IT

Mrs.M. Mohanapriya,
AP/IT

Convenor - EDC

Dr. D. Aravindhkumar,
Placement Director, TKEC.

Convenor

Prof. Dr. M. Balamurugan,
HoD/CSE

Convenor - IIC

Prof. Dr. S. Duraisivam,
HoD/Mechanical

Vice President - IIC

Prof. Dr. S. Benjamin Lazarus,
Vice Principal & COE

President - IIC

Prof. Dr. V. Duraisamy,
Principal



Seminar on Digital Marketing for Future Entrepreneurship

Date : 09 - 04 - 2026

Time : 10.30 Am

Venue : APJ Hall

Programme

Invocation

Welcome Address

: **Mrs. M. Vaishnavi**

Asst. Prof / IT

In the Presence of

: **Prof. Dr. A. K. Natesan**

Hon. Chairman, The Kavery Educational Institutions.

Thiru. A. Anbalagan

Chairman, The Kavery Educational Institutions.

Dr. N. Mathan Karthick

Vice Chairman, The Kavery Educational Institutions.

Thiru. R. Ramanathan

Correspondent, The Kavery Educational Institutions.

Tmt. V.S. Revathi Elangovan

Coordinator, The Kavery Educational Institutions.

Er. A. Harisankar

Joint Secretary, The Kavery Educational Institutions.

Prof. Dr. P. Karuppanan

Executive Officer, The Kavery Educational Institutions.

Presidential Address

: **Prof. S. K. Elangovan**

Secretary, The Kavery Educational Institutions.

Felicitation

: **Prof. Dr. V. Duraisamy**

Principal, TKEC

Chief Guest Introduction

: **Mrs. V. Ramya**

Asst. Prof / CSE

Chief Guest Address

: **Er. Kodeeswaran,**

Corporate Trainer / Industry Consultant.

Digital Marketing | Data Analytics | Data Science,
Bangalore

Vote of Thanks

: **Mrs. S. Vasuki**

Asst. Prof / CSE

"ALL ARE CORDIALLY INVITED"



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Event Photographs





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THE KAVERY ENGINEERING
COLLEGE(AUTONOMOUS),
MECHERI, SALEM DISTRICT.

DEPARTMENT RECORDS

DEPARTMENT OF ARTIFICIAL
INTELLIGENCE AND DATA SCIENCE
ACADEMIC YEAR:2025-2026

DOC.NO. : TKEC/AIDS/IIC/01

DATE : 09.04.2026

PAGE : 1 OF 3

SEMINAR ON "DIGITAL MARKETING FOR FUTURE ENTREPRENEURSHIP"

S.No.	Register No.	Name of the Student	Year / Sem	Dept.	Signature
1	612724243001	ANBALAGAN A	III/VI	AIDS	
2	612724243002	ANBARASI R	III/VI	AIDS	
3	612724243003	ANBARASI S	III/VI	AIDS	
4	612724243004	ANUSHA A	III/VI	AIDS	
5	612724243005	ANUSUYA S P	III/VI	AIDS	
6	612724243006	ARAVINTH KUMAR R	III/VI	AIDS	
7	612724243007	ARCHANA R	III/VI	AIDS	
8	612724243008	ARCHANA S	III/VI	AIDS	
9	612724243009	BOOPATHI M	III/VI	AIDS	
10	612724243010	DHANASEKAR R	III/VI	AIDS	
11	612724243011	DUSHYANTH C	III/VI	AIDS	
12	612724243012	EGAMBARAM S	III/VI	AIDS	
13	612724243013	ENITHA E	III/VI	AIDS	
14	612724243014	GOWSHIK S	III/VI	AIDS	
15	612724243015	GOWTHAMRAJAN C	III/VI	AIDS	
16	612724243016	GURUNATHAN K	III/VI	AIDS	
17	612724243017	HARINI M	III/VI	AIDS	
18	612724243018	HARINI V	III/VI	AIDS	
19	612724243019	HARISH J	III/VI	AIDS	
20	612724243020	IMAIYABHARATHI K	III/VI	AIDS	
21	612724243021	INDHU M	III/VI	AIDS	
22	612724243022	KAMATCHI V	III/VI	AIDS	



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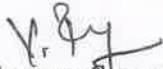
DATE : 09.04.2026

PAGE :2 OF 3

SEMINAR ON "DIGITAL MARKETING FOR FUTURE ENTREPRENEURSHIP"

