

Sri A.S.N.M. Government College (A), Palakol W.G.Dt. 534260
Department of Commerce
National Workshop on Digital Marketing held on 28th February 2020

Brief Report

The Department of Commerce, Sri Addepalli Satyanarayana Murthy Govt. College (A) Palakol organised UGC sponsored (through Autonomy Grants) one day National Workshop on “Digital Marketing – Imperatives, Prospects and Challenges” held on 28th February 2020. L. Ramya Lecturer in Commerce has invited all the Guests on to the Dais in the part of the inaugural function of the workshop, presided over the inaugural function by Dr.D.Giri Academic Guidance Officer, Commissionerate of Collegiate Education & the Principal of the College, Dr. Indrakanti Sekhar, Asso. Professor, Dept. of Commerce, Osmania University, Hyderabad as Chief Guest and Keynote addressed by Dr. Chandra Prasad, Director & Academic Advisor, A.S.R. Group of Educational Institutions, Tanuku and followed by the Vote of Thanks by Sri Ram Murthy, Vice Principal, Sri A.S.N.M. Government College (A), Palakol. The Seminar Hall of the workshop filled with 205 participants who have come from various colleges across the State of Andhra Pradesh out of which 48 academicians and 157 students.

The Dept. Commerce has selected Digital Marketing is a main theme of the workshop. Dr. K.Sudhakara Rao Convenor of the workshop & Head, Department of Commerce has revealed the basic objectives and background of the workshop. He said that the basic objective of the workshop is to create awareness among the students and to enrich the knowledge among the faculty members regarding digitalisation of activities in general and Digital Marketing in particular.

Now a days the entire system is transforming from Physical era to Digitalisation era. Digitalization is the process of converting information into a digital (i.e. computer-readable) format. Present the entire world is moving on the wheels of Digitalisation, which has started 4 decades back but we adopted this digitalisation in our country too late just two decade back and present State and Central governments both are more enthusiastic in digitalisation of government services. The Govt. have introduced e-governance in the part of the “Digital India”. The government have been providing various online services to the general public in the part of e-governance, like Community Certificates, Income Certificates, Nativity Certificates, Ration Cards, Health Cards, Pension Cards, Aadhar Cards, Voter Cards, PAN, digitalisation of Land Records, etc.

Digital Marketing is the newly emerging concept for the commerce background students which provide plenty of opportunities to create self-employment and to enhance the business activities, and at the same time this has so many challenges also. Therefore, the Dept. of Commerce has chosen this topic for the today’s workshop.

This workshop has been planned for the five Technical Sessions, the entire programme sheet has been given in the following lines.

Programme Sheet

9.00 am – 10.00 am: Registration

10.00 am – 10.30 am: Inauguration

Technical Session – I

10.30 – 11.30 am : Overview of Digital Marketing
Dr.J.Chandra Prasad
Director & Academic Advisor
A.S.R. Group of Educational Institutions, Tanuku

11.30 – 11.45 am : Tea Break

Technical Session – II

11.45 – 1.00 pm : Imperatives of Digital Marketing
Dr. Indrakanti Sekhar
Asso. Professor, Dept. of Commerce
Osmania University, Hyderabad

1.00 – 2.00 pm : Lunch Break

Technical Session – III

2.00 pm – 3.00 pm : Prospects of Digital Marketing
Sri Sai Ramesh Ponugupati
Digital Marketing Expert
CEO, TCTI & Moz Tech, Vijayawada

Technical Session – IV

3.00 pm – 4.00 pm : Advantages and Challenges of Digital Marketing
Sri Vadarevu Sundar Rao
Lecturer in Commerce (Rtd.)
S.C.I.M. Govt. Degree and PG College, Tanuku

4.00 pm – 4.10 pm : Tea Break

Technical Session – V

4.10 pm – 5.00 pm: Marketing Intelligence -
The Moments of Truth to Moments of Promise
Prof. K. Bhanu Prakash
Dept. of Management
S.R.M. University, Sikkim

5.00 pm : Valedictory

BRIEF RESUME



***Dr. J. Chandra Prasad, M.Com., M.B.A., M.A., LLB., M.S., Ph.D.,
Hon. Director and Academic Advisor, ASR Group of Educational
Institutions, Tanuku***

- Former Director, P.G.Courses & Research Center and Principal D.N.R.College, (Autonomous), Bhimavaram
- Former member on the Autonomous Review Committee of the University Grants Commission, New Delhi
- Former Member on the P.G. Board of Studies in Commerce and Management Studies, Andhra University, Visakhapatnam.
- Member on the Doctoral committees
- Recognized Research Guide of Andhra University, JNTU Kakinada and Hyderabad.
- Authored Five Books and Published 89 papers in National and International Journals of repute.
- Participated and presented papers in more than 100 National and International Seminars and Conferences.
- Organized around 17 Academic conferences and seminars
- Guided 14 Ph.D and 23 M.Phil Scholars
- Former President of MANAVATHA social service organization
- Vice-Chairman, Krishna-Godavari Delta Protection Council

