

KONGU ARTS AND SCIENCE COLLEGE

(Affiliated to Bharathiar University, Coimbatore)
(An Autonomous Institution, DBT Star College Scheme)
Erode - 638 107



DEPARTMENT OF COMPUTER SCIENCE (UG)

Cordially invites you to the

DBT Sponsored

Skill Development Programme

on

“Internet Marketing-Opportunities & Challenges”

For Final Year Students of B.Sc (CS)

on 18.02.2021 (Thursday) & 19.02.2021 (Friday) @ 10.00 a.m to 4.00 p.m

Thiru.K.Palanisamy

Correspondent

has graciously consented to preside over the function

Dr.N.Raman

Principal

has kindly consented to felicitate the function

Mr.Rajkumar Ramaswamy

Founder and Chief Ex-ecutive Officer

Ask My Ads and UCFER, Coimbatore

has kindly consented to be the Resource Person

Venue

PG Seminar Hall

KONGU
Assuring the Best

KONGU ARTS AND SCIENCE COLLEGE (Autonomous)



NANJANAPURAM, ERODE - 638107



DBT SPONSORED STAR DEPARTMENT



DEPARTMENT OF COMPUTER SCIENCE (UG)
SKILL DEVELOPMENT PROGRAMME

ON

“Internet Marketing – Opportunities & Challenges”

AGENDA

Date: 18.02.2021 & 19.02.2021

Venue: PG Seminar Hall

Time: 10.00 a.m to 4.00 p.m

*** Welcome Address**

Dr.K.Prabha, Assistant Professor

*** Presidential Address**

Thiru. K.Palanisamy Avl,
Correspondent.

*** Felicitation**

Dr.N.Raman,
Principal.

*** Introduction of Resource Person**

Dr.K.Prabha, Assistant Professor

*** Keynote Address**

Mr.Rajkumar Ramaswamy
Founder and Chief Ex-ecutive Officer
Ask My Ads and UCFER, Coimbatore

*** Vote of Thanks**

Ms.S.SRI MAYA, Final Year B.Sc (CS)

DBT Star College Scheme (2020 -2021)	Computer Science
	Recurring Expenses- Activities

Date : 12.02.2021

Submitted to the Correspondent for favour of Approval.

Respected Sir,

Sub: Department of Computer Science (UG) – DBT Star Colloge Scheme - Skill Development Programme “Internet Marketing - Opportunities and Challenges” for the Final Year B.Sc (CS) Students - Permission Requested - Reg.

We wish to bring to the Correspondent's kind notice that we have been approved and sanctioned a grant amount of Rs.104,00,000/- (One Hundred and Four Lakhs) by DBT, New Delhi towards Strengthening of support for undergraduate education under Star College Scheme. On 30.01.2021, a part-payment of Rs.15,66,502/- (Fifteen Lakhs Sixty Six Thousand Five Hundred and Two) has been released by DBT as second installment and credited in our College Account A/c No.121715500009024, out of which Rs.2,70,000/- (Rupees Two Lakhs and Seventy Thousand have been sanctioned to meet the Recurring expenses for the Department of Computer Science(U.G) under this scheme.

In this regard, we have intended to organize a Skill Development Programme on “Internet Marketing - Opportunities and Challenges”, for 191 Final Year B.Sc (CS) Students with Mr.Rajkumar Ramaswamy, Founder and Chief Executive Officer, Ask My Ads and UCFER, Coimbatore as Resource Person on 18.02.2021 (Thursday) and 19.02.2021 (Friday) from 10.00 a.m to 04.00 p.m at PG Seminar Hall.

The expenditure for the above said Skill Development Programme comes around Rs.11000/- (Rupees Eleven thousand only). Hence, we request the Correspondent to kindly grant permission to conduct the above said programme and sanction a sum of Rs.11,000/- (Rupees Eleven Thousand only) (Resource Person Remuneration – Rs. 10,000 (02 Days), Rs. 1000 for Photo, Press, and Refreshment for Resource Person) from DBT Star college Scheme fund and oblige.

Department Coordinator/ DBT Star College Scheme

[Signature]
12/2/2021
Program Coordinator
(DBT Star College Scheme)

[Signature]
OM

[Signature]
AO

[Signature]
Principal

[Signature]
Correspondent

Sanctioned Amount	Rs. 1,00,000.00 (Recurring Expenses - Activities)
Amount Spent	Rs.15,000.00
Balance Amount	Rs.85,000 .00



DBT STAR COLLEGE SCHEME PROGRAMME

Programme Completion Report

Date 24.02.2021

Department : Computer Science

Name of the Staff Incharge : Ms.P.Thenmozhi

Name of the HOD/
Department Coordinator : Mr.P.Ramesh

Name of the Programme : Skill Development Programme on
"Internet Marketing – Opportunities and Challenges"

Date : 18.02.2021 and 19.02.2021 (2 Days)

No. of Beneficiaries
a. Our college : 191 students
b. Other Institution : NIL Total : 191 students

Name of the Resource Persons : Mr.Rajkumar Ramasamy,
Founder and Chief Executive Officer,
Ask My Ads and UCFER, Coimbatore.

