


**NANDHA ENGINEERING COLLEGE**

(Autonomous)

ERODE - 638 052

**INTERNAL QUALITY ASSURANCE CELL****Events Organized**

S.No.	Document Name	Format Reference
1.	Circular	EO-01
2.	Speaker Profile	EO-02
3.	List of Members Attended the Event	EO-03
4.	Glimpses of the Event	EO-04
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	<b>NANDHA ENGINEERING COLLEGE</b> (Autonomous) ERODE – 638 052 INTERNAL QUALITY ASSURANCE CELL
	<b>Department : MATHEMATICS</b>

CIRCULAR

Ref: NEC/DEPT/ 2024-25 /CIR - 01

Date: 09.12.2024

Date of the Event	Name of the Resource person	Title	Time	Venue
10.12.24	Mr.P.K.JAWAHAR KUMAR	Digital Design & Marketing Mastery	12.00 p.m – 1.00 p.m	NEC Conference Hall

*G.S. D...*  
9/12/24  
HOD/DEPT



**NANDHA ENGINEERING COLLEGE (AUTONOMOUS), ERODE-52**

**DEPARTMENT OF MATHEMATICS**

Alumni Interaction

**GLOBAL LEARNING: STUDYING BEYOND BORDERS**

**&**

**A WORKSHOP ON DIGITAL DESIGN & MARKETING MASTERY**

<b>TIME</b>	<b>AGENDA</b>	<b>SPEAKER</b>	<b>DURATION</b>
11:00 a.m	Prayer song	MoC	5 minutes
11:05 a.m	Welcome Address	<b>Dr.G.S.Murugapandian,</b> Head of the Department Department of Mathematics	3 minutes
11:08 a.m	Felicitation	<b>Mr.R.Thiruneelakandan,</b> Head of the Department Department of Science & Humanities	5 minutes
11:13 a.m	Chief Guest Introduction	<b>Mrs. R. Amutha,</b> Assistant professor Department of Mathematics	10 minutes
11:23 a.m	Honoring the Chief Guest	<b>Mr.R.Thiruneelakandan,</b> Head of the Department Department of Science & Humanities <b>Dr.G.S.Murugapandian,</b> Head of the Department Department of Mathematics	3 minutes
11:26 a.m	Chief Guest Address	<b>Mrs.A.Divya,B.E.,</b> Business development manager Payana overseas Solution, Erode	
12:10 p.m	Chief Guest Address	<b>Mr.Jawahar Kumar, MBA,</b> Business development manager Settlo Academy , Erode	
12:40 p.m	Students interaction		10 minutes
12:50 p.m	Vote of Thanks	<b>Mrs. S. Saranya,</b> Assistant professor Department of Mathematics	2 minutes



# NANDHA Engineering College (Autonomous)

(Affiliated to Anna University, Chennai. Approved by AICTE. Accredited by NBA & NAAC with A+ Grade)  
Erode - 638 052.



## INSTITUTION'S INNOVATION COUNCIL & DEPARTMENT OF MATHEMATICS

Jointly Organize a

# WORKSHOP ON DIGITAL DESIGN & MARKETING MASTERY

🕒 12:00 PM to 01:00 PM

Guest Speaker



NEC -  
Conference Hall

**Mr. Jawahar Kumar, MBA.,**  
Business Development Manager,  
Settlo Academy, Erode.

### Coordinators


Ms. S. Saranya, AP/ Maths  
Ms. M. Bharathi, AP/ Maths  
Ms. M. Priyadharsini, AP/ Maths

