

Nadar Mahajana Sangam Sermathal Vasan College For Women,  
Madurai.



(Accredited with 'B' Grade by NAAC)

DEPARTMENT OF COMMERCE

Organize National Level Webinar

on

**"Impact of Social Media Marketing and  
Trends on Digital Marketing For Entrepreneur"**



**DATE: 28.02.2022.**

**TIME: 11 AM TO 12 PM.**

Chief Guest: Dr. D. Annette Christinal.,  
Assistant Professor, Presidency University,  
School of Commerce, Bengaluru.

*All are cordially Invited*



**DR. G. MARIS KUMAR,**  
M.A., M. PHIL., M. T. M., PH.D.,  
President

**Mr. G. KARIKOLRAJ,**  
Secretary.

**Mr. M. JEYAKUMAR, B.E.,**  
Correspondent

**Mr. D. NALLATHAMBI, B.A., B.L**  
Treasurer.

**MRS D. KARTHIGA RANI, M. SC., M. PHIL., (PH.D.), PRINCIPAL I/C.**

Registration Link: <https://forms.gle/p4C6CwTU8P2Moaxg8>



Nadar Mahajana Sangam  
Sermathai Vasan College for Women  
(Accredited with "B" Grade by NAAC)  
Avaniya Puram, Madurai - 12  
Department of Commerce & Banking



*Organized*  
*Online National Webinar on*  
**"Impact of Social Media Marketing and  
Trends on Digital Marketing for Entrepreneur"**  
*Agenda*

*Date: 28.02.2022*

*Day: Monday*

*Time: 11 a.m.*

❖ PRAYER SONG

❖ WELCOME ADDRESS:

Mrs.P.G.MeenaDevi, M.Com. M.B.A., M.Phil.  
Associate Professor & Head of the Department,  
Department of Commerce,  
N.M.S. Sermathai Vasan College for Women.

❖ PRESIDENTIAL ADDRESS: Dr.G. Mariskumar, M.A.,M.Phil., M.T.M., Ph.D.  
President.

N.M.S. Sermathai Vasan College for Women.

❖ FELICITATION:

Mr.G.Karikolraj  
Secretary.

N.M.S. Sermathai Vasan College for Women.  
Mr. Jeyakumar, B.E.,  
Correspondent.

N.M.S. Sermathai Vasan College for Women.  
Mr. D.Nallathambi, B.A., B.L.,  
Treasurer

N.M.S. Sermathai Vasan College for Women.  
Mrs.D.KarthigaRani, M.Sc., M.Phil., Ph.D.,  
Principal i/c

N.M.S. Sermathai Vasan College for Women.

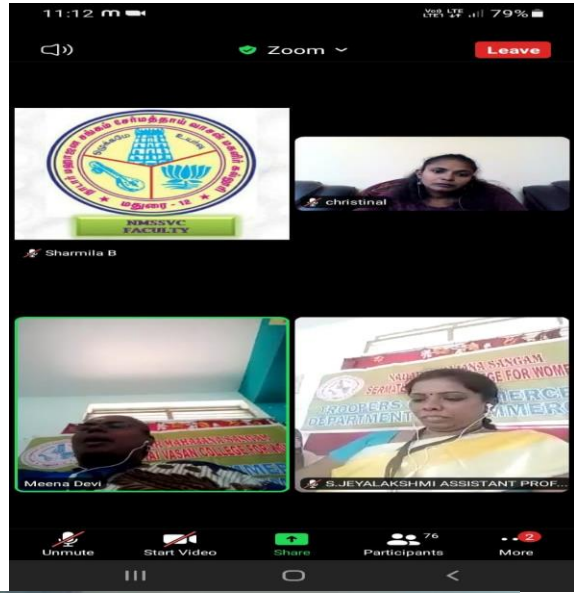
❖ RESOURCE PERSON:

Dr. D.Annette Christinal., M.Com., M.Phil., Ph.D.  
Assistant Professor  
Presidency University  
School of Commerce, Bengaluru.

❖ VOTE OF THANKS:

Mrs.S.Jeyalakshmi, M.Com.,M.Phil., M.B.A., PGDCA., DG  
Associate Professor,  
Department of Commerce,  
N.M.S. Sermathai Vasan College for Women.

NATIONAL ANTHEM



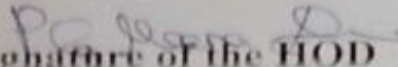
N.M.S.SERMATHAI VASAN COLLEGE FOR WOMEN- MADURAI  
DEPARTMENT OF COMMERCE  
NATIONAL LEVEL WEBINAR  
"IMPACT OF SOCIAL MEDIA MARKETING AND TRENDS ON DIGITAL  
MARKETING FOR ENTREPRENEUR"  
REPORT

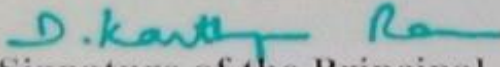
DATE: 28.2.2022

DAY: Monday

N.M.S Sermathai Vasan College For Women Department of Commerce organized National Level Webinar in Zoom platform on topic of "**Impact of Social Media Marketing and Trends on Digital Marketing for Entrepreneur**" on 28.2.2022 at 11.00 am. The college management Dr. G.Mariskumar President, Mr.G.karikolraj Secretary, Mr.M.Jeyakumar Corresponant and Mr.D.Nalathambi Treasurer wished the function success. Mrs.D.Karthiga Rani , Principal (i/c) felicitated the day. Mrs. P.G. Meena Devi., M.Com., M.Phil.,M.B.A., Head of the department commerce welcomed the participants and the resource persons who virtually gathered for the webinar. She Extended her gratitude to the guests of the day Dr.D.Annette Christinal., Assistant Professor, Presidency University, School of Commerce, Bengaluru.

The chief guest of the session shared about Digital Marketing is helpful to the entrepreneur and make up the brand awareness to the innovators. Then she explained about Social Media opens up an opportunity for brands to understand who their audience is and what desires are. 100 Students and Faculties are actively participated in the online webinar and they filled a feedback form about the "**Trends on Digital Marketing for Entrepreneur**". Various doubts are raised by the students regarding of entrepreneur. It was clarified by the Chief Guest. Then she suggested a few ideas to the new entrepreneur through digital marketing. Mrs.S.Jeyalakshmi.,M.Com.,M.Phil.,P.G.D.C.A..D.G.T., Assistant professor, Department of Commerce proposed vote of thanks. The function end with National Anthem.

  
Signature of the HOD

  
Signature of the Principal

