

K.S.R COLLEGE OF ENGINEERING, TIRUCHENGODE

(Autonomous)

**Approved by AICTE New Delhi & Affiliated to Anna University,
Chennai**

ORGANIZED BY

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

ONE DAY SEMINAR

Academic Year: 2018 - 2019

TITLE

DIGITAL BANKING & MARKETING

On

19.03.2019

N S S L
Dr. N. S. SHANTHI,
Professor & Head
Department of MBA
K.S.R. College of Engineering
Tiruchengode - 637 215,




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TIRUCHENGODE - 637 215

REPORT ON EVENT

1.	Name of the event	One Day Seminar
2.	Name Of The Department	Master of Business Administration
3.	Date of Event	19.03.2019
4.	Venue of the Event Coordinators	Conference Hall (D-Block)
5.	Title of the Event	Digital Banking & Marketing
6.	Details of the Resource Person(s)	Mr. R. Prakash, Digital Marketing Expert, Freelancer & Trainer, Coimbatore Mr. M. Rajasekaran, Branch Manager, The Lakshmi Vilas Bank, Thokkavadi Branch.
7.	Name of the coordinators	Dr. N.S. Santhi, Professor & Head Dr. S.P. Sreekala, Associate Professor
8.	Total Participants	100
9.	Objectives of the Event	To provide greater knowledge on digital marketing to the participants. To create an greater impact among the participants about the digital marketing influence.
10.	Outcome of the event	Participants learned about the concept of digital marketing. Participants got exposure on various components of digital marketing

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Page 2 of 8

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PROFILE OF THE RESOURCE PERSON

R. Prakash

Digital Marketing Expert, Freelancer & Trainer

Phone: +91 9159280746

Email: ootyprakash@gmail.com

Linkedin: <https://www.linkedin.com/in/prakash-raman-dm/>

I am a Digital Marketing Professional with 14+ years of experience in improving traffic and conversions for websites. I possess excellent knowledge of SEO (on-page/ off-page) SMO with latest updates of search engines. I am an expert in keyword research, On-page SEO, Off-Page SEO, Online Promotions, Social Media Marketing, Web Content Writing, Market Research, Title-Meta generation for websites, Content Optimization, Image Optimization and all technical on-page issues, YouTube channel optimization, Wiki Pages Editor and much more. I am an expert in all aspects of Natural/Organic Search Engine Optimization. I have an in-depth knowledge of ethical/white-hat techniques accepted by major search engines, Google, Yahoo and Bing.

I research my area thoroughly and come up with the best solutions that increase the interaction between the company and customer, which potentially results in the success of product/service sales.

Strengths:

- Strong verbal & written communication
- Learning agility with accuracy & detail
- Ability to work independently & a team player
- Organisational & creative skills
- Ability to work under pressure & deadlines
- Good knowledge of existing and emerging social media platforms
- Good IT skills

Work Experience

- Worked as a **Programmer** at **Oakmast IT Systems**, Ooty, Tamilnadu.
- Worked as **Web developer** and **SEO Analyst** at **M/s Graphic Magic**, Coimbatore
- Worked as an **SEO Manager** at **Oregon Technologies**, Trivandrum, Kerala
- Worked as an **SEO Manager** at **Menora Software Private Limited**, Thrissur, Kerala
- Worked as a **Digital Marketing Manager** at **Texila American University**, Coimbatore
- Worked as **Digital Marketing Head** at **Rathinam Group of Institutions**
- Currently Working as **Freelancer(Digital Marketing) & Digital Marketing**

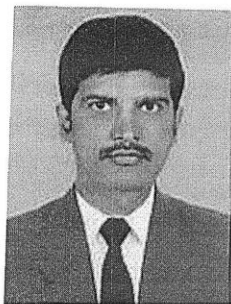
Trainer

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Page 3 of 8



Mr. M. Rajasekaran,
Branch Manager,
The Lakshmi Vilas Bank,
Thokkavadi Branch.
Tiruchengode,
Namakkal Dt- 637 215

Tel: 04288-274493
Thokkavadi bm@lvbank.in

EDUCATION

	Course	Year	Institution
PG	M.Sc.(Agriculture) Department: Agonomy	2007	Tamil Nadu Agricultural University, Coimbatore
UG	B.Sc.(Agriculture)	2005	Tamil Nadu Agricultural University, Coimbatore
School	Higher Secondary	2001	Diamond Jubilee Higher Secondary School, Gobi

EXPERIENCE

- Joined as Assistant Manager (Scale-1) in Lakshmi Vilas Bank on 20.08.2007
- Now working as Chief Manager (Scale-4) in Lakshmi Vilas Bank
- Worked in Various Branches (Gobichettipalayam (Erode), Vilangudi (Ariyalur), Moolangudi (Tiruvarur), Viruthachalam (Kadalur), Gandhigramam (Karur)
- Now working at Thokkavadi Branch (Namakkal Dt) as a Branch Head
- Got Branch Head Promotion during 2011 (that time he is the youngest Manager in LVB)
- Got so many awards and certificates in LVB like Top performer, Target Achiever, Topper in CASA, General Insurance, Customer Service etc...

