



**BELLARY V.V SANGHA'S
VIJAYANAGAR COLLEGE, HOSAPETE-583201
KARNATAKA**
(Affiliated to vijayanagar sri krishnadevaraya university, Ballari)

Department Business Administration (BBA)

In association with IQAC

State level Webinar On Digital Marketing : Opportunities & Challenges in 2021

***** Resource person *****



Sri Sali Siddaiah Swamy
Ex-Chairman, college governing council
Vijayanagar college, Hosapete .



Dr. Prabhaiah V.S.
Principal, Vijayanagar college,
Hosapete .



Dr. Shaheeda Banu S
Professor, DMS B.I.T.M , BALLARI

Prof. Sikandar Basha ks
organising Secretary,
HOD BBA , VNC Hosapete

Prof. Vinay.P
Prof. Manjula.G
BBA , VNC Hosapete

Dr. Venkatesh Bhovi
IQAC Co-ordinator
VNC Hosapete

Date:- 05/07/2021 Time:- 11:00 AM, Platform: Google meet

<https://meet.google.com/rqg-ihxp-vvg>



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Date:- 05/07/2021 Time:- 11:00 AM, Platform: Google meet

- ❖ **Guest of honor**
Sri Sali Siddaiah Swamy
Ex- chairman VN College Hospet
- ❖ **Conveyor**
Dr.Prabhaiah V.S
Principal, Vijayanagar college, Hospet
- ❖ ******* Resource person *******
Dr. Shaheeda Banu S
Professor DMS, B.I.T.M , BALLARI

The formal inauguration for session was done by **Sri Sali Siddaiah Swamy , Ex- chairman VN College Hospet** along with conveyor for key note address **Dr.Prabhaiah V.S** Principal, Vijayanagar college, Hospet. With the virtual presence of **Dr.Venkatesh Bhovi IQAC Co-ordinator VNC Hosapete** , welcome speech by **Prof. Sikandar Basha K S organising Secretary HOD BBA , VNC Hosapete.**

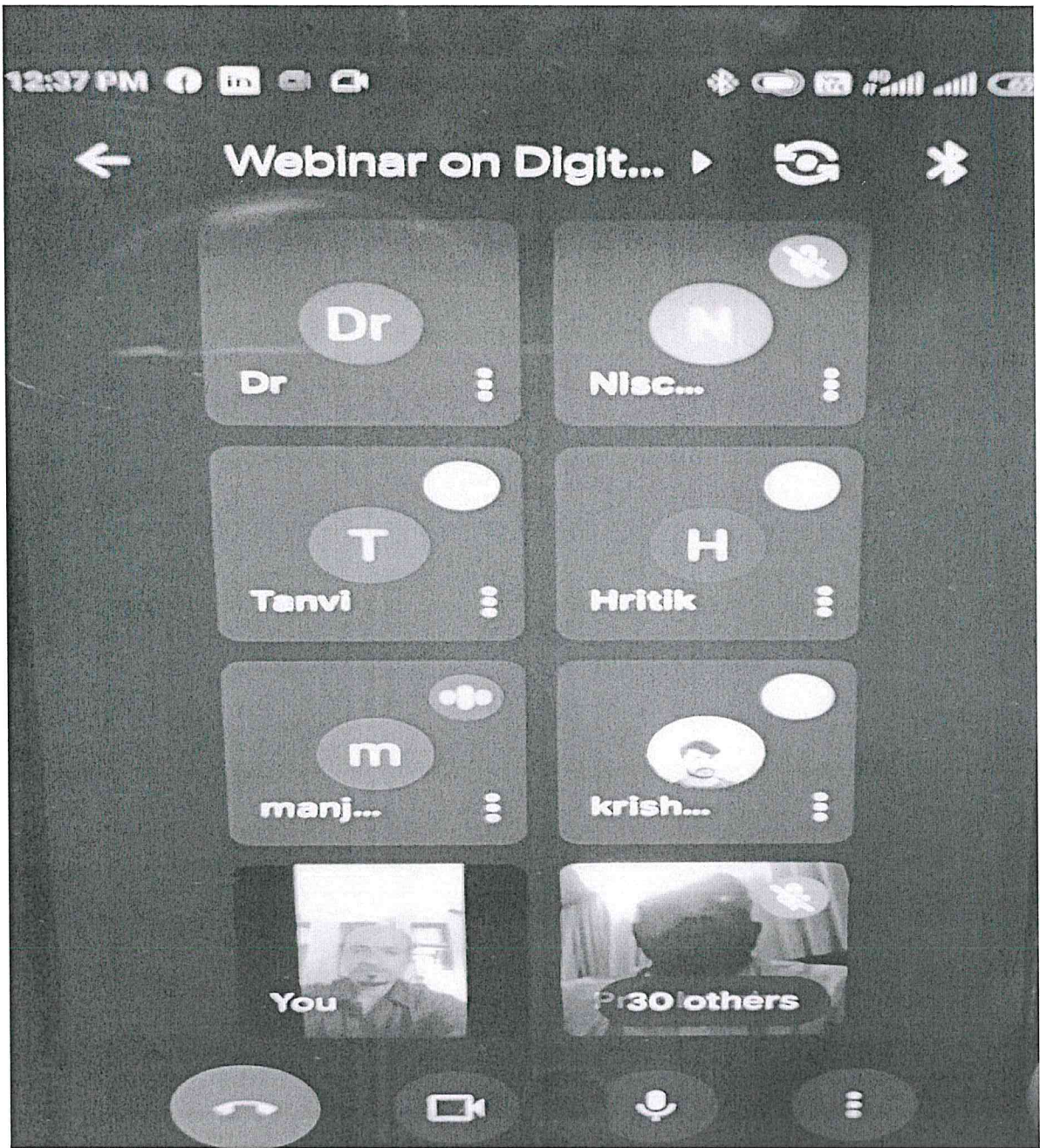
The first technical session started by ******* Resource person ******* **Dr. Shaheeda Banu S** Professor DMS, B.I.T.M , BALLARI


At 11:30 am , she address the issues related to **Digital Marketing : Opportunities & Challenges in 2021.**

THE KEY TAKEAWAYS FROM SESSION

- **We and students have learnt about Digital Marketing Opportunities how it would generates you the revenue**
- **Your cell phone/laptops are your own resource for your business**
- **About Virtual offices**
- **About social media platforms its not only about entrainment but it's a sources of generating revenue.**

As the Google meet limit was restricted to 100 members we had only BBA final year students in 50 members and 50 others open to all other faculty members who confirmed their slot when they registered , a feedback form and E-Certificates were generated using Google Docs media , the session was carried till 01:30PM along with interaction with students and faculty members , the vote of thanks was given by Prof. Manjula G, In the presence of BBA Faculty Members Prof Vinay P & Prof Shalini V.




HEAD
Dept. of BBA
Vijayanagar College
HOSAPETE


Principal
Vijayanagara College
HOSPET