

**Avinashilingam Institute for Home Science and Higher Education for Women
Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD (now MoE)
Re-accredited with 'A++' Grade by NAAC.CGPA 3.65/4, Category I by UGC
Coimbatore-641 043, Tamil Nadu, India**



**Report of the
Nineth Short Term Capacity Building Program
on**

**Crafting the Digital Identity: Social Media for
Higher Education Institutions**

**Organised
by**

**AIU – Avinashilingam Institute – Academic and
Administrative Development Centre (AIU-AI-AADC)
&
Social Media Administration Cell**

27.11.2023 to 30.11.2023

Mode : Online



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AIU-AI-AADC

Ninth Short-Term Capacity Building Programme on

‘Crafting the Digital Identity: Social Media for Higher Education Institutions’

27.11.2023 to 30.11.2023 (4 Days) - Online Mode

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Report

on

IX Short Term Capacity Building Programme on “Crafting the Digital Identity: Social Media for Higher Education Institutions”

Date: 27thNovember 2023 to 30thNovember 2023

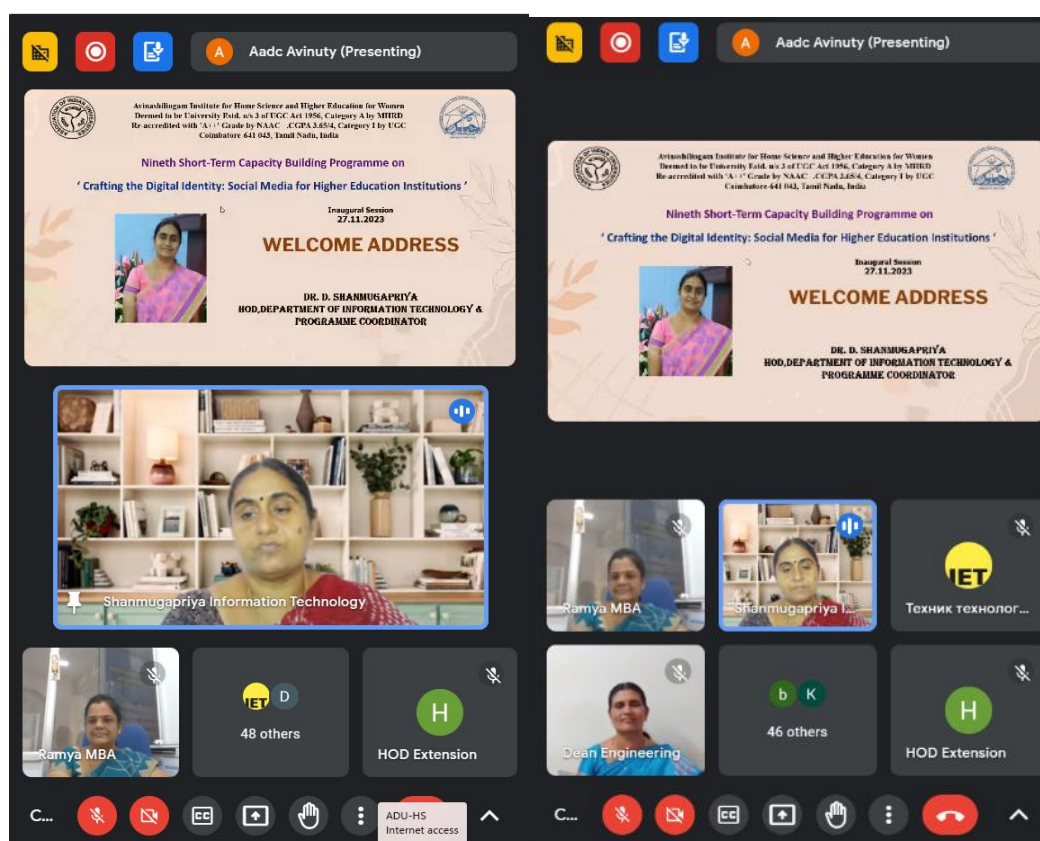
Organised by

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Development Centre (AIU-AI-AADC)
&
Social Media Administration Cell**

Day 1- 27.11.2023

Session I: Inaugural Session

IX Short Term Capacity Building Programme on Crafting the Digital Identity: Social Media for Higher Education Institutions is organized by AIU-Avinashilingam Institute – Academic and Administrative Development Centre (AIU-AI-AADC) and Social Media Administration Cell of Avinashilingam Institute for Home Science and Higher Education for Women, which was inaugurated on 27.11.2023 by her Excellency Dr. V. Bharathi Harishankar, Vice Chancellor, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore. The inaugural session was started with prayer followed by welcome address by Dr. D. Shanmugapriya, HoD, Department of Information Technology and Co-ordinator, Social Media Administration Cell.

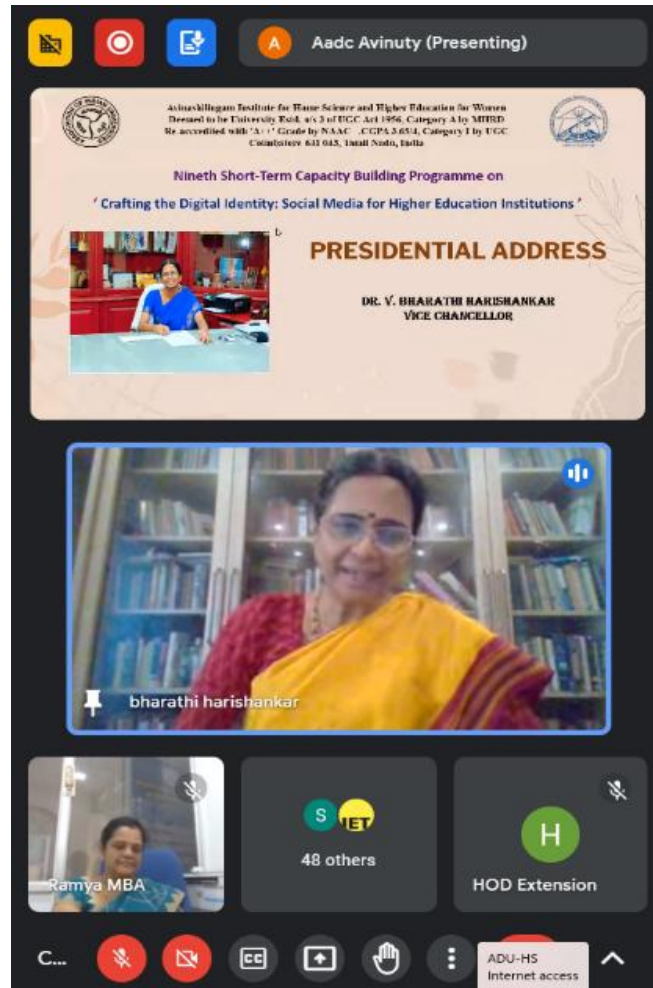


Dr. D. Shanmugapriya, Co-ordinator, Social Media Administration Cell welcoming the gathering in the inaugural session of IX short term capacity building programme

Presidential & Inaugural Address

The Presidential and Inaugural address was given by Dr. V. Bharathi Harishankar, Vice Chancellor, Avinashilingam Institute, for Home Science and Higher Education for Women in her address on the topic “**Communicating the identity of the Institution**”, she

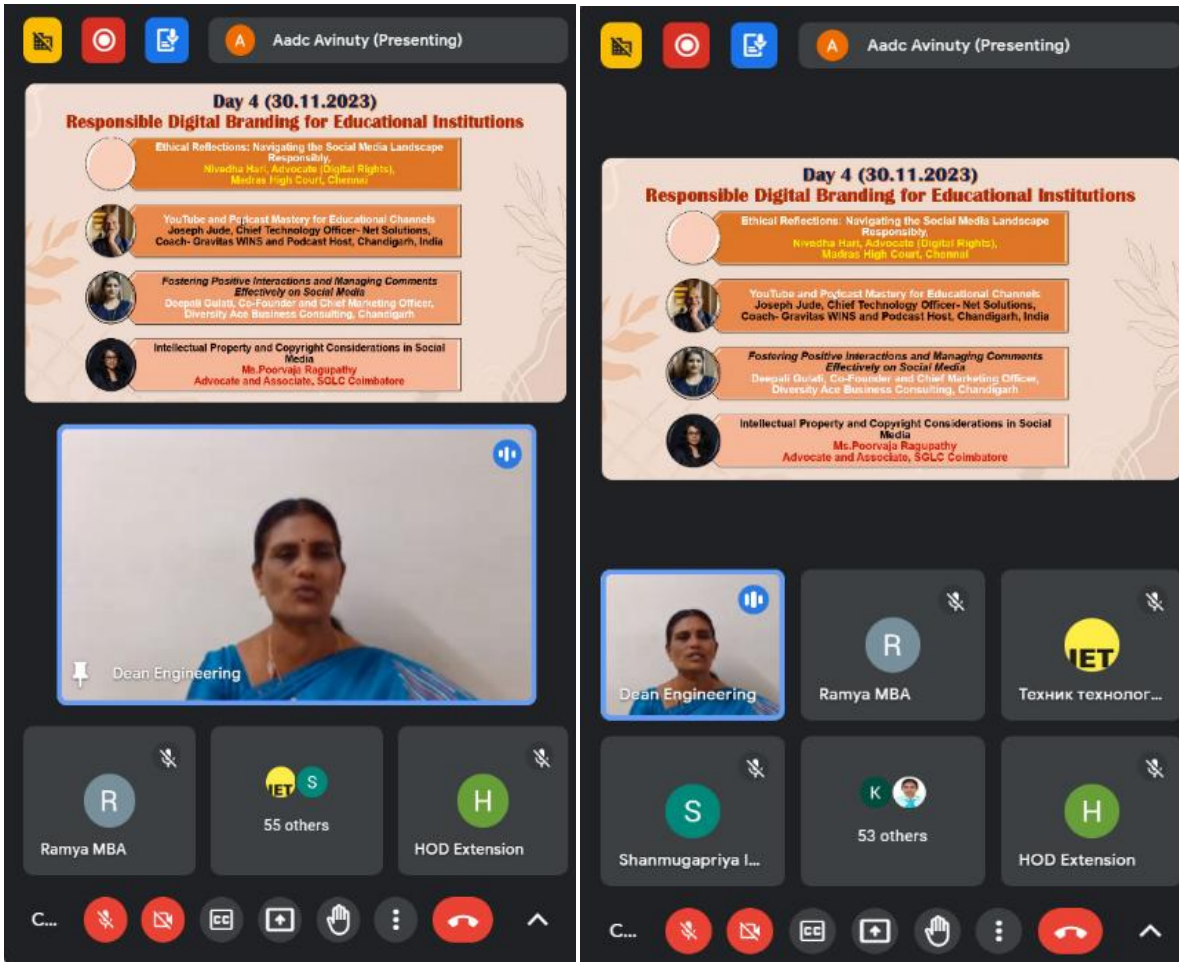
stressed the pivotal role played by social media and online platforms of higher education institutions in connecting the stakeholders for the academic purposes and teaching learning processes.



Dr. V. BharathiHarishankar, Vice Chancellor, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore addressing the gathering

Briefing the Event

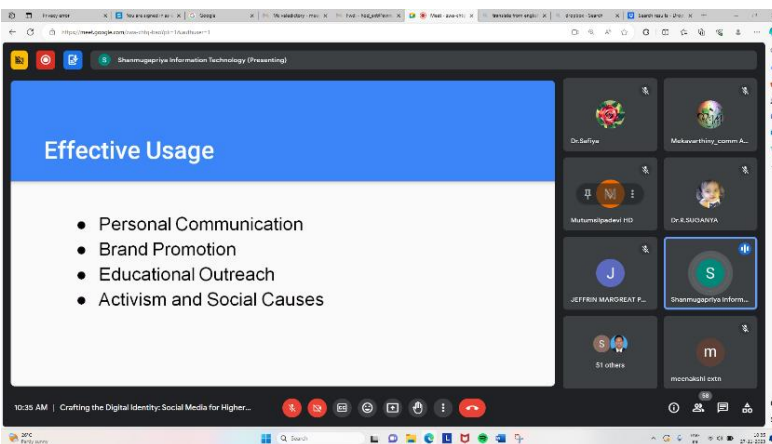
Dr. B. Sargunam, Dean, School of Engineering and Co-ordinator, Social Media Administration Cell briefed about the sessions of the short term capacity building programme to the participants with day-wise sessions and resource person details.