THESIS / PROJECTS

- Effect of Drip fertigation on growth, yield and quality of tropical sugar beet.
- Organic Cotton Cultivation and Opportunities
- Dye Sludge waste Management
- Management Option in Jatropha Cultivation

RESPONSIBILITY

- ❖ TNAU- MASU secretary (2005-06)
- ❖ TNAU- Year Representative and Mess Representative (2005-2007)
- ❖ LVB- Branch Manager (From 2011)

OTHERS

- ✓ He conducted many financial inclusion campaigns particularly in rural areas (Banking Service for rural and poor people)
- ✓ He organized many Banking awareness programs for school and college students (he strongly believe and frequently mention that "Students are future India").
- ✓ Interested in Marketing, Reading Books, Playing Hockey , Chess and Traveling.
- ✓ Customer friendly and likes Simplicity.

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Professor & Head

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Page 4 of 8

DETAILED PROGRAM REPORT

K.S.R. COLLEGE OF ENGINEERING DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION (MBA)

ONE DAY SEMINAR ON DIGITAL BANKING & MARKETING ON 19.03.2019

10.00 AM	: Inauguration
Welcome Address	: Dr. N.S. Shanthi HOD – MBA
Principal Address	: Dr. P. Senthilkumar Principal – KSRCE
Presidential Address	: Lion Dr. K.S. Rangasamy, M.J.F Founder – Chairman KSR Educational Institutions
Felicitation Address	: Mr. R. Srinivasan B.B.M., M.I.S.T.E Vice - Chairman KSR Educational Institutions
Chief Guest Address (Digital Banking)	: M.Rajasekarn Branch Manager, Lakshmi vilas Bank , Thokkavadi.
Chief Guest Address (Digital Marketing)	: Mr. R. Prakash White Brothers Technologies, Coimbatore.
Vote of Thanks	: I MBA Student

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Page 5 of 8



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ISTE SPONSORED WORKSHOP

INVITATION

We Cordially Invite you all to the
One day Seminar on
Digital Banking & Marketing
On

19.03.2019

Chief Guest

M.Rajasekarn

Branch Manager, Lakshmi vilas Bank

R. Prakash

White Brothers Technologies, Coimbatore

Venue: Conference Hall (D-Block)

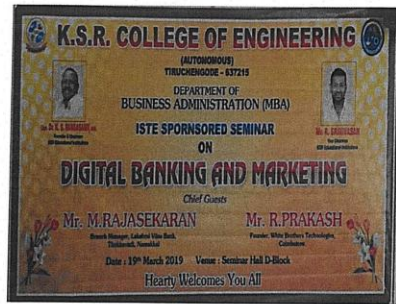
Time : 10.00 am

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Page 6 of 8



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 9R4G+MJM, Thiruchengodu, Tamilnadu 637215, India
 Lat 11.357084
 Long 77.826791

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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION (MBA)

PROGRAMME REPORT

ONE DAY SEMINAR ON DIGITAL BANKING & MARKETING ON 19.03.2019

K.S.R. College of Engineering, Department of Master of Business Administration conducted on One day Seminar on Digital Banking & Marketing on 19.03.2019. Chairman Lion Dr. K. S. Rangasamy, has given the presidential address, Secretary Mr. R. Srinivasn, and the principal Dr. P. Senthil Kumar felicitated the gathering. Mr. R. Prakash, Digital Marketing Expert, Freelancer & Trainer, Mr. M. Rajasekaran, Branch Manager, The Lakshmi Vilas Bank, Thokkavadi Branch were the resource persons for the seminar.

The Programme was organised with the objectives of ,

- To provide greater knowledge on digital marketing to the participants.
- To create an greater impact among the participants about the digital marketing influence.

The outcome of the programme was,

- Participants learned about the concept of digital marketing.
- Participants got exposure on various components of digital marketing

More than 100 members were participated and got benefit out of this programme.

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Page 8 of 8