



## CRITERION 3

SSR CYCLE IV

## RESEARCH, INNOVATIONS AND EXTENSION

---

### 3.5. Collaboration

**3.5.1: Number of functional MoUs/linkages with institutions/ industries in India and abroad for internship, on-the-job training, project work, student / faculty exchange and collaborative research during the last five years.**



## A.P.C. MAHALAXMI COLLEGE FOR WOMEN

Thoothukudi- 628 002, Tamil Nadu.

### To whomsoever it may concern

I hereby declare that the following details and documents are true to the best of my knowledge. They have been checked and verified.

#### 3.5.1. Number of functional MoUs / linkages

S. No	Academic Year	Number of MoUs	Number of Linkages
1	2022-2023	3	4
2	2021-2022	5	10
3	2020-2021	2	4
4	2019-2020	2	4
5	2018-2019	1	5
	<b>Total</b>	<b>13</b>	<b>27</b>



*(Handwritten signature)*

(Dr. K. SUBBULAKSHMI)

Principal i/c

Principal *(Handwritten initials)*

A.P.C. Mahalaxmi College for Women  
Thoothukudi

Phone : 0461 - 2345655

Website : [www.apcmcollege.ac.in](http://www.apcmcollege.ac.in)

2020-2021


**Contents**

<b>Indian Council of Philosophical Research .....</b>	<b>3</b>
Indian Philosopher Day .....	3
Report.....	4
Photos.....	6
<b>Divya Paintings, Thoothukudi .....</b>	<b>8</b>
Workshop on Fabric Painting.....	9
Circular .....	9
Report.....	10
Photos.....	11
<b>Veecare skin Clinic, Canada .....</b>	<b>13</b>
Capability Enhancement Programme.....	17
Invitation.....	17
Report.....	18
Participants Certificate .....	20
News Clipping.....	21
<b>Creative kadai, Thoothukudi .....</b>	<b>22</b>
Certificate Course on Digital Promotion.....	24
Invitation.....	24
Report.....	25
List of Participants.....	26



## Indian Council of Philosophical Research

### Indian Philosopher Day




# भारतीय दार्शनिक अनुसंधान परिषद्

(भारत सरकार, मानव संसाधन विकास मंत्रालय)

## INDIAN COUNCIL OF PHILOSOPHICAL RESEARCH

(Government of India, Ministry of Human Resource Development)



F. No. 12-5/2019/P&R/ICPR/24  
March 18, 2021

### SANCTION ORDER

Sanction of the Indian Council of Philosophical Research is hereby accorded for payment of a grant of Rs. 30,000/- (Rupees thirty thousand only) to the **Principal, A.P.C. Mahalaxmi College for Women, Thoothukudi- 628 002, Tamil Nadu** for disbursement to **Dr. G. Sharmely, Assistant Professor, Department of English, A.P.C. Mahalaxmi College for Women, Thoothukudi- 628 002, Tamil Nadu** for organizing the **Indian Philosopher's Day, 2021.**

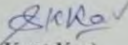
The grant is subject to the following terms and conditions:

1. Brief Report of the programme in 2/3 page along with 2-3 photos be sent in MS word format, in a single file, on [seminar.icpr@gmail.com](mailto:seminar.icpr@gmail.com), and on the link <https://forms.gle/QjPVbi3S73Y7EXGY7> within 7 days after the programme. The same should be submitted in hard-copy.
2. Feedback from the participants is mandatory and be submitted with report.
3. Regular accounts shall be maintained in respect of expenditure of the sanctioned amount.
4. Total expenditure including Refreshment, TA, Stationery etc., not to exceed the grant amount. Excess expenditure will not be reimbursed.
5. Immediately after the programme, the payee shall furnish the detailed statement of expenditure supported with original vouchers.
6. If the event is not organized before **31<sup>st</sup> July, 2021**, the sanctioned amount must be refunded to the Council forthwith via D.D. in favour of **INDIAN COUNCIL OF PHILOSOPHICAL RESEARCH, New Delhi.**
7. Apart from the taxi, an honorarium of Rs. 2,000/- for each lecture may be paid to the Resource Person/scholar who deliver the lecture. Four lectures may be organized.
8. The organizing departments should invite the staff and students of the departments of philosophy of nearby Universities/Colleges and those who are interested in Philosophy for the Indian Philosopher's Day, 2021 celebration.