Presentation about Avinashilingam Social Media Administration Cell

Dr. D. Shanmugapriya, Avinashilingam Social Media Administration Cell was explained the functioning of social media cell, standard operating procedure in posting contents in institutional social media page, which was an eye opener for outside participants those who were planning to establish social media platform for public visibility. She also

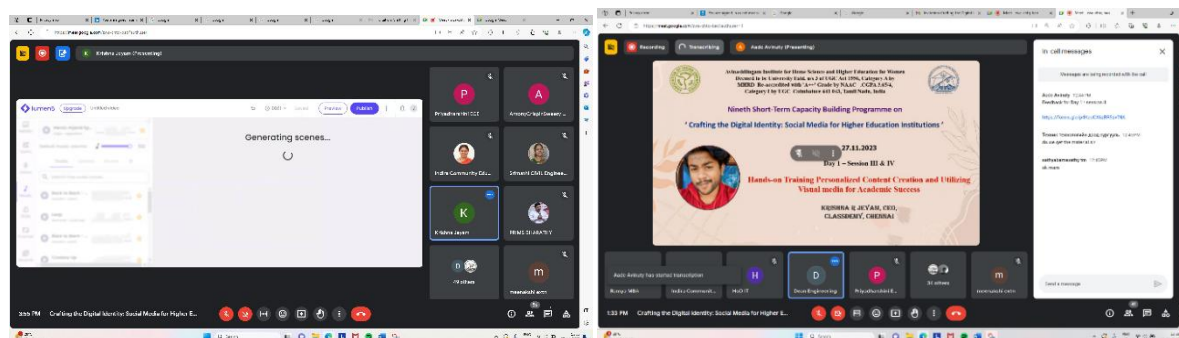
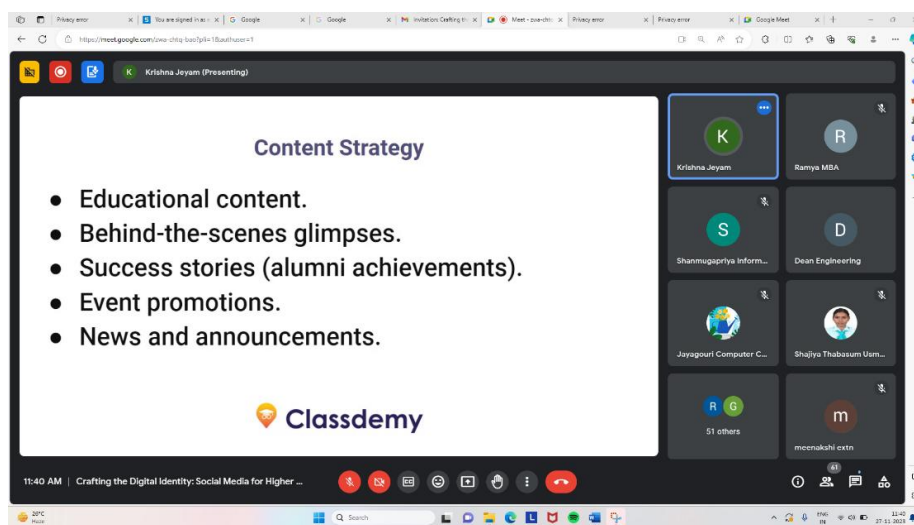
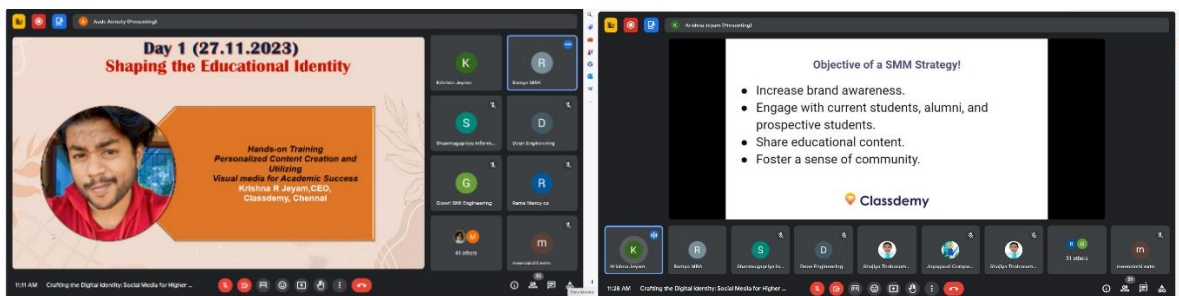
mentioned the operational procedure and guidelines to be shared to all the stakeholders in detail for positive impact.



This session was followed by a short break and exactly at 11.15 am Session II was started.

Session II: Social Media Marketing strategies for Educational Institutions

Session II of Day 1 was handled by Mr. Krishna R. Jeyam, CEO, Classdemy, Chennai on Social Media Marketing strategies for Educational Institutions. Sir was explaining about how an institution can establish a social media platform to benefit the stakeholders. He gave clear explanation about dos and don'ts in creating posts for different social media portals such as LinkedIn, Facebook, Instagram, etc. The concept of edutainment was very interesting and how to create academic posts along with entertainment elements inside the content was explained with examples.



3:51 PM | Crafting the Digital Identity: Social Media for Higher E...

lumen5 | Upgrade | Unlisted video

Library GIFs Uploads Recent

Search health mental health world health organiz...

Tips for Healthy Living

Preview Sleep design Shuffle colors

Dr.P.Shanmuga SundarL. Soclaimedia AIHSHEW

Krishna Jeyam PRIMS BHARATHY

Visitors are in this meeting
Open the people list to see the visitors who joined from outside the meeting host's organization

2:05 PM | Crafting the Digital Identity: Social Media for Higher ...

Home File Magic Switch

Black and White Simple Motivation Quotes Instagram P... Get Canva ... Share

Use 5+ words to describe...

Templates Styles

All results

4 STEPS TO BUILD YOUR BRAND

Notes Page 1/1 23%

Krishna Jeyam Shallini bc

Kavya Harahini Priyadarshini ECE

Indira Community Edu... Jayegouri Computer C...

49 others meenakshi extn

1:39 PM | Crafting the Digital Identity: Social Media for Higher E...

Canva | Design spotlight | Business | Education | Plans and pricing | Learn | Create a design

Personal (Free + 2.1)

Get Canva Pro

Home

Magic Studio

Projects

Templates

Brand

Create a team

Trash

What will you design today? Custom size Upload

Use 5+ words to describe your design

For you Docs Whiteboards Presentations Social media Videos Print products Websites More

You might want to try...

Design Docs Get Ideas Flowing MAKE IT MOVE

HoD IT Indira Communit... Shajiya Thobasu... Dean Engineering Krishna Jeyam 43 others meenakshi extn

In-call messages

Messages are being recorded with the call

JEFFRIN MARGREAT PSYCHOLOGY (Kengeri) 1:38 PM
Done sir

Aad: Anvity 1:38 PM
yes sir, done

Gowri Ramalingam 1:38 PM
done sir

Jayanthi RK 1:39 PM
Yes sir done

Thamaraiselvi Anvity 1:39 PM
yes sir

Kalaivani Anvity 1:39 PM
Done sir.

Sreeja English 1:39 PM
Done Sir

Send a message

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Aadg Avinuty (Presenting)

SMM for Educational Institutions

Social Media Marketing Strategies for Educational Institutions

Classdemy

class academy | Shajiya Thabasa... | Ramya MBA | Shanmugapriya L... | Dean Engineering | 55 others | meenakshi extn

12:27 PM | Crafting the Digital Identity: Social Media for Higher ...

In-call messages

Messages are being recorded with the call

Lekshana anarima 12:19 PM
do we get the material sir

Srinathi CIVIL Engineering 12:19 PM
sir

Netra IT 12:21 PM
yes mam..

Ramya MBA 12:22 PM
kqac@avinuty.ac.in

Ramya MBA 12:23 PM
sorry send to aadg@avinuty.ac.in
@netra mam: send to aadg@avinuty.ac.in

Netra IT 12:24 PM
Mam, I have mailed. Kindly Check!

Ramya MBA 12:24 PM
ok

Send a message

28°C Party sunny

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https://meet.google.com/zwa-cthp-bao?pli=1&authuser=1

Krishna Jeyam (Presenting)

Instagram

"Coding is easy just Clicking & typing"

Top 5 skills to get a job

BREAKING NEWS

Instagram has rolled out a new update where you can now share your reels and posts exclusively for the close friends list

Resume Mistakes !!

Some things never change

Krishna Jeyam | PRIMs BHARATHY | Rama Mercy cs | Gowri BMI Engineering | Socialmedia AHSHEW | HoD IT | 50 others | meenakshi extn

12:01 PM | Crafting the Digital Identity: Social Media for Higher ...

28°C Party sunny

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People

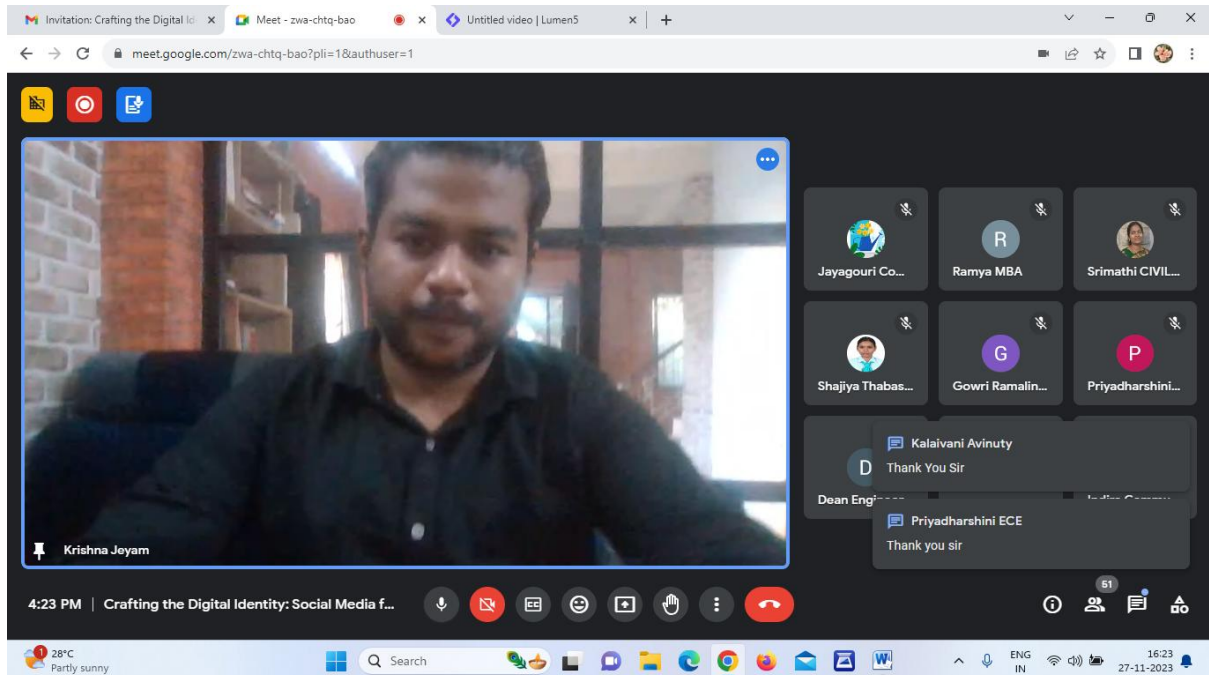
Add people

- HOD Psychology
- HOD Resource Management
- HOD Science and Humanities
- HOD Special Education
- HOD Tamil
- HOD Textile Clothing
- HOD Tourism Management
- HOD Viscom
- HOD Zoology
- hod_audio Avinuty

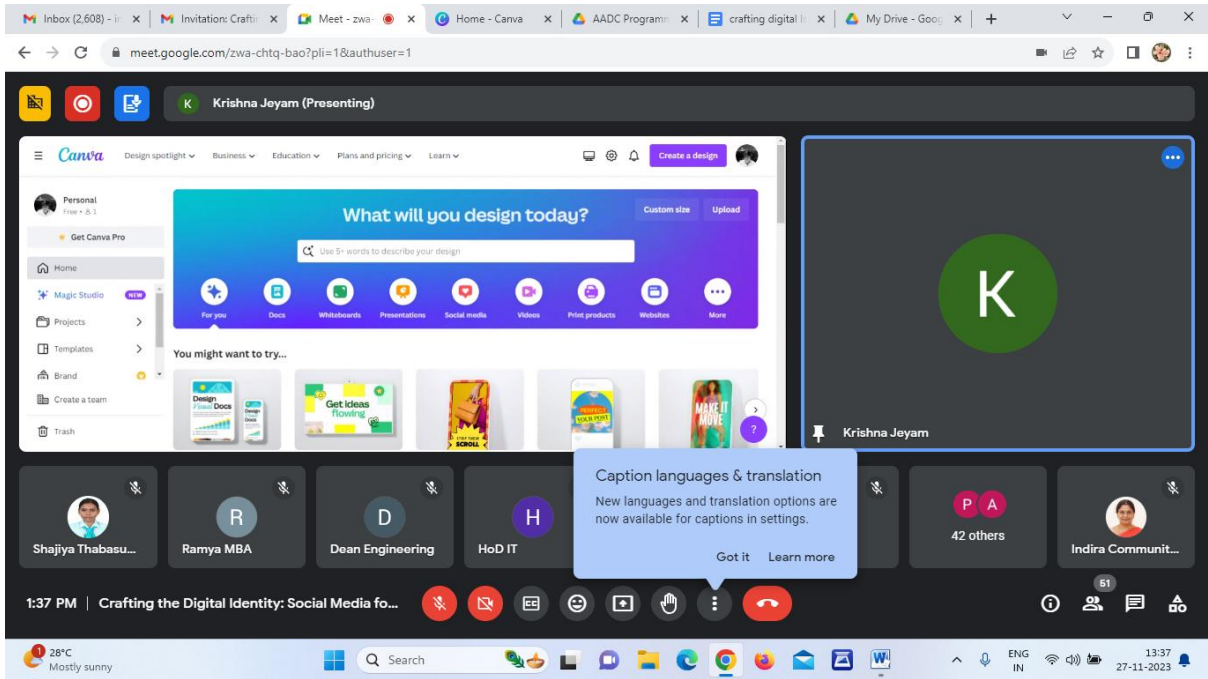
Dr.R.SUGANYA | Shanmugapriya Information Technology | Dr.Saflya | Meekavarthini_comm Avinuty | Mutumalipadevi HD | 50 others | meenakshi extn

10:56 AM | Crafting the Digital Identity: Social Media for Higher ...