Budget : Rs.11,000.00

Particulars	Receipts (Rs.)	Payment (Rs.)
Advance Received from college	10,000	
Amount collected through Registration Fee (if any)	NIL	NIL
Expenses :		
1. Remuneration for the Resource Person		10,000.00
2. Photos		250.00
3. Press		300.00
4. Guest Room arrangement Expenses		85.00
5. Lunch and Refreshment Expenses		325.00
Total	10,000	10,960.00

Total Expenditure : Rs.10,960.00

Amount Credited to Resource Person Remuneration from Office : Rs.10,000.00

Amount to be received from College Office : Rs.960.00

P. Thenmozhi
24/02/2021
Staff Incharge
(DBT Star College Scheme)

P. Ramesh
24/02/2021
Department Coordinator
(DBT Star College Scheme)

O.M.

Principal

Correspondent

KONGU ARTS AND SCIENCE COLLEGE (Autonomous)

DEPARTMENT OF COMPUTER SCIENCE (UG)

Cordially invites you to the

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Skill Development Programme

on

“Internet Marketing-Opportunities & Challenges”

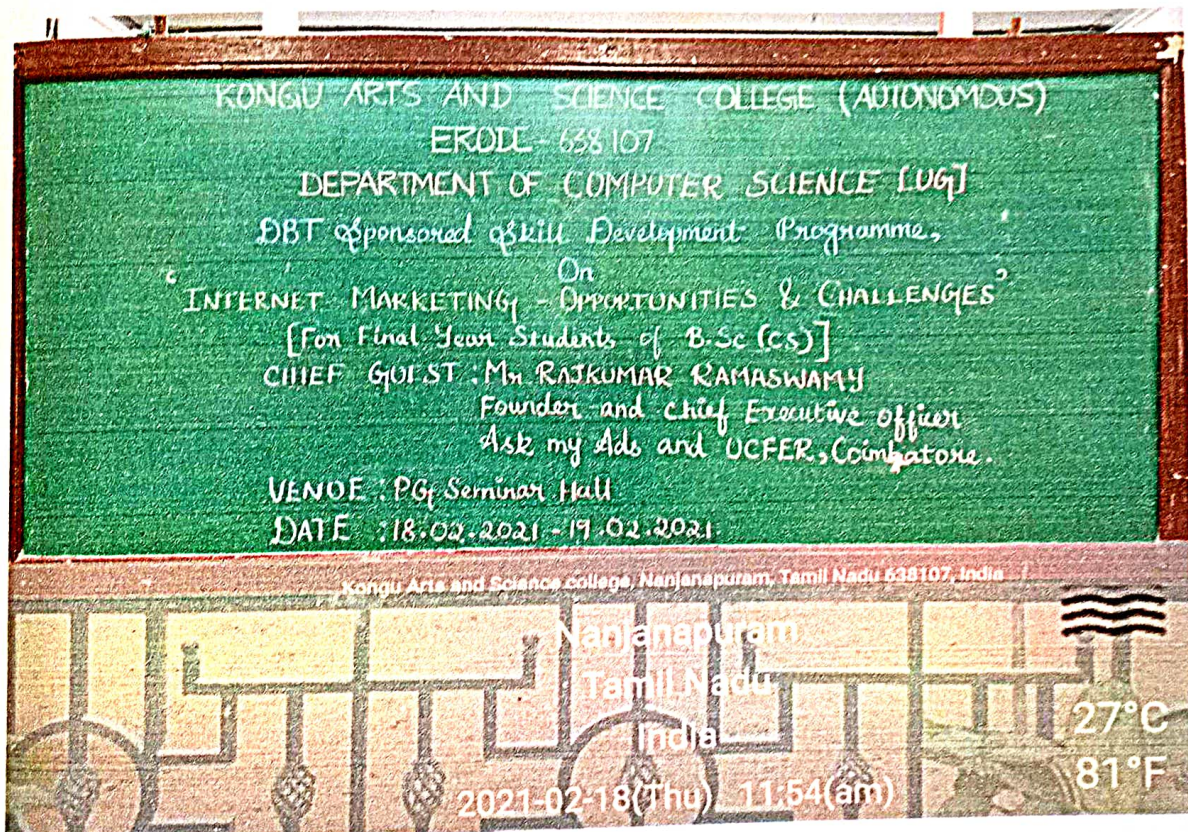
For Final Year Students of B.Sc (CS)

