



Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)
Approved by Government of Tamil Nadu & Accredited by NAAC with 'A' Grade (2nd Cycle)
Dr. N.G.P.-Kalapatti Road, Coimbatore-641 048, Tamil Nadu, India.
Web: www.drngpasc.ac.in | Email: info@drngpasc.ac.in | Phone: +91-422-2369100

DM

AY - 2020-21

CIRCULAR

Date:12.06.2020

DIGITAL MARKETING COMMITTEE

It is proposed to convene the Digital Marketing Committee meeting on 19.06.2020 at 03.00 p.m. in the Library Hall.

The following is the agenda for the meeting:

1. Preparation of activities under Digital Marketing Committee for the Academic Year 2020-21.

All the committee members are requested to attend the meeting without fail.


Co-ordinator


Dean - Admin



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DM

AY - 2020-21

Name of the Committee : Digital Marketing Committee

Academic Year : 2020-21

Meeting No. : 01

Date & Time : 19.06.2020

Venue : Library Hall

MINUTES OF THE MEETING

Digital Marketing Committee meeting was held on 19.06.2020 at 03.00 p.m. in the Library Hall.

Meeting Chair: Prof. Dr. V. Rajendran - Principal

The following members were present:

1. Dr. S. Saravanan
2. Mr. M. Rajakrishnan
3. Mr. A. David
4. Ms. K. Vishnu Priya
5. Dr. V. Dhana Rangesh Kumar
6. Mr. N. Chandru
7. Mr. S. Poorna Senthil Kumar
8. Ms. K. Nagalakshmi
9. Mrs. N. Kiruthika

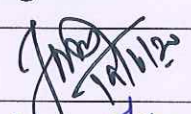
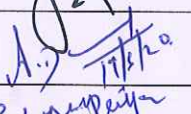
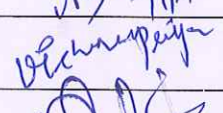
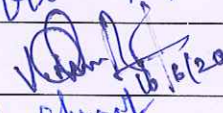
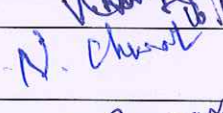
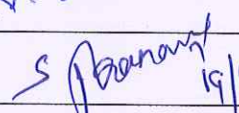
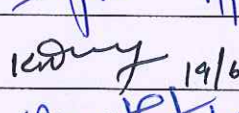
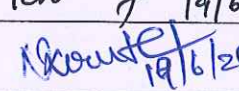
The following agenda were discussed in the meeting:

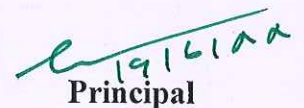
Agenda	Decision Taken
Collecting faculty wise event details from departments	Deputed department in charges to collect the details
Obtaining invitations from departments	Discussed and intimated the departments
Obtaining details from all deans related events	Data must be collected, compiled and tabulated
Obtain details from different cells and clubs about events	Data must be collected, compiled from cells and clubs
Publishing events in social media	Formed the team for collecting videos department wise
Collecting post event short summary and photos from departments	Assigned duties to the staff in- charge of the respective department
Posting event reports and photos in social media	Data must be collected, compiled and tabulated


Coordinator(s)


Dean - Admin.

The following members were present:

S. No.	Name	Signature
1	Mr. M. Rajakrishnan	
2	Mr. A. David	
3	Ms. K. Vishnu Priya	
4	Dr. V. Dhana Rangesh Kumar	
5	Mr. N. Chandru	
6	Mr. S. Poorna Senthil Kumar	
7	Ms. K. Nagalakshmi	
8	Mrs. N. Kiruthika	


Principal



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DM

AY - 2020-21

CIRCULAR

Date: 10.12.2020

DIGITAL MARKETING COMMITTEE


It is proposed to convene the Digital Marketing Committee meeting on 17.12.2020 at 03.00 p.m. in the Library Hall.

The following is the agenda for the meeting:

1. Preparation of activities under Digital Marketing Committee for the Academic Year 2020-21.

All the committee members are requested to attend the meeting without fail.


Co-ordinator


Dean - Admin



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DM

AY - 2020-21

Name of the Committee : Digital Marketing Committee

Academic Year : 2020-21

Meeting No. : 02

Date & Time : 17.12.2020

Venue : Library Hall

MINUTES OF THE MEETING

Digital Marketing Committee meeting was held on 17.12.2020 at 03.00 p.m. in the Library Hall.

Meeting Chair: Prof. Dr. V. Rajendran - Principal

The following members were present:

1. Dr. S. Saravanan
2. Mr. M. Rajakrishnan
3. Mr. A. David
4. Ms. K. Vishnu Priya
5. Dr. V. Dhana Rangesh Kumar
6. Mr. N. Chandru
7. Mr. S. Poorna Senthil Kumar
8. Ms. K. Nagalakshmi
9. Mrs. N. Kiruthika

The following agenda were discussed in the meeting:

Agenda	Decision Taken
Communicating to the website committee for updation required for digital marketing in college website	Discussed the items required for updating the college website
Obtaining details from all deans related to events	Data must be collected, compiled and tabulated
Obtain details from different cells and clubs about events	Data must be collected, compiled from cells and clubs
Publishing events in social media	Formed the team for collecting videos department wise
Hosting all events in chronologically in the social media to improve the perception.	Updating the events through Digital Marketing committee
Answering and uploading hoarding handouts and social media and taking care of the advertisements in social media	Concentrated on the publicizing college information in social media

JMG
17/12/20
17/12/20
Co-ordinator(s)

S. D. ...
17/12/20
Dean - Admin.

The following members were present:

S. No.	Name	Signature
1	Mr. M. Rajakrishnan	<i>JMG</i> 17/12/20
2	Mr. A. David	<i>A. David</i> 17/12/20
3	Ms. K. Vishnu Priya	<i>Vishnu Priya</i> 17/12/20
4	Dr. V. Dhana Rangesh Kumar	<i>V. Dhana Rangesh Kumar</i> 17/12/20
5	Mr. N. Chandru	<i>N. Chandru</i> 17/12/20
6	Mr. S. Poorna Senthil Kumar	<i>S. Poorna Senthil Kumar</i> 17/12/20
7	Ms. K. Nagalakshmi	<i>K. Nagalakshmi</i> 17/12/20
8	Mrs. N. Kiruthika	<i>N. Kiruthika</i> 17/12/20

S. ...
17/12/20
Principal