

N.M.S. SERMATHAI VASAN COLLEGE FOR WOMEN – MADURAI

DEPARTMENT OF BUSINESS ADMINISTRATION

NATIONAL WEBINAR

Date – 16.04.2021

Resource Person

Mr.Imran Ahamed ,
Founder and Director of Infinite Edge,
Chennai

Topic - Marketing Strategy – During Post Covid 19

Skycampus
A Digital Initiative of ICT Academy

POWER SEMINAR
Empowering Students

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EDITION NO: **1,379**

Virtual Power Seminar on

Marketing Strategy

16 APR 2021 - 02:30 PM - 03:30 PM

Speakers


Dr D Karthiga Rani
Principal
NMS Sermathai Vasan
college for women.


Imran Ahmed
Director
Infinite Edge

Hosted by

 **N.M.S. Sermathai Vasan College
for Women, Madurai**

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**N.M.S.SERMATHAI VASAN COLLEGE FOR WOMEN,
MADURAI.**



**DEPARTMENT OF BUSINESS ADMINISTRATION
BUSI ECLAT ASSOCIATION – NATIONAL WEBINAR**

DATE: 16.04.2021

AGENDA

- ❖ *Prayer*
- ❖ *Welcome Address* : **Mrs. M.Thenmozhi** M.Com., M.B.A., M.Phil., D.G.T.,
Head, Department of Business Administration,
NMS Sermathai Vasan College for Women, Madurai.
- ❖ *Felicitation* : **Dr.G.Maris Kumar** M.A., M.Phil., M.T.M., Ph.D.,
President
Thiru.G.Karikolraj
Secretary
Thiru.M.Jeya Kumar B.E.,
Correspondent
Thiru. D.Nallathambi B.A., B.L.,
Treasurer
Mrs.D.Karthigarani M.Sc., M.Phil., Ph.D.,
Principal i/c
- ❖ *Inaugural Address* : **Mr.Imran Ahamed** ,
Founder and Director of Infinite Edge,
Chennai
- ❖ *Topic* : **Marketing Strategy – During Post Covid 19**
- ❖ *Vote of thanks* : **Mrs.S.Akilandeswari** MBA., M.Phil., SET., NET., Ph.D
Assistant Professor
- ❖ *National Anthem*

NMS SERMATHAI VASAN COLLEGE FOR WOMEN,MADURAI
DEPARTMENT OF BUSINESS ADMINISTRATION
BUSI ECLAT ASSOCIATION
REPORT

N.M.S. SermathaiVasan College for Women, Madurai – 12, Department of Business Administration, BUSI – ECLAT association organized **NATIONAL WEBINAR** on 16.04.2021. Mrs.M.Thenmozhi, Head, Department of Business Administration delivered welcome address. Our President Dr.G.Mariskumar delivered the presidential address. Our college secretary Mr.G.Karikolraj, Correspondent Mr.M.Jeyakumar, Treasurer Mr.D.NallathambiandOur principal Mrs.D.Karthigarani felicitate the gathering. Our Chief Guest was **Mr IMRAN AHAMED, Founder and Director of Infinite Edge, Chennai.** He delivered her speech on “Marketing Strategy – During Post Covid - 19”. Our students were highly inspired by her speech.

Finally, the meet came to an end with National Anthem.



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SIGNATURE OF THE PRINCIPAL



NADAR MAHAJANA SANGAM
SERMATHAI VASAN COLLEGE FOR WOMEN
MADURAI, TAMILNADU – 625 012.

(Accredited with 'B' Grade by NAAC)

Department of Business Administration

CERTIFICATE OF APPRECIATION

{{Name}}

This is to certify that _____ participated in National Webinar

on **“Marketing Strategies - During Post Covid”**, organized by Department of Business Administration,

NMS Sermathai Vasan College for Women, Madurai, Tamilnadu - 12. on 16.04.2021.

M. Thenmozhi

M. Thenmozhi
M.Com., M.Phil., M.B.A., NET., SET.,
HOD in BBA &
IIC President

D. Karthiga Rani

D. Karthiga Rani
M.Sc., M.Phil., Ph.D.,
HOD in CS, IT & BCA,
Principal (i/c) &
IIC Chairman