on 18.02.2021 (Thursday) & 19.02.2021 (Friday) @ 10.00 a.m to 4.00 p.m

Resource Person : Mr.Rajkumar Ramaswamy

Founder and Chief Ex-ecutive Officer

Ask My Ads and UCFER,Coimbatore







Kongu Arts and Science college, Nanjanapuram, Tamil Nadu 638107, India

Nanjanapuram

Tamil Nadu

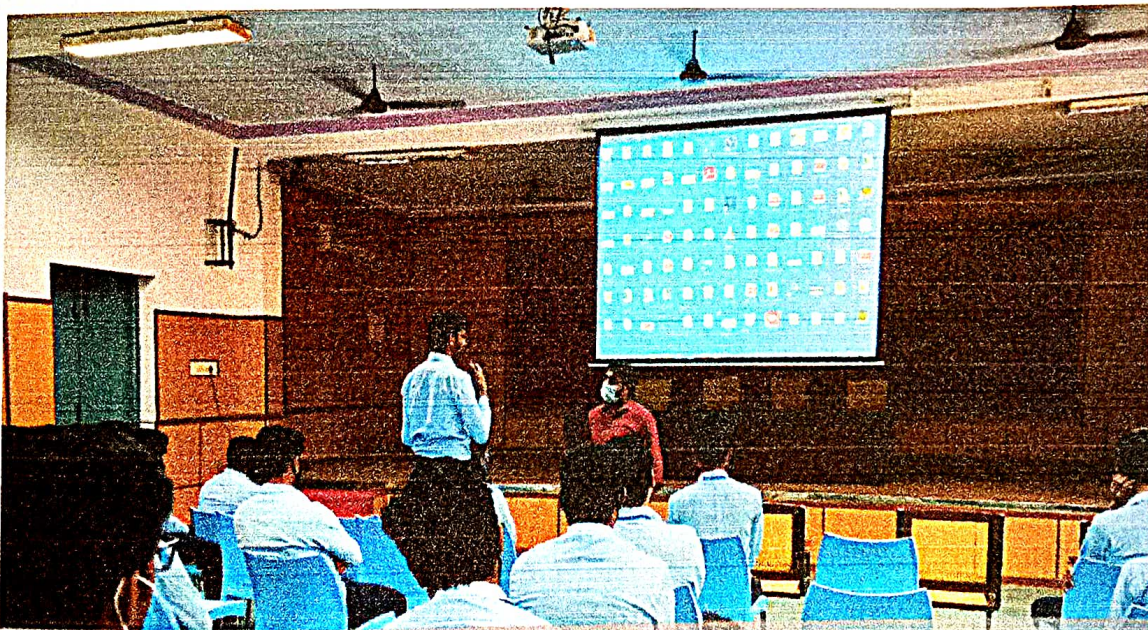
India

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Kongu Arts and Science college, Nanjanapuram, Tamil Nadu 638107, India

Nanjanapuram

Tamil Nadu

India

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KONGU ARTS AND SCIENCE COLLEGE(Autonomous), ERODE

DEPARTMENT OF COMPUTER SCIENCE

DBT STAR COLLEGE SCHEME

Skill Development Programme on

“Internet Marketing – Opportunities & Challenges” - 18.02.2021 & 19.02.2021

S.NO	REG. NO.	NAME OF THE STUDENT
1	18UCOS001	AADARSH V
2	18UCOS002	AAKASH N
3	18UCOS003	ABIRAHAM RAJ D
4	18UCOS004	ABISHEK A
5	18UCOS005	AKALYA R
6	18UCOS006	BALAJI M
7	18UCOS007	BALASURAJ S
8	18UCOS008	CHRIST OLIVER LLOYD S
9	18UCOS009	DAMAYANTHI S
10	18UCOS010	DEEPTHIKA R
11	18UCOS011	DEVA DHARSHINI J
12	18UCOS012	DEVASRI L
13	18UCOS013	DHINA D
14	18UCOS014	DINESHWARAN R
15	18UCOS015	GANESHAN M
16	18UCOS016	GOKUL S
17	18UCOS017	GOKUL S
18	18UCOS018	JANANI R
19	18UCOS019	JAYAANAND S
20	18UCOS020	JEEVA B
21	18UCOS021	JEEVIKA J
22	18UCOS022	KABIL B
23	18UCOS023	KAMALESH P K
24	18UCOS024	KARRTHIK M
25	18UCOS025	KARTHICKRAJA S
26	18UCOS026	KARTHIK RAJ R
27	18UCOS027	KAVIN M
28	18UCOS028	KAVISREE R
29	18UCOS029	LALITH SURIYA P
30	18UCOS030	MADHESWARAN S K
31	18UCOS031	MADHUSRI P S
32	18UCOS032	MADHUVANTHI C
33	18UCOS033	MALLIKARJUN S
34	18UCOS034	MANIKANDAN M
35	18UCOS035	NAVEEN S
36	18UCOS036	NAVEENKUMAR P