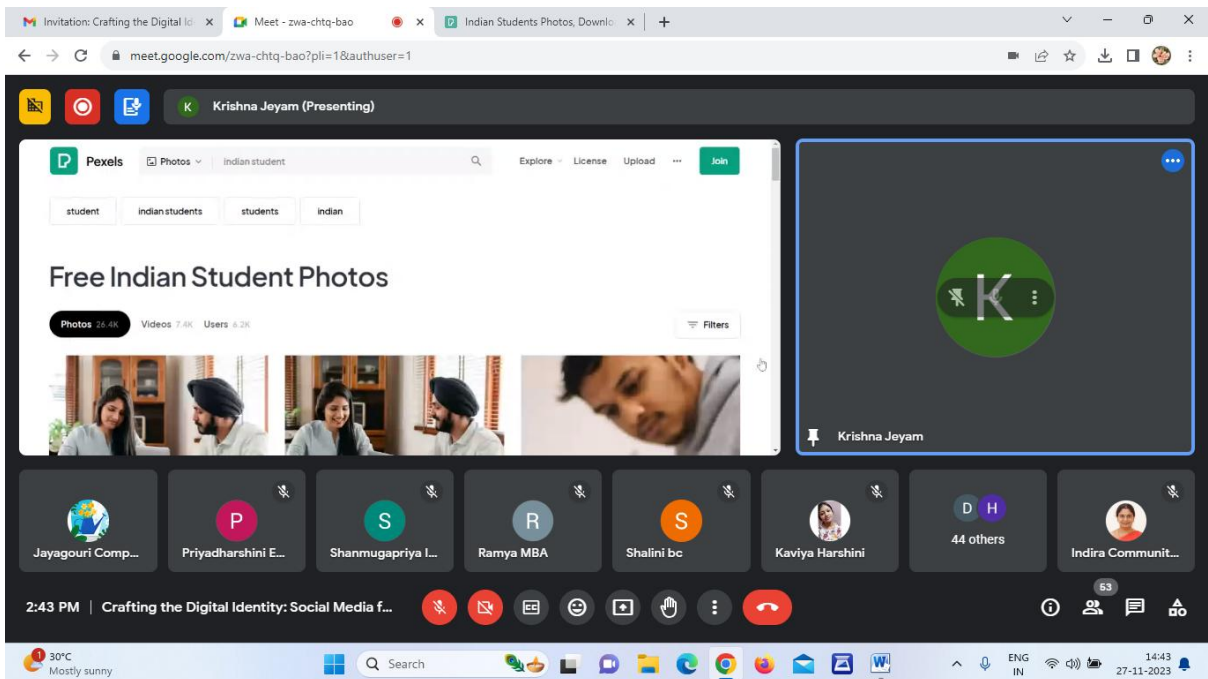
Session III & IV: Hands on training - Personalized Content Creation and Utilizing Visual media for Academic Success by Krishna R Jeyam, CEO, Classdemy



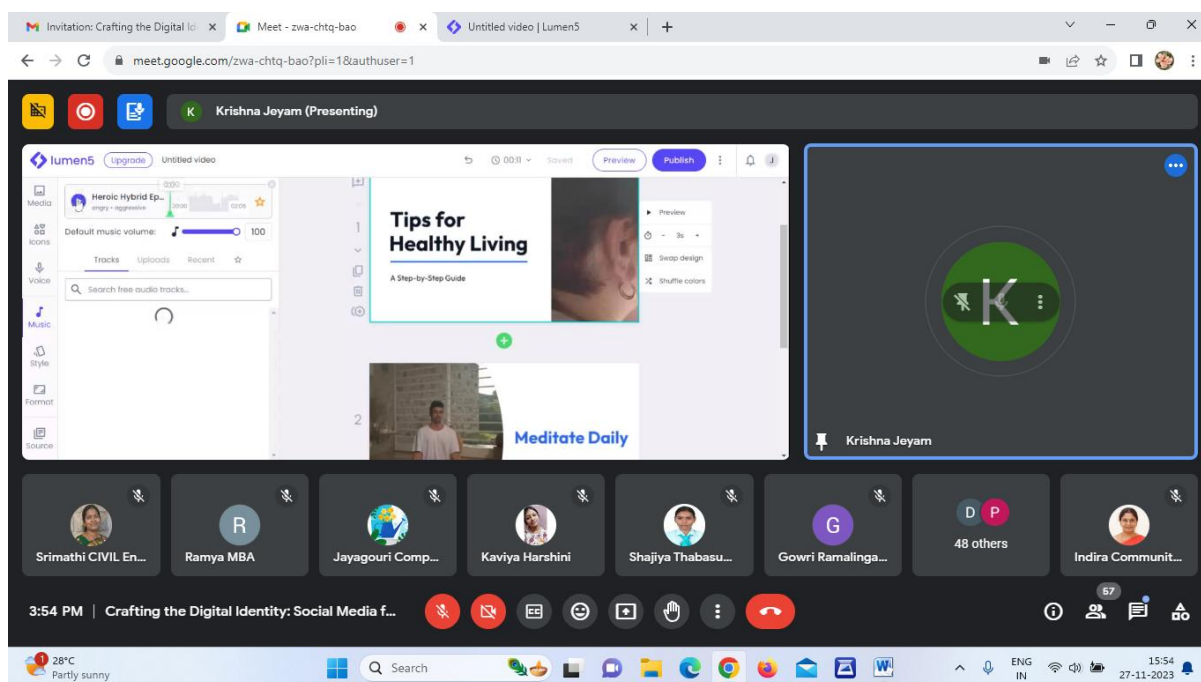
As users of social media platforms in the digital space, we often face the challenge of creating unique contents which will be noticeable by everyone. The skills for creating content for these social media spaces are still in a nascent stage for most of us. The session on personalised content creation and utilising visual media for academic success addressed to these requirements. The first application discussed during the session was the most widely used Canvaapp. This application allows us to create posts in all platforms with already existing templates and various tools to edit the templates to match our requirements. Using infographic posts to communicate the various statistics of the academic progress of the institution is a major requirement of most of the educational institutions. The session taught the participants how to add data and create the infographics based posts required in the existing templates in Canva.



To add visuals in the form of images and photos adds more vibrancy to the posts to be created for several social media platforms. However, there is always a challenge to find the right photos and images. The session briefed on the ways to access photos and images and how to choose the photos without copyright issues from the Pexels.com. This definitely will be a time saver aspect in content creation for the social media.



Creating videos is always considered a highly technical skill. Conversely, creating videos was made a simple task with the application Lumen5.com. The steps to make video and include the required content on those videos was explained.

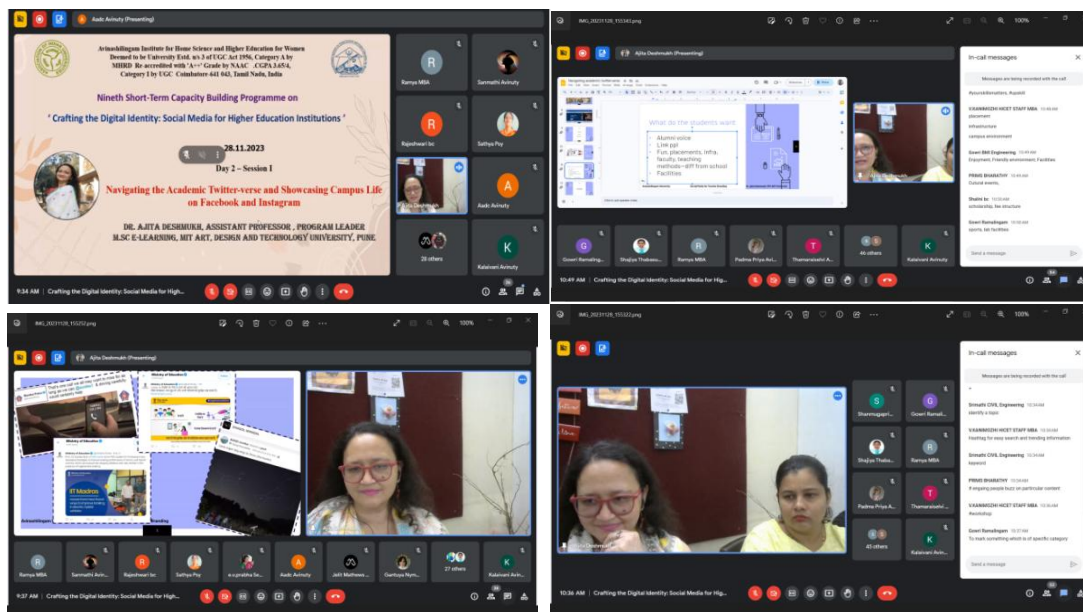


The Hands on session on creating static posts, identifying photos and images and creating video posts was a great breakthrough in crafting the skills of the participants in creating personalised content and utilising the visual media for academic success.

Day 2 - 28.11.2023

Session I: Navigating the academic Twitter-verse and showcase Campus life on Facebook and Instagram

AIU - AI - AADC in collaboration with the Social Media Administration Cell organized the 9th Short-term Capacity Building Program through online for four days from 27th November, 2023 to 30th November, 2023. During the Session-1 of Day 2, Dr. Ajita Deshmukh, Assistant Professor, Program Leader - M.Sc. e-Learning, MIT Art, Design and Technology University, Pune, gave a detailed demonstration on “Navigating the academic Twitter-verse and showcase Campus life on Facebook and Instagram”.



Resource Person Dr. Ajita Deshmukh interacting with the audience

Session I started at 9:30 a.m. with a formal greeting by Dr. Ramya, Nodal officer, AIU – Avinashilingam Institute. Master of Ceremony was taken over by Ms. Sanmathi, Faculty, Department of Psychology, Campus II and a brief introduction about the speaker was given by Dr. Antony Crispin Sweety, Assistant Professor, Department of Mathematics, Campus-II.

The guest gave a brief note on handling logo and strategies for branding in social media. Speaker conveyed Twitter as the better platform in social media in comparison with Facebook. A short analysis on the Website of Oxford University was discussed. Tagging and Hashtag used in Twitter was explained. Enhancing institutional information as per the expectations of the students and the parent’s in social media were discussed. To conclude a note on strategize pointers for the educational institutions on social media was shared. The session ended at 11.05 a.m., with a vote of thanks by Ms. Sanmathi.

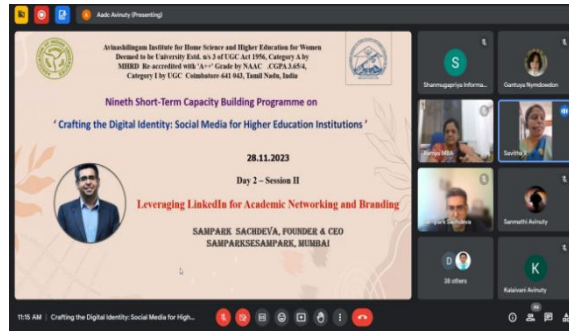
Session II: Leveraging LinkedIn for Academic Networking and Branding

The Second session on “Leveraging LinkedIn for Academic Networking and Branding” started at 11:15 a.m.with a formal greeting and welcome byMs. Rama Mercy, Faculty, Department of Computer Science, SF Programmes, Campus - II. The speaker of the session wasMr. SamparkSachdeva, Founder & CEO, SamparkSeSampark, Mumbai.



Welcoming the Resource Person

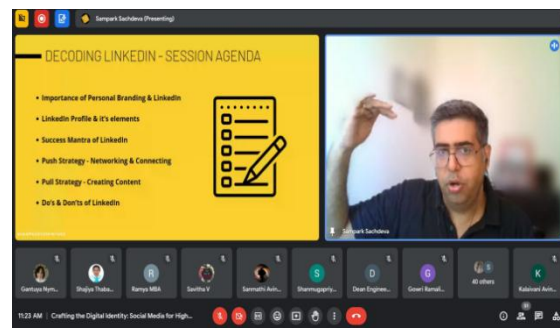
The resource person started the session with the LinkedIn significance for personal branding through impactful profile with the cover page effectively. Creating a compelling profile with the push and pull strategies were highlighted with the choice of the profile pictures, selfies and logos. The cover space was stressed as the best choice for marketing. The success mantra was given to the audience for expanding the network based on content with consistency for posting with hashtag in relevant LinkedIn groups and engage with other academics and also reach out to the potential collaborators.



Introducing the Resource Person



LinkedIn Profile Pictures Strategies



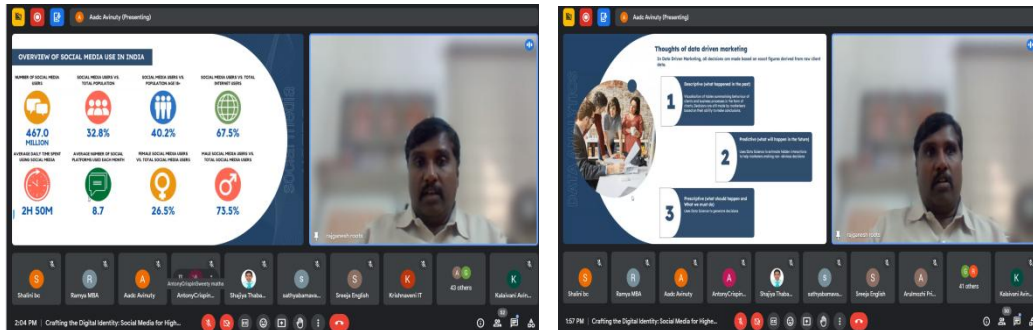
Decoding LinkedIn Highlights

Building of academic brand using LinkedIn platform to enhance the professional visibility were the key takeaways by the audience. Decoding of LinkedIn was covered with scenarios based on profession and related aspects. Leveraging LinkedIn for the advancement in the career with up-to-date profile was the regular step addressed to the audience finally. The session ended at 11.05 a.m., with the vote of thanks proposed by Ms.Sanmathi.

Session III: Data Analytics and Data-driven Decision Making in Social Media Marketing

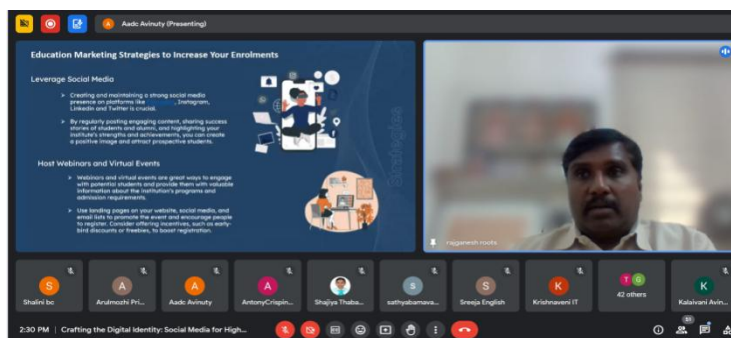
The session - III of Day 2 commenced at 1:30 p.m. on the theme “**Data Analytics and Data-driven Decision Making in Social Media Marketing**”. The resource person, was Mr. V. Raj Ganesh, Chief Marketing Officer, Roots Group of companies, Coimbatore.

The session began with a detailed note on Data-Driven Marketing followed by a discussion of how and why data-driven marketing leverages consumer data to brand information. Key benefits like the strategies to reach customer with greater efficacy and enhance efficiency was elucidated.



Insightful talk on strategies and efficiency enhancement by data-driven marketing

The presentation was technically competent, with graphical visualizations illuminating the statistics on global social media users as of October 2023. It outlined that there are 5.3 billion internet users and out of that 62 percent are accessing social media.



Furthermore, the presentation incorporated the overview of social media usage in India. The talk focused on the role of Data Analytics in social media strategies such as customer reach, impression, landing page, engagement rate, click through rate and conversions. The fascinating session ended with queries and discussions.

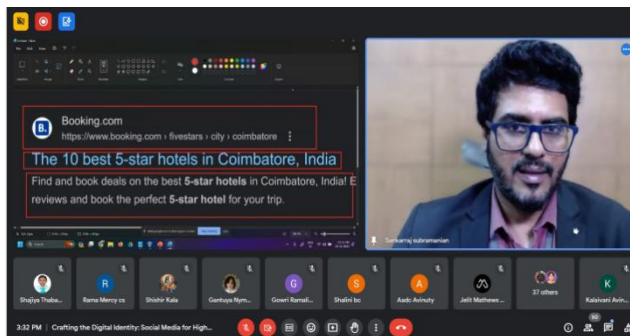
Session IV: Balancing Privacy and Cultural Sensitivity in the Social Media Landscape

The final session of Day II on “Balancing Privacy and Cultural Sensitivity in the Social Media Landscape” started at 3:15 p.m. with a formal greeting and welcome by Dr.V.Savitha, Co-Coordinator, Social Media Administration Cell, Campus II.