AWARDS Received;

1. Meritorious Teacher-Bet Teacher Award, Govt. of Andhra Pradesh-2003,
2. Potti Sreeramulu Award for Social service in Education
3. Vidya Vaachaspathi Award Ugadi Puraskaram from Vijnana Vedika, Bhimavaram
4. Rotary Best Teacher Award
5. Distinguished Educationist Award, National and International Compendium, New Delhi

Dr. J. CHANDRA PRASAD



Profile of

Dr. INDRAKANTI SEKHAR

*Asso. Professor, Department of Commerce
University College of Commerce & Business Management (UCC & BM) &
OSMANIA UNIVERSITY, HYDERABAD*

Born on 18th day of November, as elder son of Shri Indrakanti Narasimha and Smt. Prameela in Nalgonda District – Telangana State. School education in Govt. municipal High School than Intermediate Education completed from Govt. Jr. College and Graduation from Nagarjuna Degree College Nalgonda. Post-Graduation & LLB from Osmania University, Hyderabad, MBA from B.R. Ambedkar Open University, Hyderabad and Ph. D from Andhra University, Visakhapatnam. A. P.

Teaching Experience: 20 years:

As Senior Asst. Professor at Department of Commerce, Osmania University for 13 years and UGC Scale- Lecturer in Commerce at BVK Degree College for 7 years

Area of Specialization:

Accounting and Taxation (GST, Direct & Indirect Tax, Tax laws & Practices, Tax Planning and E-Commerce)

Subjects taught:

Taxation, Financial & Cost Accounting and control, Banking, IT & E - Commerce, BEP, Business Law, Auditing, Indian Economy & Managerial Economics

Academic Qualifications:

Ph. D - from Andhra University, Visakhapatnam

UGC-SLET (State level eligibility test) From College service commission, Hyderabad

M.Com - from Osmania University, Hyderabad (With First Class)

MBA - from Dr. B. R. Ambedkar Open University, Hyderabad (With Second Class)

LLB - from Osmania University, Hyderabad (With First Class)

B.Com - from Nagarjuna Degree College, Nalgonda, (With First Class)

PGDCA - from CMC, Hyderabad, **DCA** - from ICSS, Nalgonda, (With First Class)

Dr. INDRAKANTI SEKHAR



I'm a Digital Marketing Expert From Andhra Pradesh. I've been in this field from the past 13 years. My digital marketing journey began in the year 2007. Massive Recession in those days made me choose digital marketing as my career. Being a positive minded person, I have taken that hard phase of my life to work as a digital marketer. I started working with many Startups, Agencies and Top companies Promoting their products & services online.

Gradually I started teaching digital marketing for students, entrepreneurs and marketing people. I have conducted workshops at corporate companies and small businesses on how to leverage digital marketing to grow their businesses. Till date, I have trained more than **10,000 Students** in the field of digital marketing

Sai Ramesh

BRIEF PROFILE



Sri Vadrevu Sundar Rao
Lecturer in Commerce (Rtd.)
S.C.I.M. Govt. Degree and PG College, Tanuku
Born on 26-12-1956

Parents : Sri & Smt. Vadrevu Visweswara Venkata Chalapathi
(Late) & Satya Devi (Late)

Residential Address:

H.No. 3-398, Venkata Narayana Nagar,
Palamgi, Undrajavaram (Mandal),
West Godavari Dt. – 534211. Andhra Pradesh, INDIA.
Mail ID: vadrevu77@gmail.com
Phone No. 9396473287

Academic Qualifications:

- M.Com., from Andhra University, Visakhapatnam
- M.A (Telugu) from Osmania University, Hyderabad (With First Class)
- M.Phil. from Madhurai Kamaraju University, Madhurai.

Teaching Experience: 28 years

- As a Commerce Lecturer worked in various Government Junior and Degree Colleges as the state of Andhra Pradesh.

Awards & Rewards;

- Gold Medal for Best Team Leader in Janmabhumi Programme organised by Govt. of A.P.
- Golden Nandi Award for Quality Assessment in Nandi Naatakotsavas 2014.
- So many Programmes presented in MANA TV for Degree College Students organised by the Commissionerate of Collegiate Education.