S.NO	REG. NO.	NAME OF THE STUDENT
37	18UCOS037	NAVINKUMAR T K G
38	18UCOS038	NITHYA DEVI L
39	18UCOS039	PACHIYAPPAN K
40	18UCOS040	PARITHIELAMVAZHUTHI R
41	18UCOS041	PAVITHRA M K
42	18UCOS042	PAVITHRA R
43	18UCOS043	PAVITHRA S
44	18UCOS044	PRABAKARAN E
45	18UCOS045	PUSHPARAJ M
46	18UCOS046	RAKHA GOKHUL S K
47	18UCOS047	RAMYA D
48	18UCOS048	RATHINAPRIYA R
49	18UCOS049	SALEEM BASHA S
50	18UCOS050	SANTHANAM S
51	18UCOS051	SANTHOSH KUMAR S
52	18UCOS052	SARAN S
53	18UCOS053	SARANMUTHUVEL D
54	18UCOS054	SOWMYA P
55	18UCOS055	SOWNDHARYA G
56	18UCOS056	SOWNDHARYA K
57	18UCOS057	SRI MAYA S
58	18UCOS058	SRI RANJANI R
59	18UCOS059	SUBHALAKSHMI D
60	18UCOS060	THAIYALNAYAKI S K
61	18UCOS061	VAISHAALI R
62	18UCOS062	VASANTHA KUMAR K S
63	18UCOS063	VASANTHA SURIYA N
64	18UCOS064	VENKATACHALAM S
65	18UCOS066	AKSHITA DAYMA
66	18UCOS067	ANBARASAN S
67	18UCOS068	ANBARASU K
68	18UCOS070	DEVIKA L
69	18UCOS071	DHAKSHINAMOORTHY V
70	18UCOS072	DHANASEKAR K
71	18UCOS073	DHANUSHKARRAJ A K
72	18UCOS074	DHARSHANA A
73	18UCOS075	DHARSHINI B
74	18UCOS076	GOWTHAM E
75	18UCOS077	GOWTHAM G
76	18UCOS078	GOWTHAM K
77	18UCOS079	HARIPRASATH D
78	18UCOS080	HARISH G
79	18UCOS081	JEEVANANTHAM B
80	18UCOS082	KARTHIGAIDEEPASELVAM D

S.NO	REG. NO.	NAME OF THE STUDENT
81	18UCOS083	KARTHIKEYAN P
82	18UCOS084	KATHIRAVAN E T
83	18UCOS085	KAVIN M
84	18UCOS086	KEERTHANA P G
85	18UCOS088	LOGANANTH S
86	18UCOS089	MAHALAKSHMI E
87	18UCOS090	MAKEELESWARAN A
88	18UCOS091	MANOJ KUMAR A
89	18UCOS092	MANOJ P
90	18UCOS093	MERIYAM JANNET R
91	18UCOS094	NAGUL B
92	18UCOS095	NANDHINI M
93	18UCOS096	NARMATHA P
94	18UCOS097	NAWEETH A
95	18UCOS098	NIVETHA M
96	18UCOS099	PAVITHRA S
97	18UCOS100	POOJA K
98	18UCOS101	PRASANNA M
99	18UCOS102	PRASANNA VENKATESH K
100	18UCOS103	PRASANTH C
101	18UCOS104	PRASANTH KUMAR T
102	18UCOS106	RAJA A
103	18UCOS107	RAMAKRISHNAN M
104	18UCOS108	RANJANI R
105	18UCOS109	RANJITH T
106	18UCOS110	RUBAN S
107	18UCOS111	SARAVANA KUMAR M
108	18UCOS112	SARNESH V
109	18UCOS113	SETHU S
110	18UCOS114	SHANKAR J S
111	18UCOS115	SHARAN P
112	18UCOS116	SIBI N
113	18UCOS117	SUBASHINI L
114	18UCOS118	SUGANTHI S
115	18UCOS119	SUGANYA S
116	18UCOS120	SUGANYA T
117	18UCOS121	SUVETHA P
118	18UCOS122	SVETHA PIRIYADARSINI S K
119	18UCOS123	TAMIL SELVAN R C
120	18UCOS124	THARANI M
121	18UCOS125	VANITHA R
122	18UCOS126	VASANTHA BHARATHI S
123	18UCOS127	VENUGOPAL K
124	18UCOS301	TKM SENTHOORAN