The speaker of the session was Mr. Sankarraj Subramanian, Founder & CEO, Prompt Infotech, Coimbatore, introduced by Ms. Rama Mercy, Faculty, Department of Computer Science, SF Programmes, Campus - II.

The speaker highlighted on the data to be used for targeted advertising and personalized content recommendations to be cautious against potential misuse or harm.



Insights on Data Collection and its targets



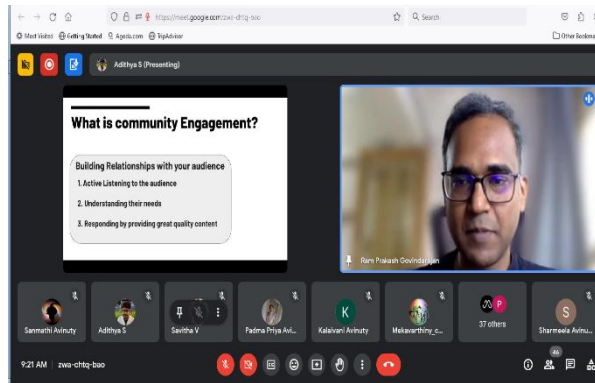
Privacy in commercial sites highlights

The speaker demonstrated the significance of privacy, security and anonymity on social media and the links between multiple platforms. The free data recovery tools and websites that restore erased data were addressed. Hacking an individual's account while using Gmail and maintenance of privacy while using Instagram, Face book, LinkedIn were clarified. Information leakage, information security, privacy and branding were also emphasized. He explored on the links that we receive from unknown persons and sectors.

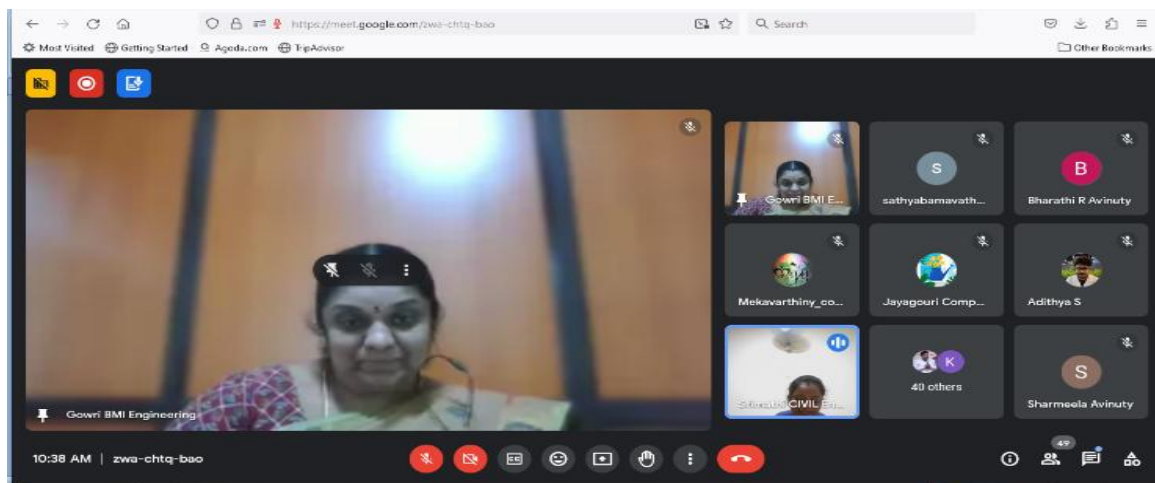
The session ended at 4:30 p.m., with the vote of thanks proposed by Ms. Sanmathi. The day 2 had around 45 beneficiaries comprising of administrators, researchers and social media enthusiasts. The feedback for each session was received from the participants and the Day 2 ended with rich essence of knowledge flown from the 4 distinguished resource persons.

Day 3 - 29.11.2023

Session I: Authentic engagement is the heartbeat of a thriving online community



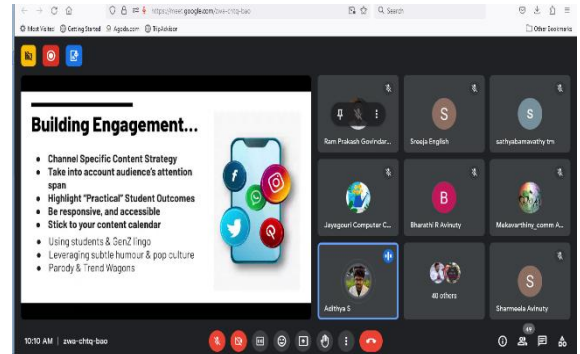
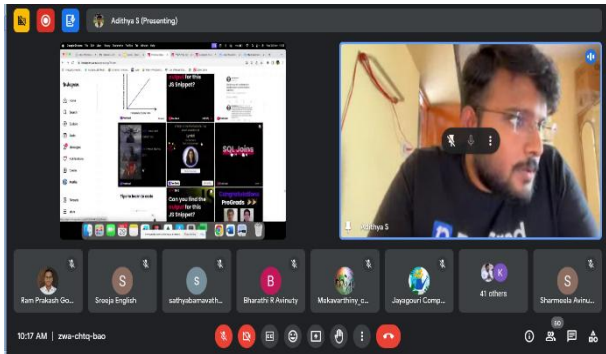
Session I for the day began at 9:30 a.m. with a warm welcome by Mrs.S.Gowri,Assistant Professor, Department of Biomedical Instrumentation Engineering. Dr.N.Srimathi, Associate Professor,Department of Civil Engineering given the brief introduction about the speaker. The session was on the title “Authentic engagement is the heartbeat of a thriving online community” by Mr. Ram Prakash Govindraj, CEO, and Founder of ProGrad Bengaluru, Chennai. The speaker lectured the participants with a widespread perceptive of identifying the objectives and attracting the audience through social media and the particulars of the building relationship with the audience by i) Active listening to audience ii) Understanding their needs iii) responding by providing by great quality content. The brand reputation can be improved by various ways like valuable feedback and insights, amplified research and influence and sustained growth and development. Sir provided the roadmap to achieve the audience attraction in social media.



Sir concluded the topic with the explanation on the audience vital role in social media with respect to the postings in social media. Then the session was continued by Mr.S.Adithya founding member the session is about “Audience and channels” which provides knowledge about choosing the audience wisely, prioritize and strategies for attracting the social media audience. The channels relevant for students are Facebook, Instagram, Snapchat, Sharechat, LinkedIn, Reddit etc., are more generic, according to the survey students using instagram mostly. He also highlighted about building and managing the audience by channel specific content strategy, taking account of audience attention span and be responsive and accessible. Finally he quoted that “Know What Works Where”. The session ended with question and answer and a vote of thanks by Mrs. S.Priyadharshini, Assistant Professor, Department of ECE.

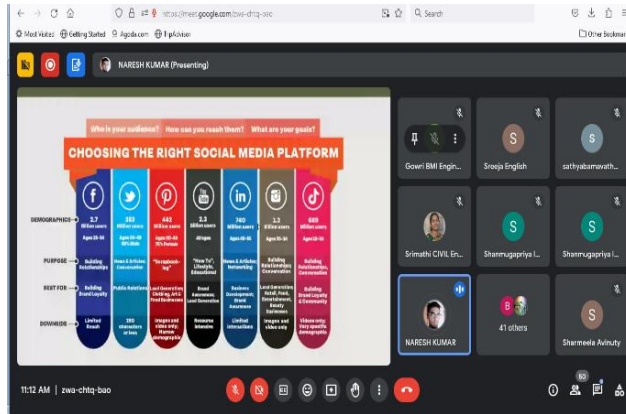
Take away from the session

- Importance of attracting the audience through social media
- To know the main objective of social media by attracting and channelizing the audience
- Social media platforms and its importance
- Google ads- help the people to find their own brand
- Peer to peer marketing

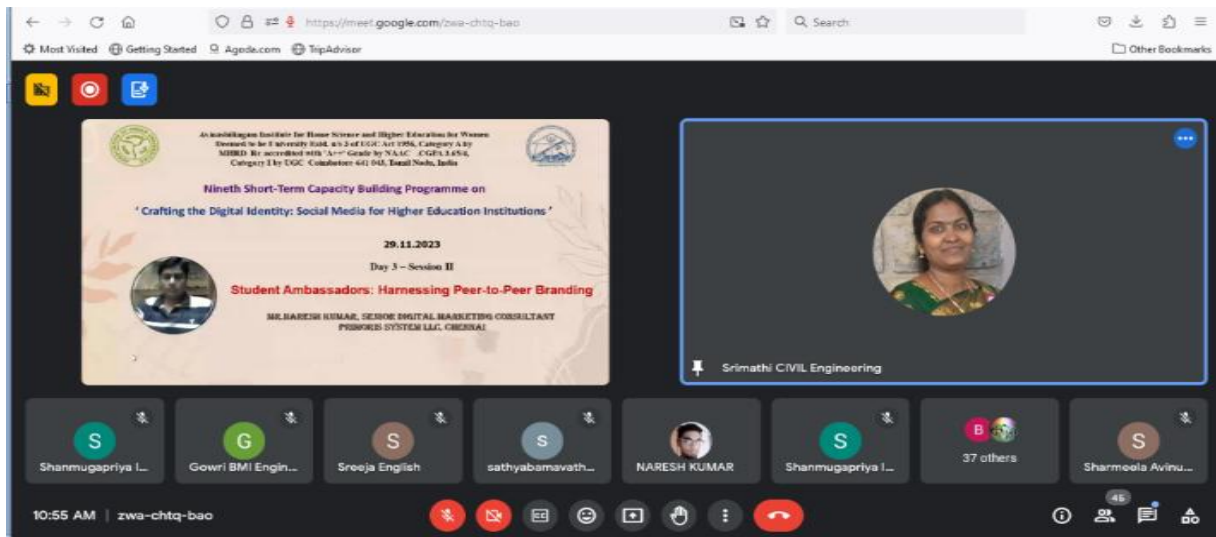


Session II: Students Ambassadors – Harnessing Peer to Peer Branding

Session II for the day began at 11.15 a.m. with a warm welcome by Mrs.S.Gowri, Assistant Professor, Department of Biomedical Instrumentation Engineering. Dr.N.Srimathi, Associate Professor, Department of Civil Engineering given the brief introduction about the guest. The session entitled as “**Students Ambassadors – Harnessing Peer to Peer Branding**” by Mr. Naresh Kumar, Senior Digital Marketing Consultant at Primorsis System LLC, Chennai. The speaker explained about the strategies for building an engaging online presence and importance of leveraging social media.

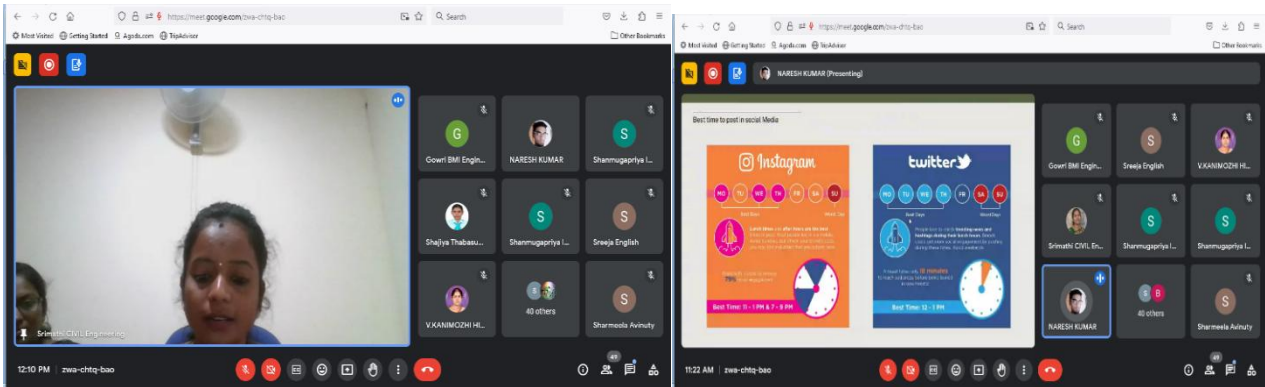


He insisted more about understanding the target audience on social media, creating an effective social media strategy which involves identifying key performance indicators (KPIs). He suggested that selecting the right platform to engage the target audience is more important. Crafting, engaging shareable content and scheduling post for optimal reach are the major pathways for reaching the target audience. Choosing the right media platform is based on choosing the audience, how can we reach them and their goals. The speaker insisted that building strong online presence, engaging and interactive with audience, measuring the successful social media campings is the effective way of marketing. Harnessing the influence of social media influencers marketing will boost the brand reach and impact. Finally he concluded that social media is not just an activity it is an investment of valuable time and resources. The session ended with question and answer and a vote of thanks by Mrs.S.Priyadarshini, Assistant Professor, Department of ECE.