VADREVVU SUNDAR RAO

PROFILE



Dr. KOVVALI BHANU PRAKASH

Professor (Accounting & Finance),
Coordinator - ICSSR Major & Minor Research
Projects & CFO
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GANNAVARAM, VIJAYAWADA,
Krishna District, Andhra Pradesh, INDIA.
PIN: 521 101.

I. ACADEMIC DOSSIER & TECHNICAL CREDENCE

1. **Ph.D.**, in Commerce & Management Sciences (2013), Acharya Nagarjuna University, Guntur.
2. **M.Phil.**, in Commerce & Management Sciences, (2003), June. Acharya Nagarjuna University, Guntur.
3. **M.Com.**, (1995) Acharya Nagarjuna University Campus College, Guntur.

II. PROFESSIONAL EXPERTISE & EXPERIENCE

1. **Professor**, SRM University, Sikkim (2020, Feb, onwards)
2. **Project Coordinator** for ICSSR - IMPRESS, Major Research Project, Krishna University, Machilipatnam, Dept., of Commerce & Management Sciences (June, 2019 onwards).
3. **Chief Finance Officer (CFO)**, Mohan Nandan Infra Pvt., Ltd., Tadepalligudem, West Godavari District, Andhra Pradesh, PIN: 534 101. With Effect From **18th June, 2018**.
4. **Associate Professor and Placement Director**, Department of Management Sciences, VESTAL Institutions, Eluru. (June, 2010 To Nov, 2018).
5. **Faculty Member and Academic Coordinator**, ICFAI (INC), Eluru, (2005-10) for PGDM.
6. **P.G. Lecturer**, Hindu College: P.G. Courses, Guntur. (2003-05).
7. **Degree College Lecturer**, Sri Krishna Sai Degree College, Gannavaram.(1996-2003).

Dr. K. BHANU PRAKASH



Workshop on Digital Marketing Organised by the Department of Commerce, Sri A.S.N.M. Government College (A), Palakol held on 28th February 2020.



Swagatam & Inviting the Guests By L. Ramya Lecturer in Commerce Sri A.S.N.M. Government College (A), Palakol



Greeting the Guests with Bouquets by the Commerce Students of Sri A.S.N.M. Government College (A), Palakol



Lighting the Lamp by all the Guests



Prayer song performed by the third year Commerce Students of Sri A.S.N.M. Government College (A), Palakol



Message By Dr.D.Giri, Academic Guidance Officer O/o CCE & the Principal, Sri A.S.N.M. Govt. College (A) Palakol.



Briefing the Objectives and Background of the workshop by Dr. K.Sudhakara Rao
 Convenor of the workshop & Head, Department of Commerce, Sri A.S.N.M.
 Government College (A), Palakol



Keynote Address by Dr.J.Chandra Prasad, Director & Academic Advisor
 A.S.R. Group of Educational Institutions, Tanuku.



Addressed by the Chief Guest, Indrakanti Sekhar, Asso. Professor, Dept. of Commerce, Osmania University, Hyderabad



Vote of Thanks by Sri Ram Murthy, Vice Principal, Sri A.S.N.M. Government College (A), Palakol.



Invitees and the students participated in the Workshop



Technical Session – I: Overview of Digital Marketing by Dr.J.Chandra Prasad, Director & Academic Advisor A.S.R. Group of Educational Institutions, Tanuku



Technical Session – II : Imperatives of Digital Marketing by Dr. Indrakanti Sekhar Asso. Professor, Dept. of Commerce, Osmania University, Hyderabad.



Technical Session – III : Prospects of Digital Marketing by Sri Sai Ramesh Ponugupat, Digital Marketing Expert CEO, TCTI & Moz Tech, Vijayawada.



Technical Session – IV: Advantages and Challenges of Digital Marketing by Sri Vadarevu Sundar Rao, Lecturer in Commerce (Rtd.) S.C.I.M. Govt. Degree and PG College, Tanuku



Technical Session – V: Marketing Intelligence-The Moments of Truth to Moments of Promise by Prof.K.Bhanu Prakash Dept. of Management S.R.M.University, Sikkim



The Invited Speakers have been felicitated with a token of gratitude



Valedictory Function organised by Sri P.Raja Babu, Lecturer in Commerce,
Sri A.S.N.M. Govt. College (A) Palakol



National Anthem

డిజిటల్ మార్కెట్ వైపే ప్రజల పరుగు

యడ్లబజారు ప్రాంతం (పాలకొల్లు), న్యూస్టుడే: అంతర్జాల మార్కెట్ ద్వారా వినియోగదారుడు నాణ్యత లేని సరైన వస్తువును పొందలేకపోవచ్చని ఏఎస్ఆర్ విద్యాసంస్థల డైరెక్టర్ (తణుకు) డాక్టర్ జె.చంద్రప్రసాద్ అన్నారు. పాలకొల్లు శ్రీ అద్దేపల్లి సత్యనారాయణమూర్తి ప్రభుత్వ కళాశాలలో