S.NO	REG. NO.	NAME OF THE STUDENT
125	18UCOS401	S.RUBIKA
126	18UCOS128	ARHAVINTH E K
127	18UCOS129	ARUN HIRUTHIK K P
128	18UCOS130	BOOMIKA S
129	18UCOS131	DHIVYA V
130	18UCOS132	DINESH R
131	18UCOS133	DINESHKUMAR K P
132	18UCOS134	DIVYA K
133	18UCOS135	DURGA PARAMESWARI I
134	18UCOS136	GOWTHAM R
135	18UCOS137	GOWTHAM S
136	18UCOS138	GOWTHAMA PRASAD G
137	18UCOS139	HARISH R
138	18UCOS140	JEEVANANTHAM S
139	18UCOS141	JEEVITHA C
140	18UCOS142	JEEVITHA S
141	18UCOS143	KAVIN RAJ B
142	18UCOS144	KAVIN S
143	18UCOS145	KAVIN T
144	18UCOS146	KAVINKUMAR S
145	18UCOS147	KEVIN PRASAD C
146	18UCOS148	KISHORRVENKAT P R
147	18UCOS149	KOWSHIKA G
148	18UCOS150	METHUN S S
149	18UCOS151	MITHUNKUMAR A
150	18UCOS152	MOHAMMED NATHEER F
151	18UCOS153	MOHAN G
152	18UCOS154	MOUNIKA L
153	18UCOS155	MURUGANANATHAM S
154	18UCOS156	MUTHU KARTHICK M
155	18UCOS157	NITHISHKUMAR K
156	18UCOS158	NITHYANANDH P
157	18UCOS159	NIVETHA N
158	18UCOS160	PRAVEEN KUMAR C
159	18UCOS161	PRAVEENKUMAR A
160	18UCOS162	PRIYADHARSHINI S
161	18UCOS163	PRIYANKA E
162	18UCOS164	PRIYANKA R
163	18UCOS165	RENUGA DEVI T
164	18UCOS166	ROHINI K
165	18UCOS167	SACHIN M
166	18UCOS168	SAKTHI AGATHIYA P K
167	18UCOS169	SANGAVI T
168	18UCOS170	SARANYA S

S.NO	REG. NO.	NAME OF THE STUDENT
169	18UCOS171	SHALINI K
170	18UCOS172	SHAYAM ARAVIND A
171	18UCOS173	SNEHA K
172	18UCOS174	SNEKA V
173	18UCOS175	SOUNDARYA G
174	18UCOS176	SOWMIYA A
175	18UCOS177	SRI DINESH M S
176	18UCOS178	SRIDHARAN M
177	18UCOS179	SRIDHARAN S
178	18UCOS180	SRI KARTHIKEYAN S
179	18UCOS181	SURYA R
180	18UCOS182	THARANI THARAN A
181	18UCOS183	THEERTHANA A
182	18UCOS184	THIRUMOORTHY M
183	18UCOS185	VEERALAKSHMI S
184	18UCOS186	VIMAL ADHITHAN V
185	18UCOS187	VINITHA V
186	18UCOS188	VINOTHKUMAR S
187	18UCOS189	VISHALINI P
188	18UCOS190	VISHNU R
189	18UCOS191	YASAR ARAFATH J
190	18UCOS302	DEEPAK PRASAD P B
191	18UCOS303	SIBI NIVAS T

F.N
 19/02/2024
 HOD /CS(UG)



KONGU
ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
ERODE – 638107

Department of Computer Science(UG)

DBT Sponsored Skill Development Programme on “Internet Marketing – Opportunities & Challenges”



Department of Computer Science (UG) organized DBT Sponsored Skill Development Programme on “Internet Marketing – Opportunities & Challenges” on 18.02.2021 and 19.02.2021 Final Year Students of B.Sc (CS).

The guest of the day **Mr.Rajkumar Ramaswamy** Founder and Chief Executive Officer Ask My Ads and UCFER, Coimbatore discussed the the marketing strategies and its opportunities. He cleared the doubts of the participants in Q & A session.