Take away from the session

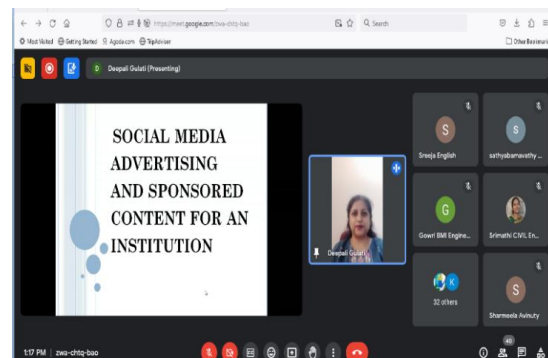
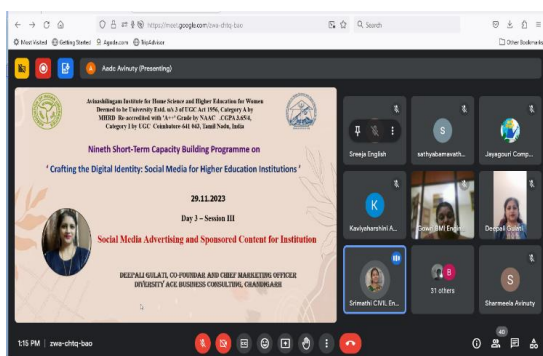
- Choosing right social media platform
- Best and to post in social media
- Building strong online presence
- Need of strong marketing



Session III: Social Media Advertising and Sponsored Content for Institution

Session III for the day began at 1:30 p.m. with a warm welcome by Mrs.S.Gowri,Assistant Professor, Department of Biomedical Instrumentation Engineering. Dr.S.Banu, Department of Science and Humanities has given the brief introduction about the speaker. The session was entitled as **“Social Media Advertising and Sponsored Content for Institution”** by Ms.Deepali Gulati, Cofounder and chief marketing officer, Diversity Ace business consultant, Chandigarh. She provides knowledge about the social media advertising which is the latest demand in the market. The evolution of social media started 6 years before through orkut but now a day’s social media is emerged in various ways like instagram, facebook, snapchat etc., the advertising in social media can be done in different types which includes: ImageAds, VideoAds, StoriesAds, MessageAds,Collection Ads

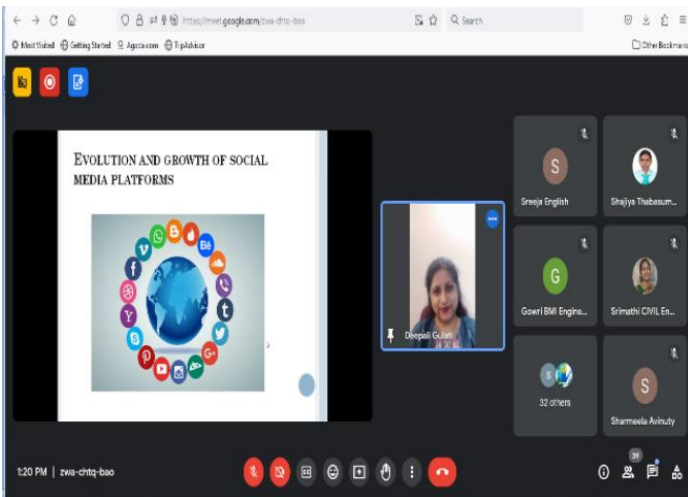
The speaker insisted that social media is the major platform which helps to connect one to one personally. The social media targeting and analytics includes #, @, Boost, Facebook ads and LinkedIn ads.



Social media advertising is an offshoot of digital marketing where paid ad campaigns are run on social media platforms to reach target audiences. Marketers and advertisers can promote their brands and inspire sales through the social channels that users frequently. She also explained about creating the effective content to attract the audience by the understanding the platforms audience and importance of compelling visuals and engaging copy. The sponsored content can be achieved by Boost, Ads, Social media influencers, Bloggers and content creators. The posts in social media platform should abide the regulation and ethics which will helpful to prevent from illegal act. Finally she concluded that right social media platform plays pivotal role to reach the target audience in a correct time. The session ended with question and answer and a vote of thanks by Mrs.P.Sindhuja. Assistant Professor, Department of CSE.

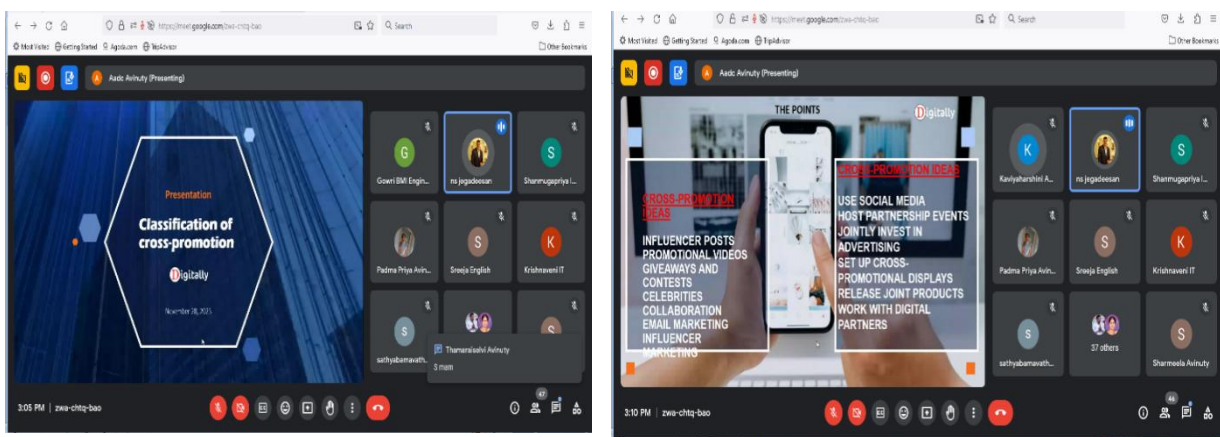
Take away from the session

- Types of social media ads
- Targeting and analytics
- Creating effective content
- Sponsored content creation
- Choosing the right platform

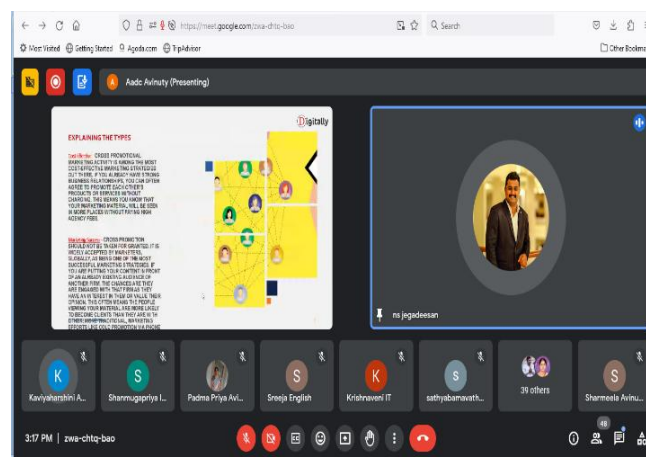


Session IV: Cross Promotion and Collaboration with Influencers

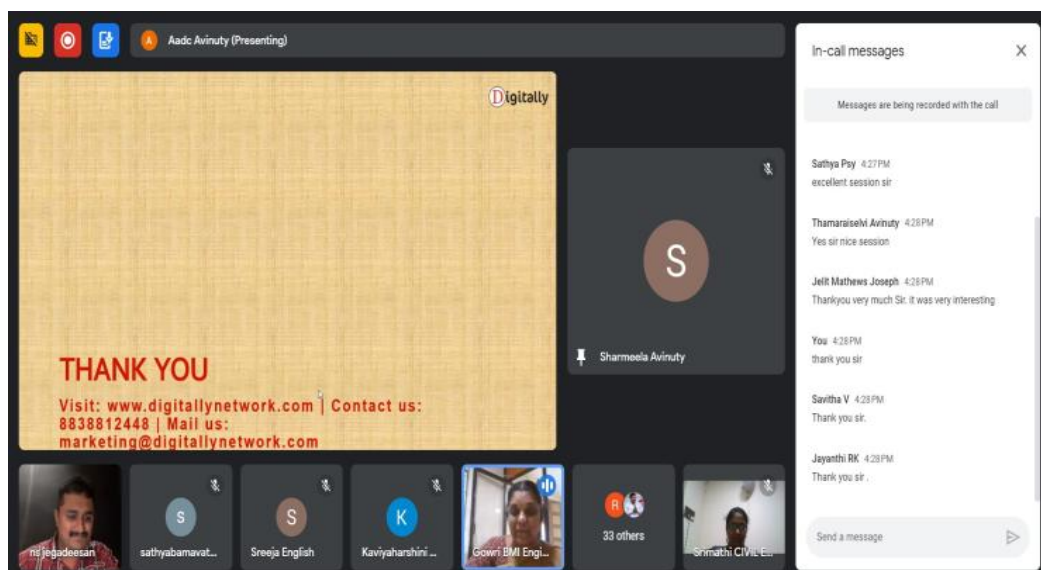
Session IV for the day began at 3:15 p.m. with a warm welcome by Mrs.S.Gowri,Assistant Professor, Department of Biomedical Instrumentation Engineering. Dr.S.Banu, Department of Science and Humanities has given the brief introduction about the speaker. The session was entitled as “**Cross Promotion and Collaboration with Influencers**” byMr.N.S.Jagadheesan, Director of Digitally, Chennai.He provides knowledge about the concept and classification of cross promotion. The social medial platform is efficient and diverse. The cross promotion ideas are promotional displays, work with digital partners, email marketing and influencer marketing.



The main idea behind using cross promotion is for easy and profitable way to sell things in social media. The speaker insisted the benefits of cross promotions which include expand the reach, build reputation, cost effective and marketing success. The examples and revenue from cross promotion have been explained by the guest, he suggested that the organization need to invest more time money and effort in social media, social media is an excellent tool for collecting the feedback. Around 4.9 billion peoples using social media around the world in 2023. Users growth in by social media platform increases every year.



The speaker also explained about social media collaborations and its types. When two or more brands or influencers come together to create and share content in their respective social media platform to reach a broader audience and achieve mutual marketing goals. Benefits of social media collaboration are growing your reach and engagement. The top four platforms for influencer include instagram, facebook, youtube and snapchat. The social media influencers are bloggers, social media stars, celebrities and business readers. He stressed other than images/pictures the contents are more important whenever posting it in social media. Working with influencers will improve the quality of the content and when the influencer share your content in social media are the 2 most important strategies for content developing and reaching the audience. Finally he concluded that many influential people spread awareness and knowledge on important problems like mental health, body positivity, and the environment via the content they share on social media. The session ended with question and answer and a vote of thanks by Mrs.P.Sindhuja. Assistant Professor, Department of CSE.



Take away from the session

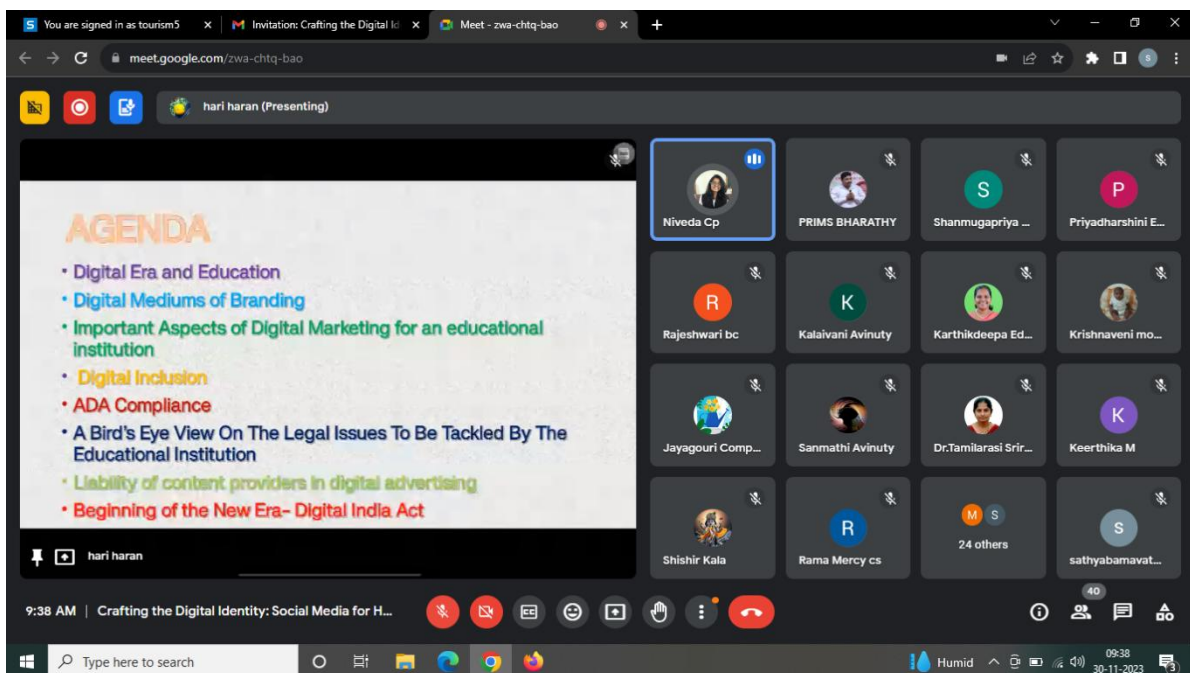
- Concept of cross promotion
- Classification of cross promotion
- Ideas to improve cross promotion
- Importance/significance of cross promotion
- Social media collaboration
- Social media influencer marketing- significance

Day 4 - 30.11.2023

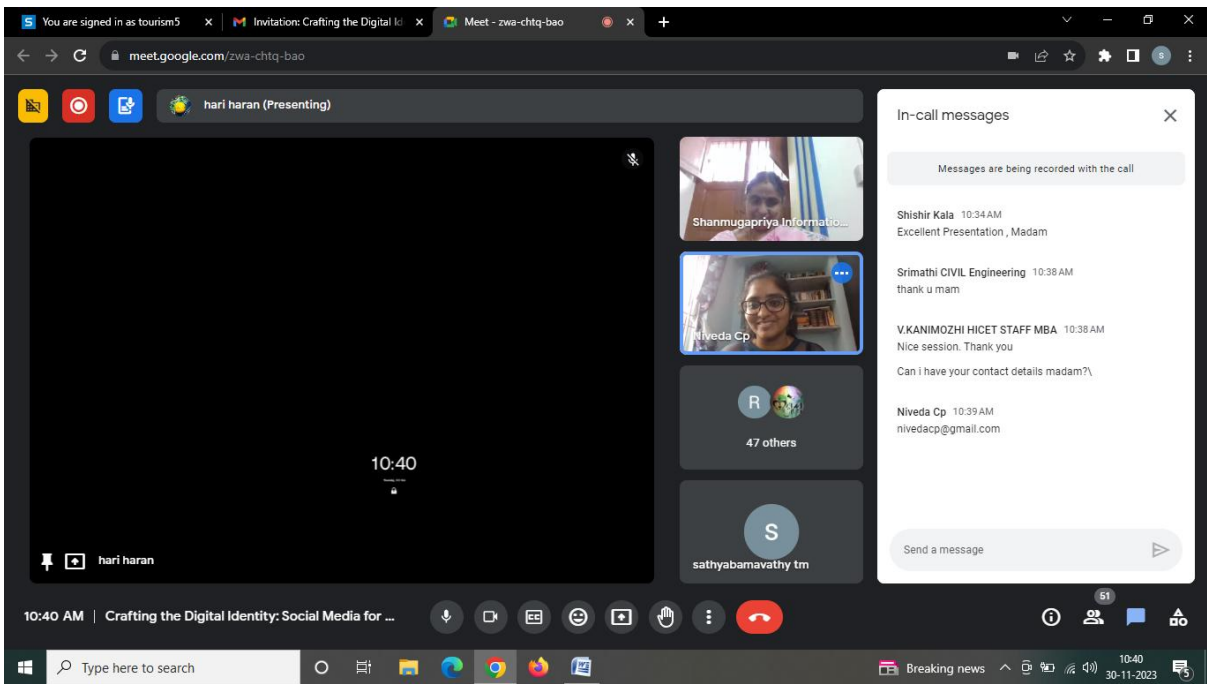
The final day of the 9th Short-term Capacity Building Program, “Crafting the Digital Identity: Social Media for Higher Education Institution” aimed at providing educational institutions with a comprehensive understanding of responsible digital practices, covered a range of topics from digital inclusion to intellectual property considerations. The day started as usual with engagement from various eminent resource persons and concluded with the Valedictory session.