The sanctioned amount shall be paid to **Principal, A.P.C. Mahalaxmi College for Women A/c. No. 3635224984 at Central Bank of India, College Branch, (IFS Code: CBIN0284061), MICR Code: 627016010.**

The expenditure will be met from the budget of the Council for the financial year 2020-21 and debited to the head of account **Group D, D-VII (A)-Gen. 2202.80.004.11.00.31- Lecture-National.**

(Authority : Approval of the Member Secretary is on main file at note page- 10, dated 13.3.2021 ).

  
**(Saroj Kant Kar)**  
 Programme Officer (P&R)

Director (A&F), ICPR, New Delhi.

Copy to:

1. **Principal, A.P.C. Mahalaxmi College for Women, Thoothukudi- 628 002, Tamil Nadu.**
2. **Dr. G. Sharmely, Assistant Professor, Department of English, A.P.C. Mahalaxmi College for Women, Thoothukudi- 628 002, Tamil Nadu.**

ID: [sharmigopal19@gmail.com](mailto:sharmigopal19@gmail.com), Mb: 8015673875

स्वच्छ भारत अभियान (पर्यावरण को स्वच्छ बनाएँ)

E-mail: [icpr@bol.net.in](mailto:icpr@bol.net.in), [icprhqrs@gmail.com](mailto:icprhqrs@gmail.com) Website: <http://www.icpr.in>

मुख्यालय : दर्शन भवन, 36 तुगलकबाद इन्स्टिट्यूशनल एरिया, महाराष्ट्री बंदरपुर रोड, नई दिल्ली - 110062 दूरभाष : +91-11-29901516, 29901527 टेलिफैक्स : 2996475

Head office: Darshan Bhawan, 36, Tughlakabad Institutional Area, M.B. Road, New Delhi-110062 Tel.: +91-11-29901516, 29901527 Telefax: 29964750

लखनऊ कार्यालय : 3/9, विपुल खण्ड, गोमती नगर, लखनऊ- 226010 टेलिफैक्स : +91-522-2392636 E-mail: [icprkw@gmail.com](mailto:icprkw@gmail.com)

Lucknow Office : 3/9, Vipul Khand, Gomti Nagar, Lucknow-226010 Telefax: +91-522-2392636 E-mail: [icprkw@gmail.com](mailto:icprkw@gmail.com)

## Report



**A.P.C. MAHALAXMI COLLEGE FOR WOMEN  
THOOTHUKUDI-628002, TAMIL NADU, INDIA  
DEPARTMENT OF ENGLISH**

**REPORT OF THE THREE DAY INTERNATIONAL VIRTUAL  
CONFERENCE ON INDIAN ETHICS & PHILOSOPHICAL HERITAGE  
FROM 27.07.2021 TO 29.07.2021**

**SPONSORED BY INDIAN COUNCIL OF PHILOSOPHICAL RESEARCH**

A three-day International Virtual Conference on Indian Ethics and Philosophical Heritage was organized by the P.G. and Research Department of English, A.P.C. Mahalaxmi College for Women, Tuticorin from 27th July 2021 to 29th July 2021, in commemoration of Indian Philosopher's Day 2021. The programme was sponsored by Indian Council of Philosophical Research.

Endorsed by the President of the institution Thiru A.P.C.V. Chockalingam, the Principal Dr. N. Meenakumari, the conference was convened by Dr. G. Sharmely, Assistant Professor of English A.P.C. Mahalaxmi College for Women, Thoothukudi. The programme schedule ranged over two session each day.

