

A SEMINAR –CUM -WORK SHOP

Theme: “Why Digital Marketing is Important in Today’s World”
On 27th March 2024



SEMINAR & WORKSHOP

Digital Marketing Opportunities

Date: 27th March 2024
Time: 2:00 PM-5:00 PM

Hosted by: Team Digital Gaurabh Pvt. Ltd.

Topic

Why Digital Marketing is important in today's world ?



Anshuman Mahakud
Director & Co-founder
of Digital Gaurabh, Content Strategist



Laxmi Prasad Mahanta
Digital Marketing Manager,
Website Developer



Lisha Sahoo
Public Relations,
Content Writer & Creator,
Digital Marketing Executive



Speaker:

Kshyamashree Mahakud

Director & Co-founder of
Digital Gaurabh Pvt Ltd.

Digital & Social Entrepreneur,
Marketing Strategist
Career Counsellor,



digitalgaurabh.com

A/25, Saheed Nagar, Bhubaneswar, Odisha, 751007
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Resource Person for



A SEMINAR –CUM -WORK SHOP
**Theme: “Why Digital Marketing is Important in
Today’s World”**
On 27th March 2024

**Prof. (Dr.) Ramesh Chandra Rath ,
Principal ,
SVIM& SVCSM, Bhubaneswar, Odisha**

Organized by
The Internal Quality Assurance Cell (IQAC)
**Swami Vivekananda Group of Institutions, Bania
Tangi, Khordha , Bhubaneswar, Odisha India**



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S.J.Er.Ashis Kumar Patra
Hon'ble Chairman ,PECT and SVGI,
Bhubaneswar (Chief Patron)

Prof. Mrs. Sharmistha Jena
Hon'ble Vice- Chairman PECT and
SVGI, Bhubaneswar ,(Patron)

Prof. Subrat Choudhury
,Director ,SVIM& SVCSM, BBSR

Prof. (Dr.) Ramesh Ch. Rath ,
Principal ,SVIM& SVCSM,
BBSR

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Swami Vivekananda Group of Institutions, Bania Tangi, Khordha ,
Bhubaneswar, Odisha, India

Affiliated to Biju Patnaik University of Technology (BPUT) and approved by AICTE, Govt.of India, New Delhi,

India, March 27th , 2024

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Keynote Speaker for Technical Session :I

**Ms. Kshyamashree Mahakud,
Co-Founder of Digital Gaurabh Pvt. LTD.**

(Chief Guest)

Time :2 PM (IST)

Date :27th March 2024.



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Prof. Subrat Choudhury (Chairperson)
(Director SVIM/SVCSM and Keynote Speaker
Department of Master of Business Administration (MBA),
Swami Vivekananda Institute of Management, Bhubaneswar,
Affiliated to BPUT Rourkela and Approved by AICTE, Govt.of
India , New Delhi

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**Er. Bibhu Prasad Rout,
Chief Administrative Officer
SVGI, Bhubaneswar**



**Prof. Pitamber Biswal
Principal, SVH&T MGTE
Bhubaneswar, Odisha**



**Prof. Chita Ranjan Routray
Principal, SVSET
Bhubaneswar, Odisha**



**Mr. Rakhal Chandra Sahu
Administrative Officer**

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India, March .27th, 2024

Resource Person for



“Seminar –Cum –work shop on 27th March -2024”



Ms. Maheswari Behera
HoD, MBA, Department of MBA,
SVIM, BBSR



Prof. Ms. Rashmi Rekha Roy
(Academic Coordinator, and, Host
Moderator ,SVIM , BBSR



Prof. Soumya Dash
HoD, PMIR, SVCSM,
Bhubaneswar



Prof. Mrs. Shardhanjali Nath
HoD, BBA, SVCSM,
Bhubaneswar

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A SEMINAR –CUM -WORK SHOP
Theme: “Why Digital Marketing is Important in Today’s World”
On 27th March 2024



Ms. Subhashree Das (Host)
Asst. Professor
Department of BCA, SVCSM, BBSR



**Prof. (Ms.) Diptimayee Panda (Co-
Coordinators, and Assistant
Professor , MBA,SVIM , BBSR**



**Prof. Sani Rath , IQAC Coordinator
SVCSM , BBSR**

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Ms. Subhashree Das (Host)
Asst. Professor
Department of BCA, SVCSM, BBSR



**Prof.(Ms). Sonalisa Assistant
Professor , MBA,SVIM , BBSR
Srichandan (Co-Cordinator)**



**Prof.(Mrs).Tumpa Nayak (HOD,
BCA)
SVCSM , BBSR**

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Prof. Santoshi Behera
Assistant Professor,
MBA,SVIM