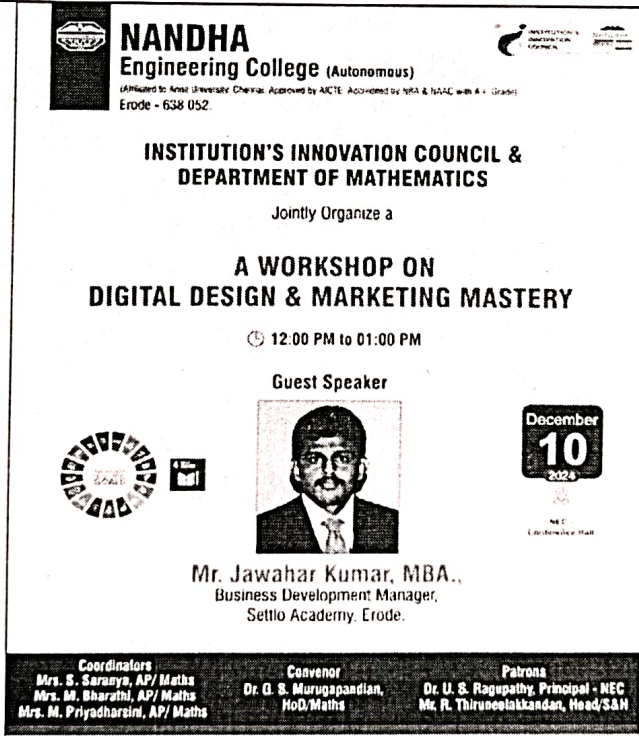
### Convenor

Dr. G. S. Murugapandian,  
HoD/Maths

### Patrons

Dr. U. S. Ragupathy, Principal -  
Mr. R. Thiruneelakkandan, Head

	<b>NANDHA ENGINEERING COLLEGE</b> (Autonomous) ERODE – 638 052 <b>INTERNAL QUALITY ASSURANCE CELL</b>
	<b>SPEAKER PROFILE</b>

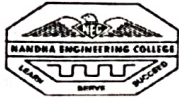
<b>Name</b>	Mr.P.K.JAWAHAR KUMAR, B.E.(EEE),MBA
<b>Designation</b>	CEO & FOUNDER , ERODE
<b>Organization</b>	INKPEN CREATIONS, ERODE.
<b>Areas of Interest</b>	EEE
<b>Experience (in years)</b>	4 Years
<b>Invitation Flyer (To be Enclosed)</b>	

**Profile**

**EXPERTIZE IN:**

- BRAND DEVELOPMENT
- GOOGLE-CERTIFIED MOBILE-APP-UI/UX DESIGNING
- GRAPHIC DESIGNING
- DIGITAL MARKETING
- WEBSITE DESIGNING
- BUSINESS DEVELOPMENT MANAGER- SETTLO ACADEMY, ERODE - SINCE 15/09/2024
- DIGITAL MARKETING SPECIALIST-PAYANA OVERSEAS SOLUTIONS, ERODE - SINCE 15/09/2024
- ASSISTANT PROFESSOR-(2 years) EXCEL BUSINESS SCHOOL-10/06/2020 TO 14/07/2022
- ASSISTANT PROFESSOR-(2 years) EXCEL ENGINEERING COLLEGE-25/07/2022 TO 30/08/2024
- HR EXCECUTIVE- TALODYN NETWORKS (CLIENT- WIPRO)- CHENNAI
- GRAPHIC DESIGNER-(4 years) INKPEN CREATIONS- SINCE 2020