Session I: Digital Inclusion - Addressing Ethical Considerations in Ensuring Accessible Content and ADA Compliance

Session I for the day began at 9:30 a.m. with Dr. Sathiyabhama, Assistant Professor, Department of Tourism and Social Media Administration Cell member welcoming everyone and introducing the chief guest Ms. Niveda C. P, Advocate, Madras High Court. Ms. Niveda delivered a compelling presentation on the legal frameworks of responsible digital branding, emphasizing the importance of ethical considerations, accessibility, and ADA compliance in educational institutions. During her presentation, various case studies were illustrated to highlight the consequences and liability of irresponsible and illegal digital branding. She also discussed the benefits of inclusive approaches as practical strategies for implementing responsible digital branding in the institutional context not only with the ADA compliance but also with reference to Indian’s developing Model of Digital Inclusion. At the end of the session, participants expressed appreciation for the informative content, citing the relevance of the topic in guiding them towards more responsible and inclusive digital branding practices.



Ms. Niveda sharing the agenda of her talk



Ms. Niveda interacting with the participants

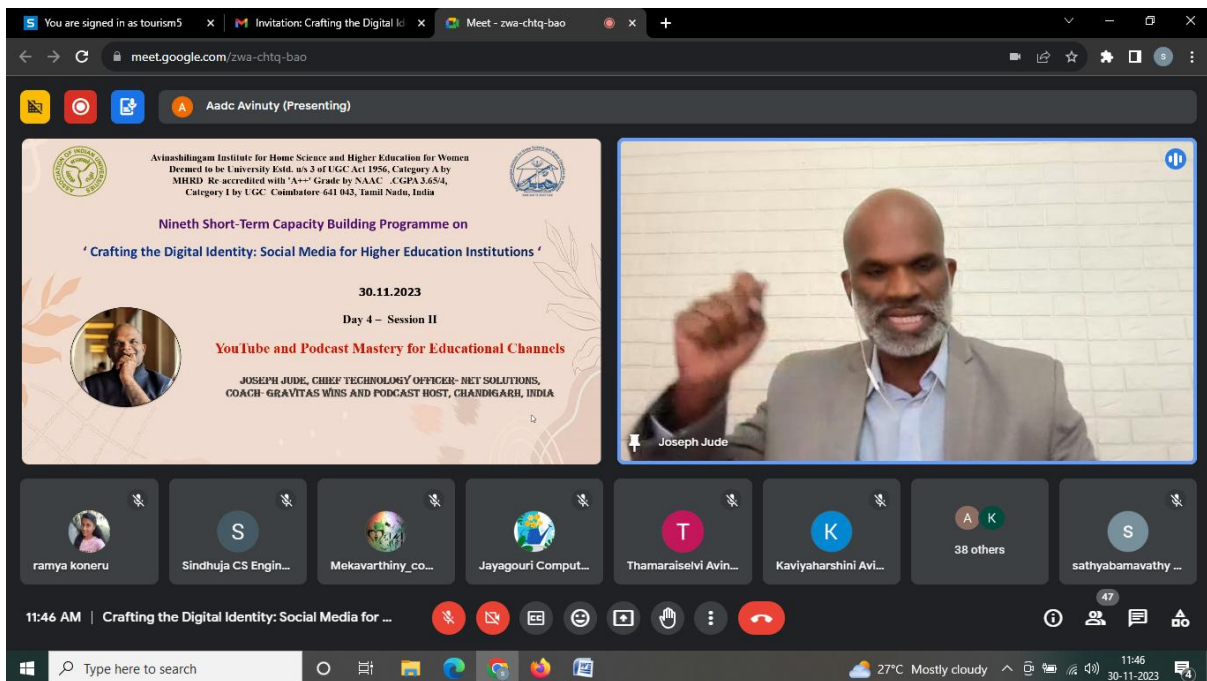
Session II: YouTube and Podcast Mastery for Educational Channels

Session II of the fourth day was resumed at 11.15 am after a small break of 15 minutes. Mr. Joseph Jude, Chief Technology Officer at Net Solutions, Chandigarh, delivered an interactive session on ‘YouTube and Podcast Mastery for Educational Channels’. The primary goal of the session was to empower educators to leverage YouTube and Podcasts as powerful tools for disseminating educational content, engaging with students and other stakeholders, and creating a strong online presence of the institutions.



A snapshot of Mr. Joseph’s lecture

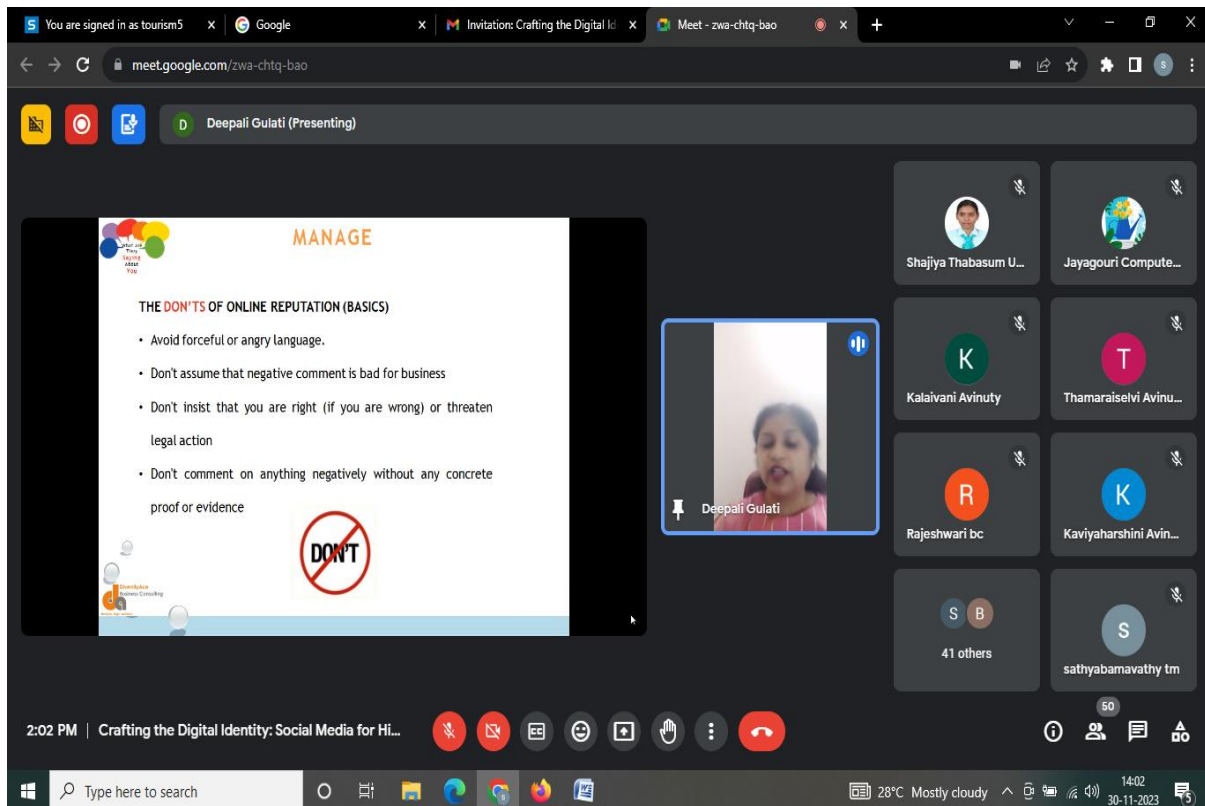
Mr. Joseph highlighted on techniques & strategies for creating engaging and educational video content, tips for channel setup, branding, and optimization of YouTube Channel, and how to build a community of learners through comments, discussions, and collaborations. He discussed how to create a compelling audio content emphasizing on the various techniques for developing engaging and informative podcast episodes. He mentioned various available Podcast Hosting Platforms an educator can explore, and how to choose the right one; and podcasts strategies for promoting and reaching a wider audience. Further, Mr. Joseph suggested few strategies to integrate YouTube videos and podcast episodes into existing educational platforms. Mr. Joseph demonstrated his YouTube and Podcast platforms in response to participants' queries. During the demonstration, Mr. Joseph showcased the features of his YouTube and Podcast platforms, addressing participants' queries and actively engaging in practical discussions on content creation, audience engagement, and platform optimization. Session was concluded on a happy note with participants' positive feedback, expressing satisfaction with the practical and applicable nature of the session.



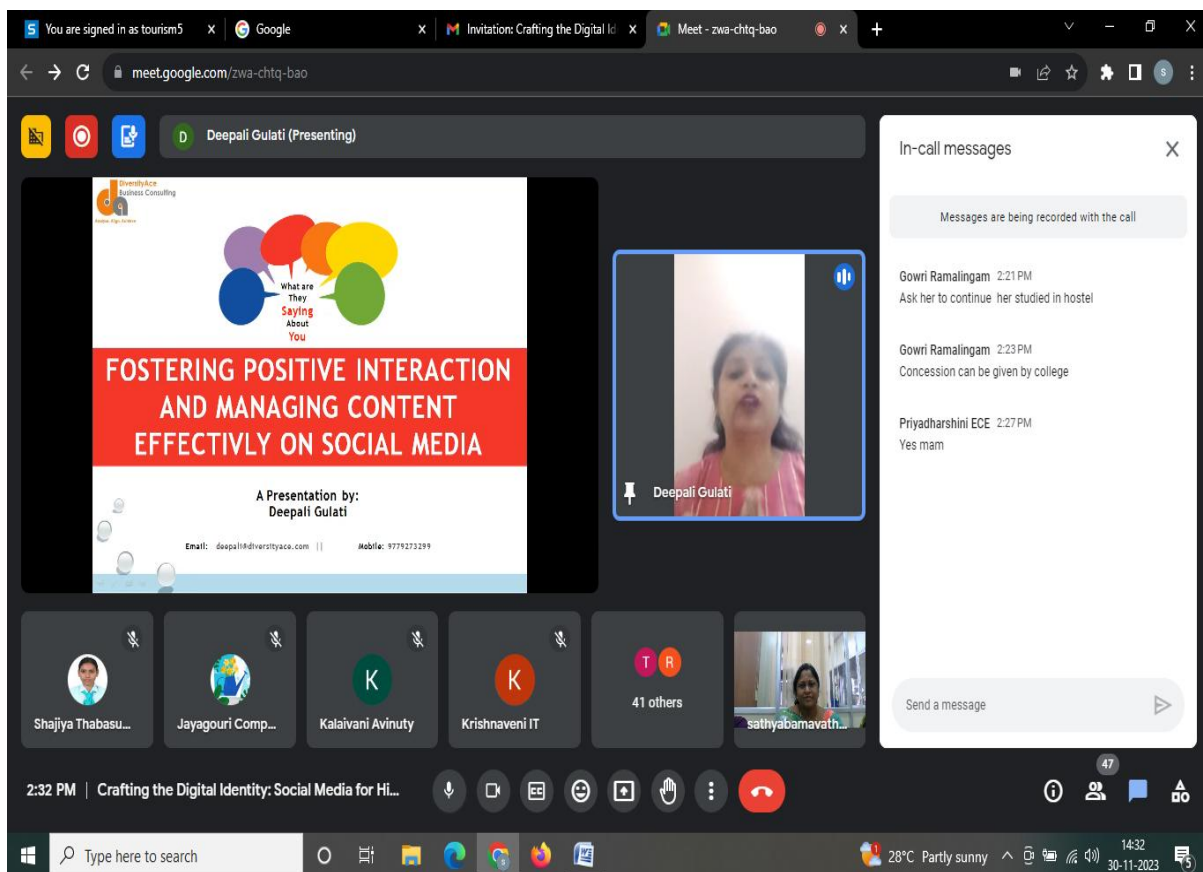
Mr. Joseph responding to participants' queries

Session III: Fostering Positive Interactions and Managing Comments Effectively on Social Media

Third session of the day started at 1.30 pm with Dr. Krishnaveni, Assistant Professor, Department of IT and Social Media Administration cell member welcoming the gathering and introducing the Guest speaker, Ms. Deepali Gulati, Co-Founder and Chief Marketing Officer, Diversity Ace Business Consulting, Chandigarh. Ms. Deepali Gulati delivered a lecture on the topic ‘Fostering Positive Interactions and Managing Comments Effectively on Social Media’. Expert provided insights into building a positive online community for educational institutions on social media; techniques for managing comments effectively, both positive and negative, emphasised on maintaining a constructive digital environment by maintaining the “Do’s and Don’ts” rules. The interactive session allowed participants to share experiences and discuss effective engagement strategies. Ms. Deepali Gulati discussed about acceptable behavior within the online community with participants by bringing in real-world scenarios. In conclusion, successfully equipped participants with the knowledge and skills needed to contribute in creating a vibrant and constructive online community for Institutions.