Prof. Mrs. Madhusmita Biswal
Assistant Professor , SVCSM, BBSR



Pro. Emyus Kujur, Assistant
Professor SVIM, Bhubaneswar

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SEMINAR –CUM-WORKSHOP

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Minutes to Minutes

<i>Date & Month</i>	<i>Description</i>	<i>Delegates Name</i>	<i>Designation</i>	<i>Time</i>	<i>Topic</i>	<i>Activity</i>	<i>Hosted by</i>
27 th March 2024	<i>Guest Arrival and Inauguration by all delegates</i>	a)Er.Asish Kumar Patra b)Prof. Sharmistha Jena c) Ms. Kshyamashree Mahakud. d)Prof. Subrat Choudhury e)Prof. Dr.Ramesh Ch.Rath	a) <i>Hon’ble Chairman PECT , and SVGI, BBSR (Chief Patron)</i> b) <i>Hon’ble ,Vice-Chairman PECT , and SVGI, BBSR (Patron)</i> c) <i>Co-Founder of Digital Gaurabh Pvt. LTD.</i> (Chief Guest) d) <i>Hpn’ble Director SVGI, BBSR</i> e) <i>Prof.(Dr.) Ramesh Chandra Rath</i>	2.15.-2.20 PM PM	<i>Lighting sacred Lamp</i>	<i>Seminar</i>	<i>Prof. Sahney Rath and Santoshi Behera</i>
27/03/ 2024	<i>Welcome Speech</i>	<i>Prof. subrat Choudhury</i>	<i>Director , SVGI, BBSR</i>	2.20-2.25 P.M	<i>Presidential speech</i>	<i>seminar</i>	<i>Ms. Lisha Sahoo, Public Relation officer DG Pvt.Ltd.</i>
27/03/ 2024	<i>Technical session:-I (2.20 P.M -3.20 P.M)</i>	<i>Ms. Kshyamashree Mahakud.</i>	<i>Director and Co-Founder of Digital Gaurabh Pvt. LTD.</i>	2.20-3.20 P.M	<i>Why Digital Marketing is Important in Today’s World”</i>		
27/03/ 2024	<i>Technical Session:-II</i>	<i>Mr. Anshuman Mahakud</i>	<i>Director and Co-Founder of Digital Gaurabh Pvt. LTD. (content writer Strategist)</i>	3.25-4.25 PM	<i>Digital Marketing and Opportunities</i>	<i>Work shop at Computer Lab</i>	



A SEMINAR –CUM -WORK SHOP

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Organizing Committee

S.L No	Name	Designation	Position
01	<i>Er.Ashis Kumar Patra</i>	<i>Hon’ble Chairman ,PECT and SVGI, Bhubaneswar</i>	<i>Chief Patron</i>
02	<i>Prof. Mrs. Sarmistha Jena</i>	<i>Hon’ble Vice- Chairman PECT and SVGI, Bhubaneswar</i>	<i>Patron</i>
03	<i>Prof. Subrat Choudhury ,</i>	<i>Director ,SVIM& SVCSM, BBSR</i>	<i>Chairperson</i>
04	<i>Prof.Bibhu Prasad Rout</i>	<i>CAO, SVGI, Bhubaneswar</i>	<i>Programme Advisor</i>
05	<i>Prof.(Dr.) Ramesh Ch. Rath</i>	<i>Principal ,SVIM& SVCSM, BBSR</i>	<i>Advisor</i>
06	<i>Prof.Ms.Rasmi Rekha Roy</i>	<i>Assistant professor and Academic Coordinator</i>	<i>Coordinator</i>
07	<i>Prof. Maheswari Behera</i>	<i>Assistant professor and HOD, MBA</i>	<i>Co-Coordinator</i>
08	<i>Prof. Mrs. Sani Rath</i>	<i>Associate Professor in English</i>	<i>IQAC .Coordinator</i>
09	<i>Prof. Mrs.Soumya Dash</i>	<i>HoD, PMIR Department of MBA</i>	<i>Programme Director</i>
10	<i>Prof. Shardhanajalli Nath</i>	<i>Assistant .Professor , HoD, BBA,MBA</i>	<i>Advisor</i>
11	<i>Prof. Sonalisha Srichandan</i>	<i>Assistant Professor, MBA</i>	<i>Member</i>
12	<i>Prof. Emyush Kujur</i>	<i>Assistant Professor, MBA</i>	<i>Member</i>
13	<i>Prof. Santoshi Behera</i>	<i>Assistant Professor, MBA</i>	<i>Member</i>
14	<i>Ms. Binodini D.</i>	<i>Office Assistant</i>	<i>Member</i>



Thank
You

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