వాణిజ్యశాస్త్ర విభాగ ఆధ్వర్యంలో శుక్రవారం 'డిజిటల్ మార్కెటింగ్ - అత్యవసరం, అవకాశాలు, సవాళ్లు' అనే అంశంపై జరిగిన అవగాహన సదస్సులో ఆయన మాట్లాడారు. ఈ సదస్సులో



సదస్సులో మాట్లాడుతున్న డాక్టర్ చంద్రప్రసాద్

కళాశాల ప్రధానాచార్యుడు డాక్టర్ కె.గిరి మాట్లాడుతూ నేరుగా మార్కెట్లోకి వెళ్లకుండా అంతర్జాలం ద్వారా కొనుగోలు చేసుకునే స్థాయికి ప్రజలు ఎదిగారన్నారు. ముఖ్య అతిథులను ఈ సందర్భంగా సత్కరించారు. ఈ కార్యక్రమంలో ఉస్మానియా విశ్వవిద్యాలయ ఆచార్య ఇంద్రగంటి శేఖర్, సిక్కిం విశ్వవిద్యాలయంకు చెందిన డాక్టర్ కె.భానుప్రకాష్, విశ్రాంత అధ్యాపకుడు వాడ్రేపు సుందరరావు, సాయిరమేష్ కళాశాల ఉప ప్రధానాచార్యుడు కె.శ్రీరామమూర్తి, అధ్యాపకులు డాక్టర్ సుధాకరరావు, రమ్యలింగం, పి.రాజాబాబు, పి.దుర్గేశ్వరి, కె.స్వర్ణలత, నీపీడీసీ కార్యదర్శి డాక్టర్ బి.వి.రాఘవయ్య పాల్గొన్నారు.



సమావేశంలో చంద్ర ప్రసాద్‌ను సన్మానిస్తున్న సభ్యులు

ఆన్‌లైన్ మార్కెటింగ్‌తో మోసపోవద్దు

● ప్రొఫెసర్ చంద్ర ప్రసాద్

పాలకొల్లు అర్బన్, ఫిబ్రవరి 28 : ఆన్‌లైన్ మార్కెటింగ్ వల్ల వినియోగదారులు నమ్మకంతో కూడిన వస్తువులను పొందలేకపోవచ్చని ప్రొఫెసర్ జె.చంద్ర ప్రసాద్ అభిప్రాయపడ్డారు. స్థానిక ఏఎస్‌ఎన్‌ఎం ప్రభుత్వ డిగ్రీ కళాశాలలో శుక్రవారం కామర్స్ విభాగం ఆధ్వర్యంలో నిర్వహించిన డిజిట్ మార్కెట్ వర్క్‌షాపు నకు ప్రెసిపాల్ కె.గిరి అధ్యక్షత వహించారు. ముఖ్య అతిథిగా పాల్గొన్న ప్రొఫెసర్ చంద్ర ప్రసాద్ మాట్లాడుతూ దేశ, విదేశాల్లో డిజిటల్ విధానం ఏర్పడిందని, నేరుగా మార్కెట్‌కు వెళ్ళకుండా ఆన్‌లైన్ ద్వారా మార్కెట్ చేసుకునే సదుపాయం వచ్చిందన్నారు. పలు సందర్భాల్లో వినియోగదారులు మోసం పొవడంతో పాటు నాణ్యమైన వస్తువులు పొందలేకపోతున్నారన్నారు. అందుకే నేరుగా మార్కెట్ చేసుకోవడం మంచిదన్నారు. రిసోర్స్ పర్సన్ ఉస్మానియో యూనివర్సిటీ(హైదరాబాద్) ఆచార్య ఇంద్రకంటి శేఖర్ మాట్లాడుతూ వినియోగదారుడు కొనుగోలు చేసే వస్తువుల విషయంలో నాణ్యత పరిశీలించుకోవాలని సూచించారు. కార్యక్రమంలో ముఖ్య అతిథులను ఘనంగా సత్కరించారు. కార్యక్రమంలో కామర్స్ హెడ్ డాక్టర్ సుధాకర్, అధ్యాపకులు పి.రాజు బాబు, పి.దుర్గేశ్వరి, కె.స్వర్ణ దీప్తి సిపిడిసి కార్యదర్శి డాక్టర్ సి.రామవయ్య, విద్యార్థినీ, విద్యార్థులు పాల్గొన్నారు.