**NANDHA ENGINEERING COLLEGE (AUTONOMOUS), ERODE**  
**DEPARTMENT OF MATHEMATICS**




**WORKSHOP ON**  
**DIGITAL DESIGN & MARKETING MASTERY**  
**ATTENDANCE SHEET - (10.12.2024)**

S.NO	REGISTER NUMBER	STUDENT NAME	DEPARTMENT	SIGNATURE
1	732224CS011	ABJINI.T	CSE - A	Abjini.T
2	732224CS001	AADHIKA.A	CSE - A	Aadhika.A
3	732224CS005	ABIDHARSHINI.S	CSE - A	Abidharshini's
4	732224CS031	Banulatha.A.S	CSE - A	Banulatha
5	732224CS041	Dhanusi.N	CSE - A	Dhanusi
6	732224CS046	K. Adhika	CSE - A	K. Adhika
7	732224CS039	C.Dhanuvasri	CSE - A	C.Dhanuvasri
8	732224EC081	Ranjana.P	ECE - B	Ranjana
9	732224EC0	Priyanka.V	ECE - B	Priyanka
10	732224ME022	D. Karishma	Mechanical	Karishma
11	732224ME056	Yogalakshmi.V	Mechanical.	Yogalakshmi
12	732224ME020	Kabibharathi.N	Mechanical	Kabibharathi
13	732224ME034	MDhanapriya.N	MECHANICAL	N.M.Dhanapriya...
14	732224ME030	Madhumitha.R	MECHANICAL	R.Madhumitha
15	73224EC115	R.Vindhya	ECE - B	Vindhya
16	24EC109	Suhashini.VA	ECE - B	Suhashini
17	24EC118	Yakshini.RS	ECE - B	Yakshini
18	732224EC108	Subasree.P	ECE - B	Subasree
19	732224EC088	Sandhya.G.K	ECE - B	Sandhya
20	732224EC100	Shobana.M	ECE - B	Shobana
21	732224EC074	Pradhaakshana.S	ECE - B	Pradhaakshana
22	732224EC063	Meenathi.T	ECE - B	Meenathi.T

S.NO	REGISTER NUMBER	STUDENT NAME	DEPARTMENT	SIGNATURE
23	732224EC096	A. Savitha	ECE - B	A. Savitha
24	732224EC061	P. Menakasevi	ECE - B	P. Menakasevi
25	732224EC070	P. Nivetha	ECE - B	P. Nivetha
26	732224EC080	S.V. Ramya Sri	ECE - B	Paula
27	732224EC064	P. Mounika Sri	ECE - B	P. Mounika Sri
28	732224EC101	P.K. Shrinithi	ECE - B	P.K. Shrinithi
29	732224EC066	B. Nandhini	ECE - B	B. Nandhini
30	732224CS054	M. Evangelin Golda	CSE - A	M. Evangelin
31	732224CS050	B. Dhivyadharshini	CSE - A	B. Dhivyadharshini
32)	732224CS034	R. J. Pavanipriya	CSE - A	Pavanipriya
33)	732224CS046	S. Dharshini	CSE - A	S. Dharshini
34)	732224CS008	R. Abinaya	CSE - A	R. Abinaya
35	732224CS019	K. Akshaya	CSE - A	Akshaya
37	732224CS057	L. Gogilavani	CSE - A	L. Gogilavani
38	732224CS037	S. Deva shri	CSE - A	S. Deva shri
39	732224CS045	S. Dharanya	CSE - A	S. Dharanya
40	732224CS035	N. Darshini	CSE - A	N. Darshini
41	732224CS012	Achal Pandey	CSE - A	Achal Pandey
42	732224CS186	R. Shamiksha	CSE - D	R. Shamiksha
43	732224CS013	A. Uma	CSE - D	A. Uma
44	732224CS194	T. Prasadashrini	CSE - D	T. Prasadashrini
45	732224CS208	G. Sushma	CSE - D	G. Sushma
46	732224CS195	T. Siharini	CSE - D	T. Siharini
47	732224CS044	R. Saswatha	CSE - D	R. Saswatha
48	732224CS217	B. Vidhya	CSE - D	B. Vidhya
49	732224CS203	E. Subitha	CSE - D	E. Subitha
50	732224CS188	R. Shreethi	CSE - D	R. Shreethi