Ms. Deepali Gulati lecturing on Fostering Positive Interactions and Managing Comments Effectively on Social Media



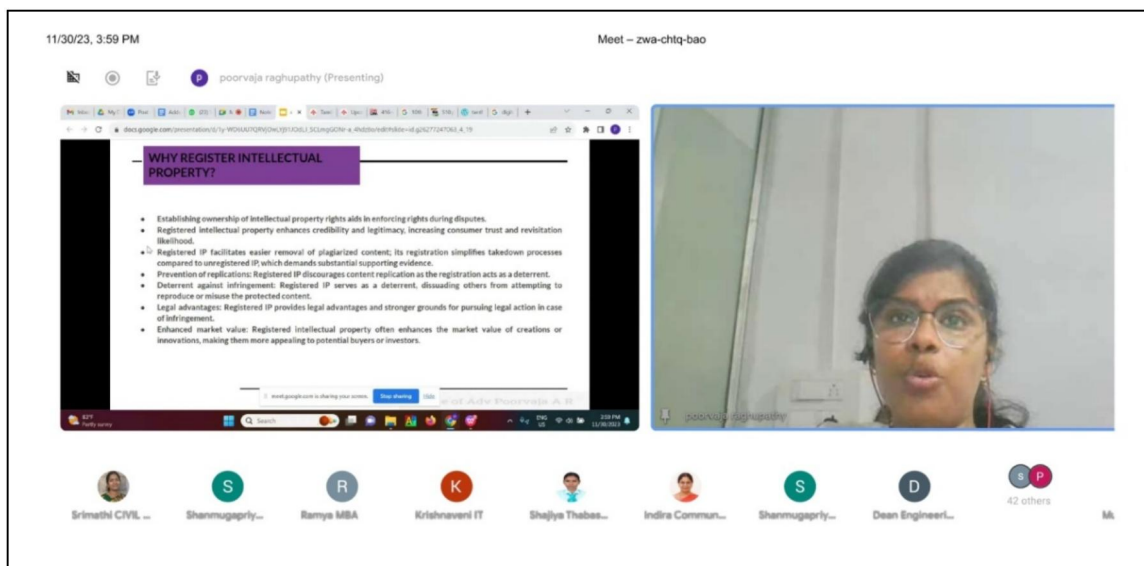
Ms. Deepali Gulati interacting with participants

Session IV: Valediction address: Intellectual Property and Copyright Considerations in social media

The valedictory session was opened with Dr. K. Ramya, Nodel Officee, AIU-Avinashilingam Institute – Academic and Administrative Development Centre (AIU-AI-AADC) extending a warm welcome to all, Chief Guest, organisers and attendees, and set the tone for the valedictory session. Dr. B. Sargunam, Dean, School of Engineering and Co-ordinator, Social Media administration Cell delivered a Presidential Address, expressing gratitude to participants, speakers, and organizers for their contributions to the success of the symposium. Dr. Sargunam highlighted the importance of responsible digital practices in education.

Ms. Poorvaja Ragupathy, Advocate and Associate, SGLC Coimbatore delivered an insightful valedictory address focusing on the critical theme of 'Intellectual Property and Copyright Considerations in Social Media.' She shed light on legal perspectives on protecting educational content and ensuring compliance with copyright laws by providing guidance for educators on navigating fair use and obtaining permissions for digital content.

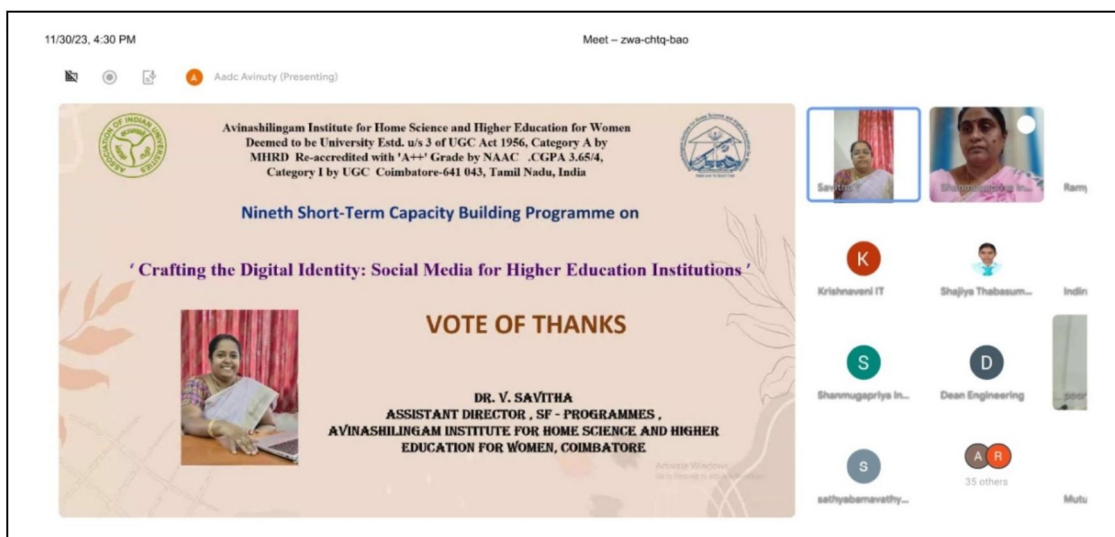
Dr. Shanmugapriya, HoD, Department of Information Technology and Co-ordinator, Social Media administration Cell presented a comprehensive report summarizing the key



highlights, takeaways, and achievements of the 4-day Capacity Building Programme on Crafting the Digital Identity: Social Media for Higher Education Institutions. The report covered each session, emphasizing the diversity of topics and the engagement of participants.

Ms. Poorvaja Ragupathy during her Valedictory Address

Dr. Savitha expressed gratitude to all participants, speaker, and the organizing team for their efforts in making the symposium a success. She acknowledged the collaborative spirit that contributed to the enriching experience for all attendees. Dr. Krishnaveni, the Master of Ceremony throughout the symposium, facilitated the smooth flow of events.



Dr. Savitha expressing formal Vote of Thanks

In conclusion, the valedictory session marked the culmination of successful conduct of the “IX Short Term Capacity Building Programme on Crafting the Digital Identity: Social

Media for Higher Education Institutions” organized by AIU-Avinashilingam Institute – Academic and Administrative Development Centre (AIU-AI-AADC) and Social Media Administration Cell of Avinashilingam Institute for Home Science and Higher Education for Women, which was inaugurated on 27.11.2023. The engaging discussions, insightful presentations, and practical workshops provided a platform for educators and professionals to enhance their understanding of responsible digital practices in education. The event's success was attributed to the collaborative efforts of speakers, organizers, and participants, fostering a community dedicated to the responsible use of digital platforms in education. The programme's impact is expected to resonate in the participants' future endeavours, contributing to the continued evolution of responsible digital education practices.

Participants List

S.No	Name	Designation	Institution
1	Dr.Anshad A S	Principal (in-charge)	John Cox Memorial CSI Institute of Technology
2	Ms. M.Keerthika	Assistant Professor	Yuvakshetra Institute of Management Studies (YIMS)
3	Mr. Gurukumaresan D	Assistant Professor (Sr.G)	Kongu Engineering College
4	Mrs. R. Gowri	Assistant Professor	SRM Institute of Science and Technology
5	Dr.P. Shanmuga Sundari		
6	Dr.R. Subramaniya Bharathy	Professor	Periyar University
7	Dr. Divya Sundaram	Assistant Professor	CHRIST (Deemed to be University)
8	Ms. Dhanya Sukumaran	Research Scholar	Avinashilingam Institute for Home Science and Higher Education For Women
9	Dr. Madhurita Choudhary	Professor	The Maharaja Sayajirao University of Baroda
10	Ms.Anjali Sankar	Assistant Professor	Sree Narayana Gurukulam College of Engineering,Kadayiruppu
11	Dr.S. Tamilarasi	Asst. Professor and Head	St. Joseph's College
12	Dr. Prabha	Assistant Professor	St. Joseph's College
13	Dr.Jeffrin Margreat	Assistant Professor	CHRIST(Deemed to be University)
14	Dr.R.Suganya	Assistant Professor	Dr SNS Rajalakshmi College of Arts and Science

15	Dr. S.Yogeswarie	Assistant Professor	Christ Deemed to be University
16	Ms. Pamela Suresh	Principal	Inlife Institute of Vision Science & Management
17	Ms. Gantuya Nyamdovdon	General secretary	Institute of Engineering and Technology
18	Ms. Rajalakshmy P S	Assistant Professor	M.O.P Vaishnav College for Women (Autonomous) Nungambakkam
19	Dr Satyendra Thakur	Assistant Professor	PSSCIVE
20	Dr.Safiya	Associate professor	Ethiraj College for Women
21	Dr.Shishir Kala	Professor cum chief Scientist	College of Commuunity Science, Dr. Rajendra Central Agricultural University.Bihar
22	Ms.K. Ramya	PhD Scholar	College of Community Science, University of Agricultural Sciences
23	Dr. Deepa C N	Associate Professor	Ethiraj College for Women
24	Ms. Deeksha Sharma	Assistant Professor	Inderprastha Engineering College
25	Dr. Kanimozhi V	Assistant Professor	Hindusthan College of Engineering and Technology
26	Mrs. K.Thamaraiselvi	Assistant Professor	Avinashilingam Institute for Home Science and Higher Education for Women
27	Mrs. Meera K Chandran	Research Scholar	Avinashilingam Institute for Home Science and Higher Education for Women
28	Mrs. R. Padma Priya	Assistant Professor	Avinashilingam Institute for Home Science and Higher Education for Women
29	Dr. Shijitha R	Assistant Professor	Avinashilingam Institute for Home Science and Higher Education for Women
30	Mr. Jelit Mathews Joseph	Assistant Professor	Marian College Kuttikkanam Autonomous
31	Ms. Jayanthi R	Temporary Assistant Professor	Avinashilingam Institute for Home Science and Higher Education for Women
32	Dr. K. V. Shalini	Assistant Professor	Avinashilingam Institute for Home Science and Higher Education for Women
33	Mrs. C.Abinaya	Teaching and Research fellow	Avinashilingam Institute for Home Science and Higher Education for Women
34	Ms. Kaviya Harshini.R	Guest faculty,B.Voc (Food Processing and Engineering)	Avinashilingam Institute for Home Science and Higher Education for Women

35	Mrs. B.Krishnaveni	Multi Task Executive	Avinashilingam Institute for Home Science and Higher Education for Women
36	Dr. V. Savitha	Assistant Director	Avinashilingam Institute for Home Science and Higher Education for Women
37	Dr. N.Srimathi	Associate Professor	School of Engineering Avinashilingam institute
38	Ms. Rama Mercy. S	Temporary Teaching Assistant and Research Fellow	Avinashilingam Institute for Home Science and Higher Education for Women, SF Programmes, Campus - II
39	Mrs. Jayagouri G	System Administrator	Avinashilingam Institute for Home Science and Higher Education for Women
40	Dr. E Indira	Assistant Professor	Avinashilingam Institute for Home Science and Higher Education for Women
41	Dr. C. Antony Crispin Sweety	Assistant Professor	Avinashilingam Institute for Home Science and Higher Education for Women
42	Ms. Sanmathi.A.P	Teaching and Research Fellow	Avinashilingam Institute for Home Science and Higher Education for Women
43	Mrs. S.Gowri	Assistant Professor	Avinashilingam Institute for Home Science and Higher Education for Women
44	Ms. Mekavarthy D	Teaching Assistant	Avinashilingam Institute for Home Science and Higher Education for Women
45	Ms. Sharmeela R	Assistant professor	Avinashilingam Institute for Home Science and Higher Education for Women
46	Dr. Mutum Silpa Devi	Assistant Professor	Avinashilingam Institute for Home Science and Higher Education for Women
47	Mrs.B.Kalaivani	Temporary Teaching and Research fellow	Avinashilingam Institute for Home Science and Higher Education for Women
48	Dr. Mrs.Krishnaveni N	Assistant Professor	Avinashilingam Institute for Home Science and Higher Education for Women
49	Dr.K.Sathiyabamavathy	Assistant Professor	Avinashilingam Institute for Home Science and Higher Education for Women
50	Dr. V. Mrunalini	Assistant Professor (SG)	Avinashilingam Institute for Home Science and Higher Education for Women

51	Dr. Meenakshi S	Assistant Professor	Avinashilingam Institute for Home Science and Higher Education for Women
52	Dr. Karthika	Assistant Professor	Avinashilingam Institute for Home Science and Higher Education for Women
53	Dr. D. Nethra Pingala Suthishni	Assistant Professor	Avinashilingam Institute for Home Science and Higher Education for Women
54	Mrs. S.Priyadharshini	Assistant Professor	Avinashilingam Institute for Home Science and Higher Education for Women
55	Dr. Sreeja Balakrishnan	Assistant Professor (SS)	Avinashilingam Institute for Home Science and Higher Education for Women
56	Ms.M. Sathya	Asst professor	Avinashilingam Institute for Home Science and Higher Education for Women
57	Mrs.P.Sindhuja	Assistant Professor	Avinashilingam Institute for Home Science and Higher Education for Women
58	Dr. A.Arulmozhi	Associate Professor & Head	School of Engineering, Avinashilingam Institute for Home Science and Higher Education for Women
59	Dr. M. Rajeswari	Assistant Professor	Avinashilingam Institute for Home Science and Higher Education for Women
60	Dr. Banu A	Assistant Professor	School of Engineering, Avinashilingam Institute for Home Science and Higher Education for Women

Sample Certificate

	<p>Avinashilingam Institute for Home Science and Higher Education for Women Deemed to be University Estd.u/s 3 of UGC Act 1956, Category A by MHRD Re-accredited with 'A++' Grade by NAAC. CGPA 3.65/4, Category I by UGC Coimbatore-641043, TamilNadu, India</p>					
<p>AIU - Avinashilingam Institute - Academic & Administrative Development Centre (AIU-AI-AADC) & Social Media Administration Cell</p>						
<p>Certificate No: AIU - AI - AADC/ 2023 - 2024 / 09/ 006</p>						
<p>CERTIFICATE OF PARTICIPATION</p>						
<p>This is to certify that</p>						
<p>Dr. R. Subramaniya Bharathy Professor, Department of Management Studies Periyar University, Salem</p>						
<p>has participated in the Ninth Short-Term Capacity Building Programme on Crafting the Digital Identity: Social Media for Higher Education Institutions conducted by AIU - Avinashilingam Institute – Academic & Administrative Development Centre (AIU - AI- AADC) & Social Media Administration Cell from 27/11/2023 to 30/11/2023 and his performance was Excellent.</p>						
 Dr. K. Ramya Nodal Officer, AIU-AI-AADC	 Dr. B. Sargunam Programme Coordinator	 Dr. D. Shanmugapriya Programme Coordinator	 Dr. Amarendra Pani Joint Director & Head Research Division, AIU	 Dr. Pankaj Mittal Secretary General AIU	 Dr. S. Kowsalya Registrar Avinashilingam Institute	 Dr. V. Bharathi Harishankar Vice Chancellor Avinashilingam Institute