The felicitation for the programme was done by the Principal Dr. N. Meenakumari. It was followed by the Keynote Address of the International Speaker, Mr. Chad A. Haag, Former Adjunct Lecturer, University of Illinois, USA. He lectured on the topic "Philosophy and the Study of Meanings". It was followed by the sessions of Mrs. Minu V., Assistant Professor of English, Govt. Arts and Science College, Kulathoor and Dr. Naresh Kumar Vats Assistant Professor, University School Humanities & Social Sciences, New Delhi. They lectured on the topic, "Meaning in Indian and Western Philosophical Thought" and "Literature, Literary and Aesthetics: Indian Perspective" respectively.

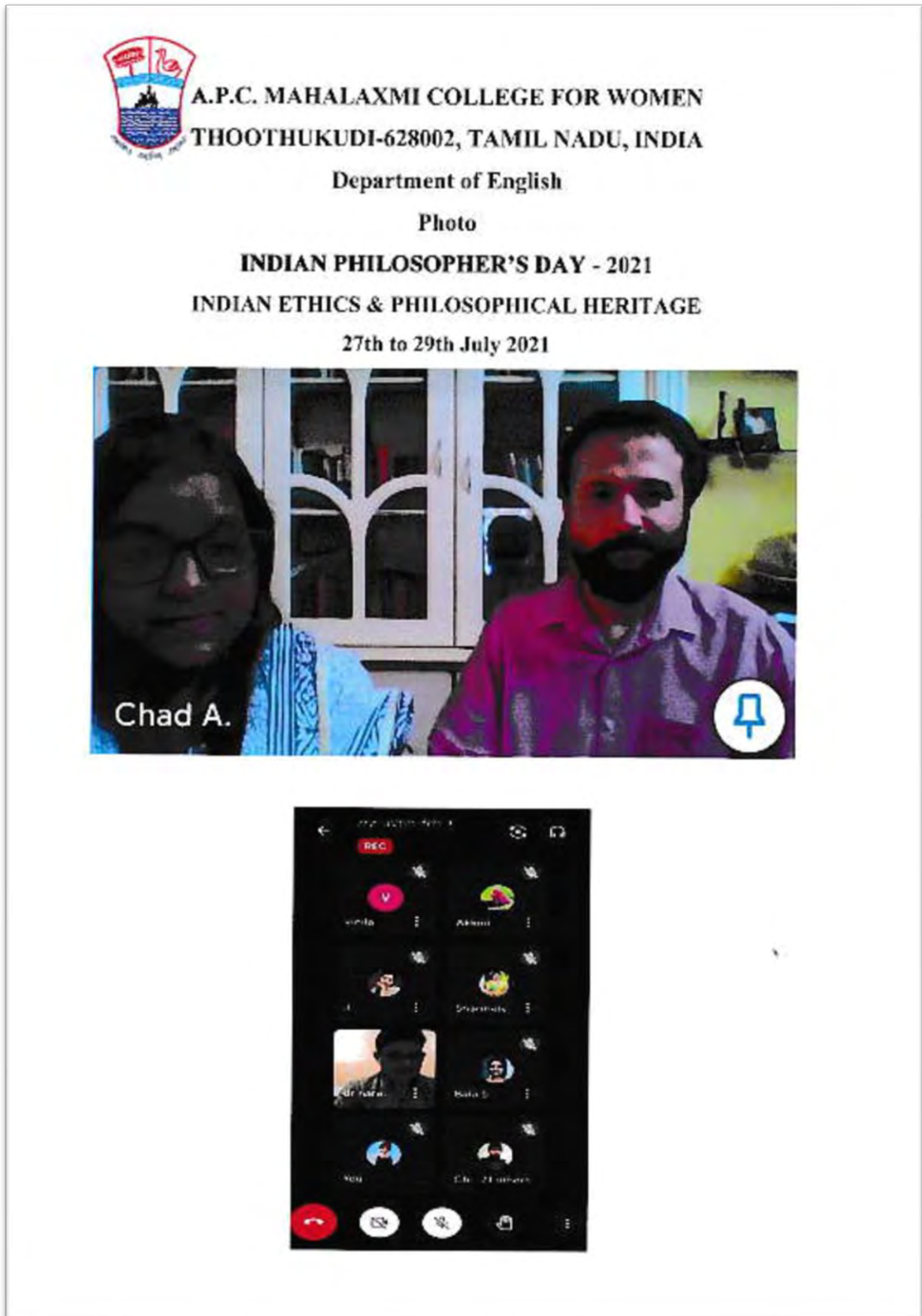
The sessions on the second day were presented by Dr. R. Abilasha, Assistant Professor of English, Holy Cross College (Autonomous), Nagercoil and Dr. P. Sathya, Assistant Professor of English, Holy Cross College (Autonomous), Nagercoil. They lectured on the topic "Indigenous Language of India" and "Indian Philosophy: An Overview" respectively.