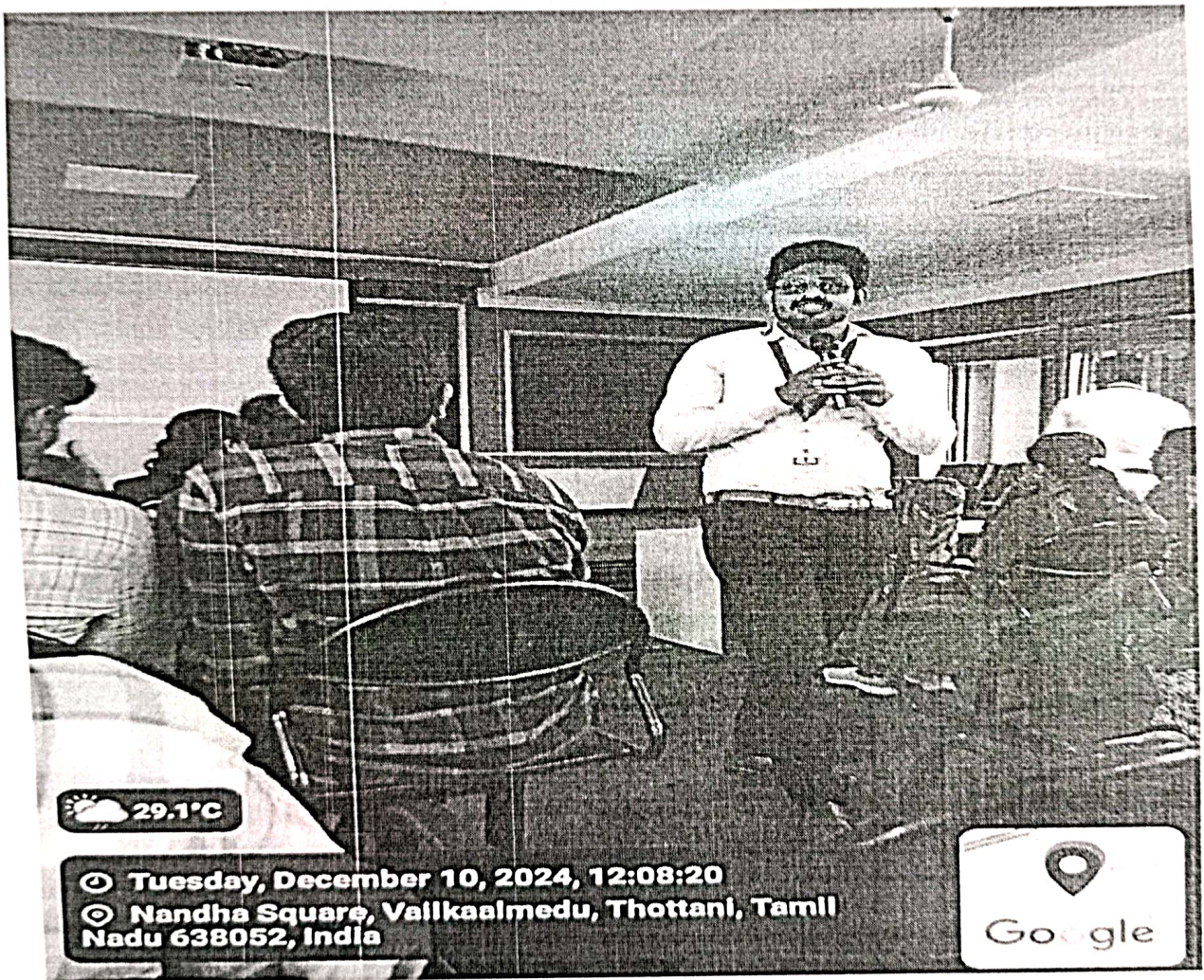


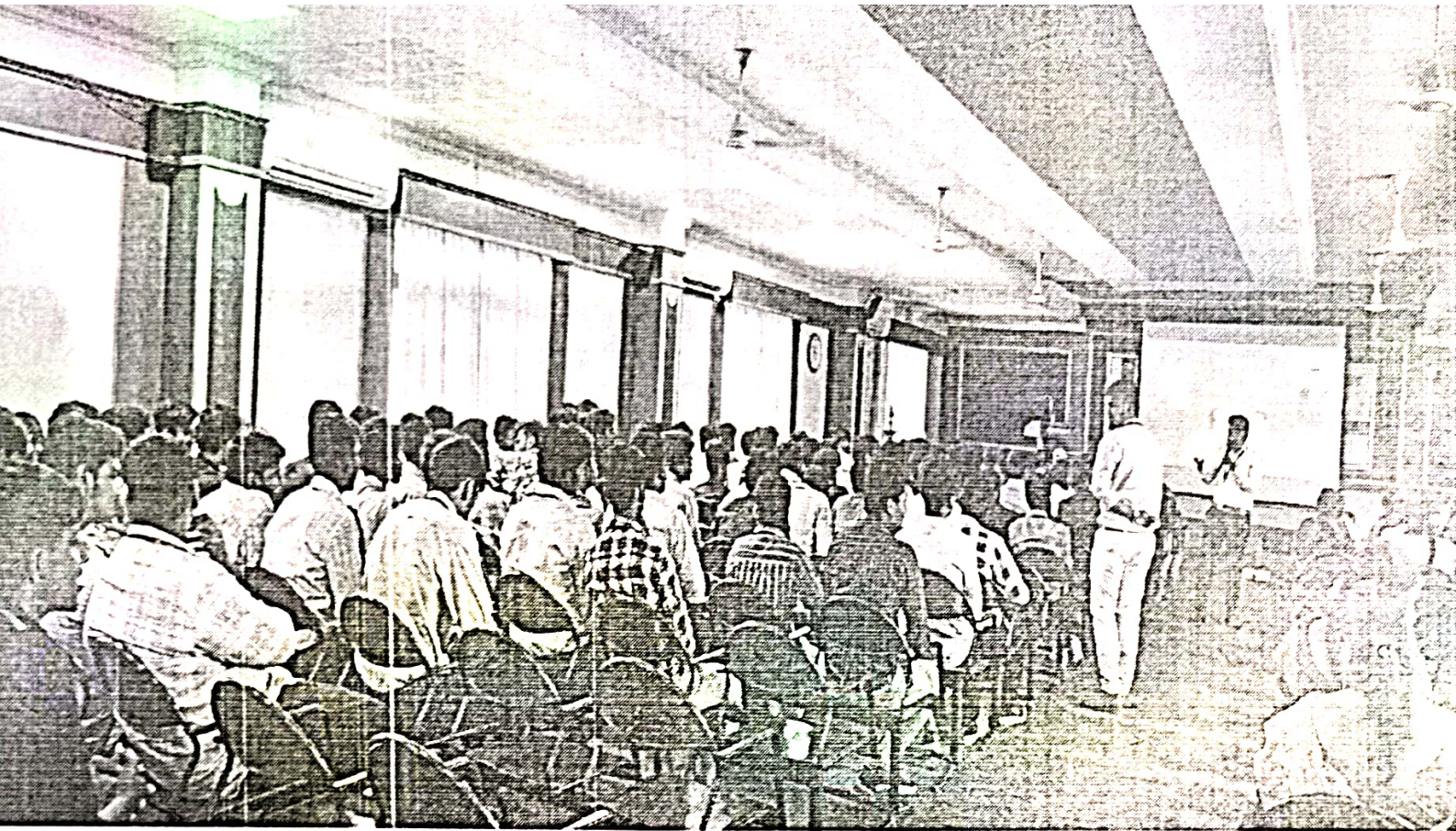
S.NO	REGISTER NUMBER	STUDENT NAME	DEPARTMENT	SIGNATURE
51	732224CS178	Sanjay. S	CSE-D	Sanjay.S
52	732224CS182	M. Sankesh Kumar	CSE-D	M. Sankesh
53	732224CS192	Sree Nandhu. R	CSE-D	Sree Nandhu R
54	732224CS219	VIGNESH. S	CSE-D	Vignesh
55	732224CS200	SRIWIN. S	CSE-D	Sriwin
56	732224CS171	B. Sabineeth	CSE-D	B. Sabineeth
57	732224CS209	D. Thirum Balaji	CSE-D	D. Thirum
58	732224CS224	N. Yaswanthi Surya	CSE-D	N. Yaswanthi
59	732224CS197	R. Souhasi	CSE-D	R. Souhasi
60	732224CS212	Thuthi Kumar S	CSE-D	S. Thuthi
61	732224CS223	Vikash R. S	CSE-D	R. S. Vikash
62	732224CS179	Sanjay. S	CSE-D	Sanjay.S
63	732224CS175	MGR. SANSRAT KRISHNA	CSE-D	MGR. SANSRAT
64	732224CS202	Subikshan. G	CSE-D	G. Subikshan
65	732224CS206	D. Surya	CSE-D	D. Surya
66	732224CS192	Sowmya Narayanan. A	CSE-D	Sowmya Narayanan
67	732224CS207	SURYA. V	CSE-D	V. Surya
68	732224CS183	E. Sasi Dharan	CSE-D	E. Sasi Dharan
69	732224CS204	R. Sudharshan	CSE-D	R. Sudharshan
70	732224CS177	S. Sanjay	CSE-D	S. Sanjay
71	732224CS187	F. Sheikh Mohideen	CSE-D	F. Sheikh Mohideen
72	732224CS220	D. Vijayakumar	CSE-D	D. Vijayakumar
73	732224CS216	U. G. Varanth.	CSE-D	U. G. Varanth.
74	732224CS215	K. Varsham	CSE-D	K. Varsham
75	732224CS190	Swarth Sivakathi. D.R	CSE-D	Swarth Sivakathi
76	732224CS189	Suobalaje. J	CSE-D	Suobalaje. J
77	732224CS174	SANJAY. M	CSE-D	Sanjay. M