Working Schedule

Date/Day	Session I 9.30 am to 11.00 am	Session II 11.15 am to 12.45 pm	Session III 1.30 pm to 3.00 pm	Session IV 3.15 pm to 4.45 pm
Day 1 27/11/2023 Monday Shaping the Educational Identity	Inaugural Address Dr. V. Bharathi Harishankar Vice Chancellor, AVINUTY Session I Communicating Via Social Media Dr. D. Shanmugapriya Coordinator, Social Media Administration Cell	Social Media Marketing strategies for Educational Institutions Krishna R Jeyam CEO, Classdemy	Hands on training Personalized Content Creation and Utilizing Visual media for Academic Success Krishna R Jeyam CEO, Classdemy	
Day 2 28/11/2023 Tuesday Strategic Social Media Branding: Maximizing Platforms for Educational Institutions	Navigating the Academic Twitterverse and Showcasing Campus Life on Facebook and Instagram Dr. Ajita Deshmukh Assistant Professor Program Leader - M.Sc e-Learning, MIT Art, Design and Technology University, Pune	Leveraging LinkedIn for Academic Networking and Branding Sampark Sachdeva Founder & CEO, SamparkSeSampark, Mumbai	Data Analytics and Data-driven decision-making in Social Media Marketing Mr. V. Raj Ganesh Chief Marketing Officer, Roots Group of Companies, Coimbatore	Balancing Privacy and Cultural Sensitivity in the Social Media Landscape Mr. Sankarraj Subramanian Founder CEO, Prompt Infotech, Coimbatore
Day 3 29/11/2023 Wednesday Enhancing Educational Brand Visibility: Community Engagement, Ambassadors, and Collaborative Strategies	Authentic engagement is the heartbeat of a thriving online community Ram Prakash Govindarajan Co-Founder and CEO ProGrad and Adithya.S, Founding member, ProGrad Bengaluru, Karnataka, India	Student Ambassadors: Harnessing Peer-to-Peer Branding Mr.Naresh Kumar Senior Digital Marketing Consultant Primoris System LLC, Chennai	Social Media Advertising and Sponsored Content for Institution Deepali Gulati Co-Founder and Chief Marketing Officer, DiversityAce Business Consulting, Chandigarh.	Cross-Promotion and Collaboration with Influencers N S Jegadeesan Founder and Managing Director of Digitally, Chennai
Day 4 30/11/2023 Thursday Responsible Digital Branding for Educational Institutions	Ethical Reflections: Navigating the Social Media Landscape Responsibly Nivedha Hari Advocate (Digital Rights), Madras High Court Chennai.	YouTube and Podcast Mastery for Educational Channels Joseph Jude Chief Technology Officer- Net Solutions, Coach-Gravitas WINS and Podcast Host, Chandigarh, India.	Fostering Positive Interactions and Managing Comments Effectively on Social Media Deepali Gulati Co-Founder and Chief Marketing Officer, DiversityAce Business Consulting, Chandigarh.	Valediction And special address Intellectual Property and Copyright Considerations in social media Ms.Poorvaja Ragupathy Advocate and Associate, SGLC Coimbatore.

Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3 of UGC Act 1956,
Category A by MHRD Re-accredited with 'A++' Grade by
NAAC.CGPA 3.65/4, Category I by UGC Coimbatore-641 043,
Tamil Nadu, India



**AIU – Avinashilingam Institute –
Academic and Administrative Development Centre
(AIU-AI-AADC)**

&

Social Media Administration Cell

Jointly organizes

IX Short Term Capacity Building Programme

on

**Crafting the Digital Identity: Social Media for
Higher Education Institutions**

**Invited Talks
Case Studies**

27.11.2023 to 30.11.2023

**Hands -on Sessions
Activities**

Mode : Online

ABOUT THE INSTITUTE

Avinashilingam Institute for Home Science and Higher Education for Women - the epitome of higher education is one of the premier institutions in India well known for its commitment towards the empowerment of women through value based and holistic education. The institute follows educational ideals of Sri Ramakrishna, Holy Mother Sri Saradamani Devi, Swami Vivekananda and Mahatma Gandhiji. The institute is one of the significant contributions of Padma Bhushan, Dr. T. S. Avinashilingam, an illustrious educationist, freedom-fighter and Gandhian and Dr. Rajammal P. Devadas, the world- renowned nutritionist.

The Institute had its humble beginning in the year 1957 as Sri Avinashilingam Home Science College for Women and has been conferred the Deemed to be University by MHRD in 1988. Few of the recent accolades of the Institute includes: A++ with CGPA of 3.65/4 by NAAC; 81st Rank in NIRF, 5th Rank under the category of 'University & Deemed to be University (Govt. & Govt. Aided) Technical' in ARIIA – 2021.

Presently, the institution is progressing towards 'beyond-excellence' under the able guidance and leadership of Dr.T. S. K. Meenakshi Sundaram, Managing Trustee and Chancellor, Dr. V. Bharathi Harishankar, Vice Chancellor and Dr. S. Kowsalya, Registrar.

ASSOCIATION OF INDIAN UNIVERSITIES – A BRIEF INTRODUCTION

Association of Indian Universities (AIU) is an apex inter university representative body of universities and other higher education institutions in the country. Established in 1925 as the Inter University Board (IUB) of India, it acquired its legal status as a registered society in 1967 under the Societies Registration Act 1860 and was rechristened as Association of Indian Universities (AIU) in 1973. AIU is the second oldest university association in the world next to the Association of Commonwealth Universities which was established in 1913.

It has the distinct feature of having the largest network of universities and other HEIs under its ambit with 981 Members which includes 16 Associate Members of Foreign Countries. The membership of AIU includes all types of universities e.g., Conventional Universities, Open Universities, Deemed to be Universities, State Universities, Central Universities, Private Universities and Institutes of National Importance.

In addition to Indian Universities, Universities / Institutes from Bangladesh, Bhutan, Republic of Kazakhstan, Malaysia, Mauritius, Nepal, Thailand, United Arab Emirates and United Kingdom are its Associate Members. Since its inception AIU has played a very significant role in the development of Education in the Country.

Some of the eminent scholars and visionary leaders like Dr Sarvepalli Radhakrishnan, Dr Shyama Prasad Mukherjee, Dr Zakir Hussain, Sir. A L. Mudaliar have given leadership to AIU. During such a long journey, AIU has carved a niche for itself by serving the Ministry of Education, Govt. of India as a research-based policy advisory body.

Being an apex institution, it constitutes an integral part of all major decision-making committees and commissions in the country.

As an academic 'think tank' organization, AIU supports the Government as research-based policy advisory body with the wider mandate of taking up research projects on higher education policy and capacity building. It also acts as a bureau of information on higher education; liaise with international bodies and universities for internationalization of Indian higher education among many others. The Vision of AIU is to emerge as a dynamic service and apex advisory organization in India by undertaking initiatives and programmes which could strengthen and popularize Indian higher education as leading-edge system in the world and promote greater national and international collaboration in Higher Education, Research, Extension, Sports, Youth and Cultural Activities.

It is bestowed with the mission of promoting and representing the Indian Universities and other higher education institutions through strong liaison with the government and National/International organizations, sister associations world over and establish liaison between/among universities through active support, cooperation and coordination among the member universities and all its stakeholders for quality education, research and other academics and extension activities.

ABOUT THE CENTRE

AIU-Avinashilingam Institute - Academic and Administrative Development Centre (AIU-AI-AADC) has been initiated by the institute in association with Association of Indian Universities (AIU) as a step towards training the human resources of higher education institutions. The specific objectives of the centre are:

- **Facilitate learning through Performance Improvement Programmes for different groups (Administrators/Teaching Faculty/Non-Teaching Research Scholars/Technical Personnel) towards progression based on their career stages.**
- **Enable continuous learning through rigorous need-based training sessions**
- **Sensitize stakeholders on recent developments in higher education system in the country and across the world.**
- **Equip academic / administrative / technical / information personnel with the requisite skills on ICT to handle their work effectively.**
- **Develop integrity and professional ethics among higher education personnel.**
- **Strengthen the human capital of the country with right attitude, skills, and knowledge**

VISION

To facilitate value-based transition towards changing higher education ecosystem through continuous capacity building.

MISSION

To impart ICT enabled training to human resources of higher education institutions thereby preparing themselves towards Education 5.0.

ABOUT THE PROGRAMME

- **In the ever-evolving landscape of higher education, establishing a distinctive institutional brand is not just a matter of choice; it is a strategic imperative. The competitiveness of the global educational ecosystem demands that higher education institutions not only provide quality education but also effectively communicate their unique identity and value proposition. "Crafting the Digital Identity: Social Media for Higher Education Branding" is a meticulously designed short-term capacity-building programme that seeks to empower higher education professionals with the knowledge, skills, and tools to navigate the complex realm of social media for institutional branding.**

- This programme serves as a beacon of hope for institutions looking to not only survive but thrive in an era where digital presence and reputation are paramount.
- Through the "Crafting the Digital Identity" program, participants can expect to realize a transformative set of outcomes. They will emerge with the capability to craft a comprehensive social media strategy, tailored specifically to their institution's objectives and target audience. In addition, attendees will acquire the skills to create, curate, and manage content that resonates with their audience and aligns seamlessly with their institution's brand identity. By mastering techniques for engaging with diverse stakeholders, participants will foster meaningful interactions within their digital community. Equipped with crisis management expertise, they will be prepared to handle unforeseen challenges effectively and safeguard their institution's reputation on social media. Moreover, the program will instill in participants the competence to measure the impact of their branding endeavors using data and analytics, thereby facilitating data-driven improvements and decision-making.
- Seize this exclusive opportunity to elevate your institution. Join us for a four-day experience of transformative learning and empowerment!

OBJECTIVES

- Understand the significance of institutional branding in higher education.
- Develop practical skills for effective social media content management.
- Enhance stakeholder engagement and crisis management on social media.

TARGET PARTICIPANTS

Educational Administrators, Deans, Directors, Senior Teachers, Social Media Administrators, Education Researchers.

Mode of delivery : Online

**Duration : 27.11.23 to 30.11.23
(4 Days Programme)**

Time : 9:30 am. to 4:30 pm.

PROGRAMME SCHEDULE

Day 1: Date: 27.11.2023

Shaping the Educational Identity

- **Communicating the identity of the Institution**
- **Social Media Marketing strategies for Educational Institutions**
- **Hands on training on Utilizing Visual media for Academic Success**
- **Hands on training on Utilizing Visual Media: Graphics, Videos, and Infographics**

Day 2: Date: 28.11.2023

Strategic Social Media Branding: Maximizing Platforms for Educational Institutions

- **Navigating the Academic Twitter verse and Showcasing Campus Life on Facebook and Instagram**
- **Data Analytics and Data-driven decision-making in Social Media Marketing**
- **Leveraging LinkedIn for Academic Networking and Branding**
- **Balancing Privacy and Cultural Sensitivity in the Social Media Landscape**

Day 3: Date: 29.11.2023

Enhancing Educational Brand Visibility: Community Engagement, Ambassadors, and Collaborative Strategies

- **Community Engagement and Building/Boosting an Online Following**
- **Student Ambassadors: Harnessing Peer-to-Peer Branding**
- **Social Media Advertising and Sponsored Content for Institution**
- **Cross-Promotion and Collaboration with Influencers**

Day 4: Date: 30.11.2023

Responsible Digital Branding for Educational Institutions

- **Digital Inclusion: Addressing Ethical Considerations in Ensuring Accessible Content and ADA Compliance**
- **YouTube and Podcast Mastery for Educational Channels**
- **Fostering Positive Interactions and Managing Comments Effectively on Social Media**
- **Valediction and special address Intellectual Property and Copyright Considerations in social media**

LIST OF RESOURCE PERSONS

- **Dr. V. BHARATHI HARISHANKAR**, Vice Chancellor, Avinashilingam Institute for Home science and Higher Education for Women, Coimbatore.
- **Mr. KRISHNA R JEYAM**, CEO, Classdemy.
- **Mr. N S JEGADEESAN**, Founder and Managing Director of Digitally, Chennai.
- **Mr. SAMPARK SACHDEVA**, Founder & CEO, SamparkSeSampark, Mumbai.
- **Mr. SANKARRAJ SUBRAMANIAN**, Founder & CEO, Prompt Infotech, Coimbatore.
- **Mr. RAM PRAKASH GOVINDARAJAN**, Co-Founder and CEO ProGrad and Adithya.S, Founding member, ProGrad Bengaluru, Karnataka.
- **Ms. DEEPALI GULATI**, Co-Founder and Chief Marketing Officer, Diversity Ace Business Consulting, Chandigarh.
- **Mr. V. RAJ GANESH**, Chief Marketing Officer, Roots Group of Companies, Coimbatore.
- **Mr. JOSEPH JUDE**, Chief Technology Officer- Net Solutions, Coach - Gravitas WINS and Podcast Host, Chandigarh, India.
- **Ms. NIVEDHA HARI**, Advocate (Digital Rights), Madras High Court, Chennai.
- **Ms. POORVAJA RAGUPATHY**, Advocate and Associate, SGLC Coimbatore.

- **Dr. D. SHANMUGAPRIYA**, Coordinator, Social Media Administration Cell, Avinashilingam Institute, Coimbatore.
- **Mr. NARESH KUMAR**, Senior Digital Marketing Consultant Primoris System LLC, Chennai.
- **Dr. AJITA DESHMUKH**, Assistant Professor, Program Leader- M.Sc e-Learning, MIT Art, Design and Technology University, Pune.



REGISTRATION

REGISTRATION LINK : <https://forms.gle/jttY5LxAeubunojc9>

REGISTRATION FEE

- Indian Participants Rs. 750
- International Participants USD 25

PAYMENT DETAILS

BANK ACCOUNT DETAILS

Account Name : **Avinashilingam Institute for Home Science and Higher Education for Women**

Name of the Bank : **Indian Bank**

Bank Account Number : **917248759**

IFSC Code : **IDIB000A005**

SWIFT Code : **IDIBINBBCBE**

AI ADVISORS

Dr. T. S. K. MEENAKSHISUNDARAM, Managing Trustee & Chancellor

Dr. V. BHARATHI HARISHANKAR, Vice Chancellor

Dr. S. KOWSALYA, Registrar

AIU ADVISORS

Dr. PANKAJ MITTAL, Secretary General, AIU
Dr. AMARENDRA PANI, Joint Director & Head, Research Division, AIU

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- **Dr. V. Bharathi Harishankar, Vice Chancellor**
- **Dr. S. Kowsalya, Registrar**

AIU Advisors

- **Dr. Pankaj Mittal, Secretary General, AIU**
- **Dr. Amarendra Pani, Joint Director & Head, Research Division, AIU**

We extend our heartfelt gratitude to all the Invited Guests, Resource Persons, HEI's, Coordinators, Committee Members, Technical staff for their unwavering support!

We sincerely thank each attendee for their participation and enthusiasm!

Welcoming you all again in the future!



Dr. K. Ramya

Nodal Officer, AIU-AI-AADC

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