23	612724243023	KANNIGA ESWARI T	III/VI	AIDS	Kll..
24	612724243024	KAVIYA K	III/VI	AIDS	Kkll
25	612724243025	KOWSALYA V	III/VI	AIDS	Kowd..
26	612724243026	KRISHNA S	III/VI	AIDS	Kll..
27	612724243027	LALITHAMOHAN C	III/VI	AIDS	Land
28	612724243028	LOKESH P	III/VI	AIDS	Lokesh
29	612724243029	LOKESHWARI P	III/VI	AIDS	mah
30	612724243030	MALA R	III/VI	AIDS	malan.
31	612724243031	NANDHAGOPAL G	III/VI	AIDS	nandh
32	612724243032	NARMATHA M	III/VI	AIDS	Narm
33	612724243033	NAVEEN P	III/VI	AIDS	Nave
34	612724243034	NAVEENKUMAR T	III/VI	AIDS	Nave kum
35	612724243035	NIJANTHA U	III/VI	AIDS	Nijantha
36	612724243036	NITHEESH E	III/VI	AIDS	Nitheesh
37	612724243037	PRAKASH M	III/VI	AIDS	Prakash.M
38	612724243038	PRAVEENKUMAR T	III/VI	AIDS	praveen
39	612724243039	RAGUL B	III/VI	AIDS	Ragul.B
40	612724243040	RAJAPRIYAN R	III/VI	AIDS	Rajapriy
41	612724243041	RAJESHKANNAN S K	III / VI	AIDS	Raj..S.K.
42	612724243042	RAMKUMAR S	III / VI	AIDS	Ram
43	612724243043	REKA V	III / VI	AIDS	Reka.V.
44	612724243044	SABARIBALAN S	III / VI	AIDS	Sabari.S.
45	612724243045	SADHANA S	III / VI	AIDS	Sad..S
46	612724243046	SANTHOSH D	III / VI	CSE	Santhosh

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SEMINAR ON “DIGITAL MARKETING FOR FUTURE ENTREPRENEURSHIP”					
47	612724243047	SANTHOSH K	III / VI	CSE	K. Santhosh
48	612724243048	SANTHOSH P	III / VI	CSE	P. Say
49	612724243049	SATHRAK J	III / VI	CSE	J. Sathraj
50	612724243050	SHRI PRATHAA N M	III / VI	CSE	M. Shri prath


Course Coordinator


HOD / AIDS


Principal

 THE KAVERY ENGINEERING COLLEGE(AUTONOMOUS), MECHERI, SALEM DISTRICT.	DEPARTMENT RECORDS	DOC.NO. : TKEC/AIDS/IIC/01
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SEMINAR ON "DIGITAL MARKETING FOR FUTURE ENTREPRENEURSHIP"		

1. Program / Event Schedule

Very well Planned	Well Planned	Normal	Poor
☒	☐	☐	☐

2. Content Delivery

Excellent	Very Good	Good	Poor
☐	☒	☐	☐

3. Event Quality

Excellent	Very Good	Good	Poor
☒	☐	☐	☐

4. Query Responses

Excellent	Very Good	Normal	Poor
☒	☐	☐	☐

5. Expectation of Program/Event

Very Useful	Useful	Normal	Poor
☐	☒	☐	☐

6. Overall impression

Very beneficial	Beneficial	Normal	Poor
☒	☐	☐	☐

Your suggestions / Comments: Very innovative

Archana.s.
Arayan
Name & Signature
(Participant)

V. Pamyakaly
Name & Signature
(Coordinator)

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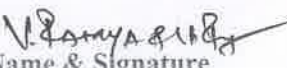
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Very beneficial	Beneficial	Normal	Poor
☒	☐	☐	☐

Your suggestions / Comments: Very beneficial

Indhu. M

 Name & Signature
 (Participant)

V. Ramya

 Name & Signature
 (Coordinator)

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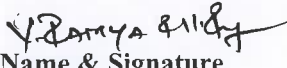
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6. Overall impression

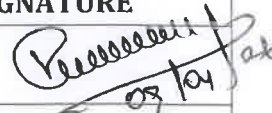
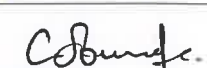
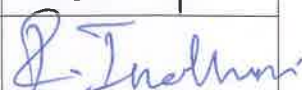
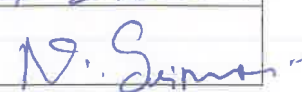
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Your suggestions / Comments: very useful


Name & Signature
(Participant)


Name & Signature
(Coordinator)

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		PAGE :1 OF 1
SEMINAR ON “DIGITAL MARKETING FOR FUTURE ENTREPRENEURSHIP”		

S.No	NAME OF THE STAFF	DESIGNATION	DEPARTMENT	SIGNATURE
1	Mrs. V. Vijiyakumari	Assistant professor	AIDS	
2	Mrs. B. Shanmugapriya	Assistant professor	AIDS	
3	Mrs. C.Soundarya	Assistant professor	AIDS	
4	Mrs. R. Indhumathi	Assistant professor	AIDS	
5	Mrs. N. Srinivashini	Assistant professor	CSE	


Course Coordinator


HOD


Principal