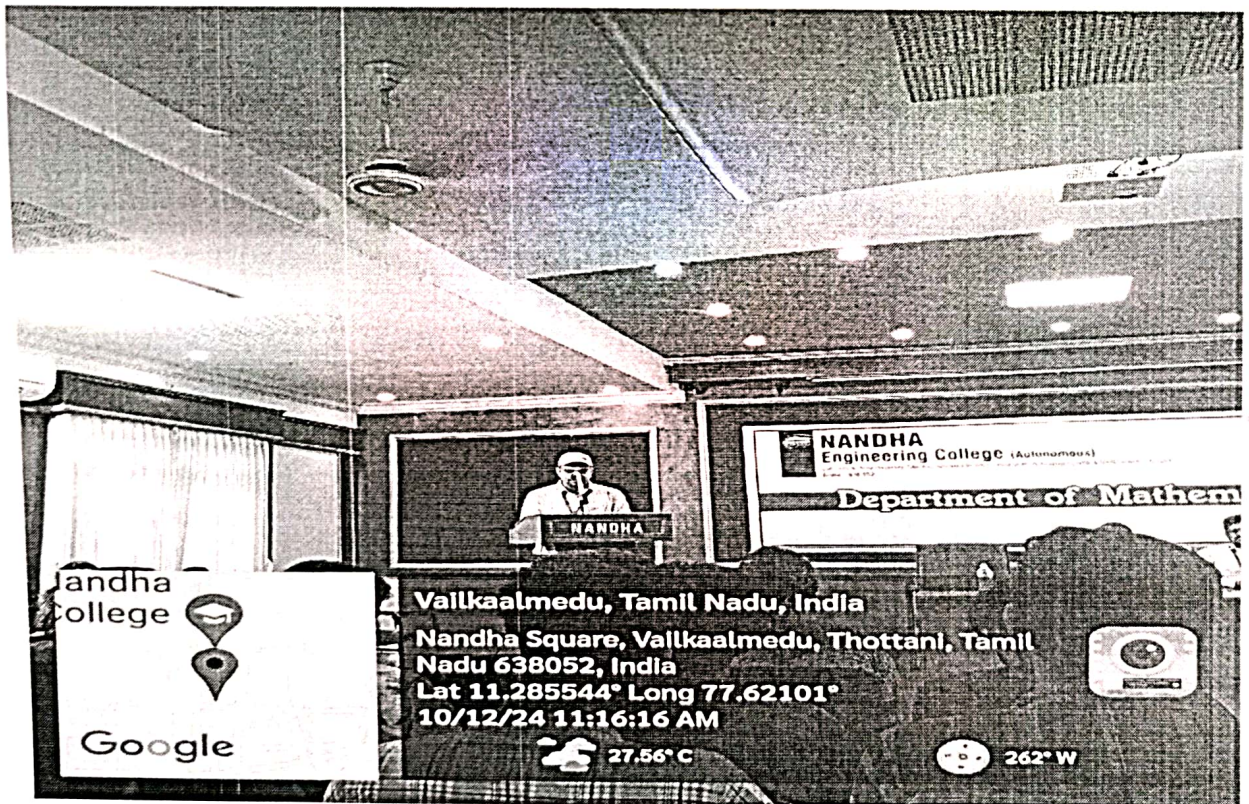
	<p><b>NANDHA ENGINEERING COLLEGE</b> (Autonomous) ERODE – 638 052</p>
	<p><b>INTERNAL QUALITY ASSURANCE CELL</b></p>


**GLIMPSES OF THE EVENT**

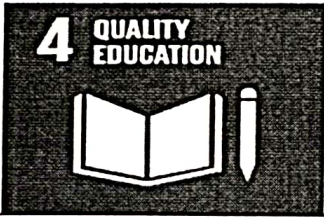
Title of the Event: Digital Design & Marketing Mastery







	<b>NANDHA ENGINEERING COLLEGE</b> (Autonomous) ERODE – 638 052 <b>INTERNAL QUALITY ASSURANCE CELL</b>
	<b>POST EVENT REPORT</b>

<b>Department</b>	Mathematics	
<b>Name of the event</b>	Workshop	
<b>Title of the Event</b>	Digital Design & Marketing Mastery	
<b>Date &amp; Time</b>	10.12.24	11.00 a.m – 12.00 p.m
<b>Venue</b>	NEC Conference Hall	
<b>Name of the Chief Guest</b>	Mr.P.K.JAWAHAR KUMAR	
<b>Designation of the Chief Guest</b>	Business Development Manager, Settlo Academy, Erode.	
<b>Number of Participants</b>	120	
<b>Outcome</b>	Expertise in creating visually compelling graphics, videos, and other multimedia content tailored to digital platforms. Knowledge of UX/UI design principles to enhance user experiences on websites, apps, and other interfaces.	
<b>Mapped with PO and PSO</b>	PO5,PO11.PO12	
<b>Related to SDG (Mention the relevant Goal)</b>		
<b>Feedback</b>	<b>UX/UI Designer</b> <b>Pros:</b> <ul style="list-style-type: none"> <li>High demand in user-centered industries like mobile app development, gaming, and e-commerce.</li> </ul>	

- Combines creative and technical skill sets, appealing to individuals with diverse talents.
- Opportunity to significantly impact user experience and satisfaction.

**Challenges:**

- Requires proficiency in multiple tools (Adobe XD, Figma, Sketch) and knowledge of user psychology.
- Balancing client needs with design principles can be challenging.

**Graphic design**

- Graphic design is an exciting career choice with ample opportunities for creative expression and professional growth.

**SEO and Performance**

- Use tools like Google Analytics to identify areas where users drop off or struggle.

**Software Developer**

- Broad career paths, from app development to cloud computing.
- Remote work opportunities are abundant.

**Data Scientist**

- High demand across industries like healthcare, finance, e-commerce, and technology.
- Attractive salaries and opportunities for innovation.
- Growing relevance with advancements in AI and big data analytics.

He introduced a program called **BRAND PRO**. It contains 10 tools like

1. Photoshop
2. CANVA
3. Photopea
4. Google Analytics
5. META Analytics
6. Figma
7. Weebly
8. Wordpress
9. Google forms
10. QRcode generator

The ten tools are improve to complete business plan to start a business.

*[Signature]*  
13/12/24.  
Event Coordinator

*[Signature]*  
13/12/24  
HOD



**NANDHA ENGINEERING COLLEGE**  
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**INTERNAL QUALITY ASSURANCE CELL**  
**FEEDBACK FORM SAMPLE**

Name of the Participant: **MOHANAPRIYA.D**

Course title : **Digital Design & Marketing Mastery**

Dates of the program : 10.12.24

5 - Excellent 4 - Good 3 - Average 2 - Below average 1 - Poor

S.No	Parameter	Grading				
		5	4	3	2	1
Indicate the level of relevance according to your understanding about the						
1	How would you rate the new information learned?		✓			
2	Have you enjoyed this event?	✓				
3	How would you rate the quality of the materials?		✓			
4	How would you rate the Speakers/Presentation Skills?		✓			
5	How would you rate the satisfaction about the event?		✓			
6	How would you rate the usefulness of this event to your Job?	✓				
7	How would you feel about Arrangements and Hospitality?	✓				
Any other suggestions for improvement:  <b>NO</b>						

*D. Mohanapriya*  
Signature of the Participant