The sessions for the third and final day were presented by Dr. Catherine Edward, Assistant Professor of English, Holy Cross College (Autonomous), Tiruchirappalli and Mr. M. Elamaran, Assistant Professor of English, Sri Manakula Vinayagar Engineering College School of Arts and Science, Pondicherry. They added insight over the topic "Myths and Aesthetics in Indian Literature and "Ethnic Ethics in Indian Literature". The programme ended in a high note with sessions for thought and research in Indian Ethics and Philosophy.

*n. Manjumali*  
Signature of the Principal  
Principal  
A.P.C. Mahalaxmi College for Women  
Thoothukudi



Photos







## Divya Paintings, Thoothukudi

Dec 31,2020

Divya Drawing School  
Millerpuram

To  
The Principal,  
A.P.C.Mahalakshmi college for Women,  
Tuticorin.

Respected Madam,

We at Divya drawing school is immensely privileged in conducting the one day workshop on the topic " fabric painting " for B.Com students in your college on 31.12.2020. The students were active and participated with enthusiasm.

We thank you, the commerce Department and the Management for giving us this wonderful opportunity to interact with your students.We wish to conduct such workshops in future also.

We wish your students and the institution all success.

Thank you,  
Yours Truly,

B.Vani Kannan,  
Principal - Divya drawing school

DIVYA DRAWING SCHOOL,

CHINNAMANI NAGAR, MILLERPURAM, THOOTHUKUDI- 8

CELL NUMBER: 9952787414, 9944887345

Workshop on Fabric Painting

Circular

**A.P.C. Mahalaxmi College for Women, Thoothukudi.**

**Circular**

**2020-2021**

Department of Commerce in association with Institution's Innovation Council & Entrepreneurship Development Cell of our College is organizing an online Workshop on Fabric Painting as a part of Vocational Education & Training (VET) on 28.12.2020 at 10.00 a.m through Google Meet. Mrs.Vani Kannan, Professional Artist of Divya Paintings, Thoothukudi is the trainer for the workshop.

All are cordially invited

*N. Narasimmi*  
**Principal**

Principal  
A.P.C. Mahalaxmi College for Women  
Thoothukudi

## Report

**A.P.C. Mahalaxmi College for Women, Thoothukudi.**  
**Department of Commerce**  
**Vocational Education & Training ( VET)**  
**Workshop on Fabric Painting**  
**Report – 28.12.2020**

Department of Commerce in association with Institution's Innovation Council and Entrepreneurship Development Cell organized an online Workshop on Fabric Painting as a part of Vocational Education & Training (VET) on 28.12.2020 at 10.00 a.m through Google Meet in order to:

- Develop the artistic skills of students
- Make the students think creatively &
- Inculcate entrepreneurial skills in them.

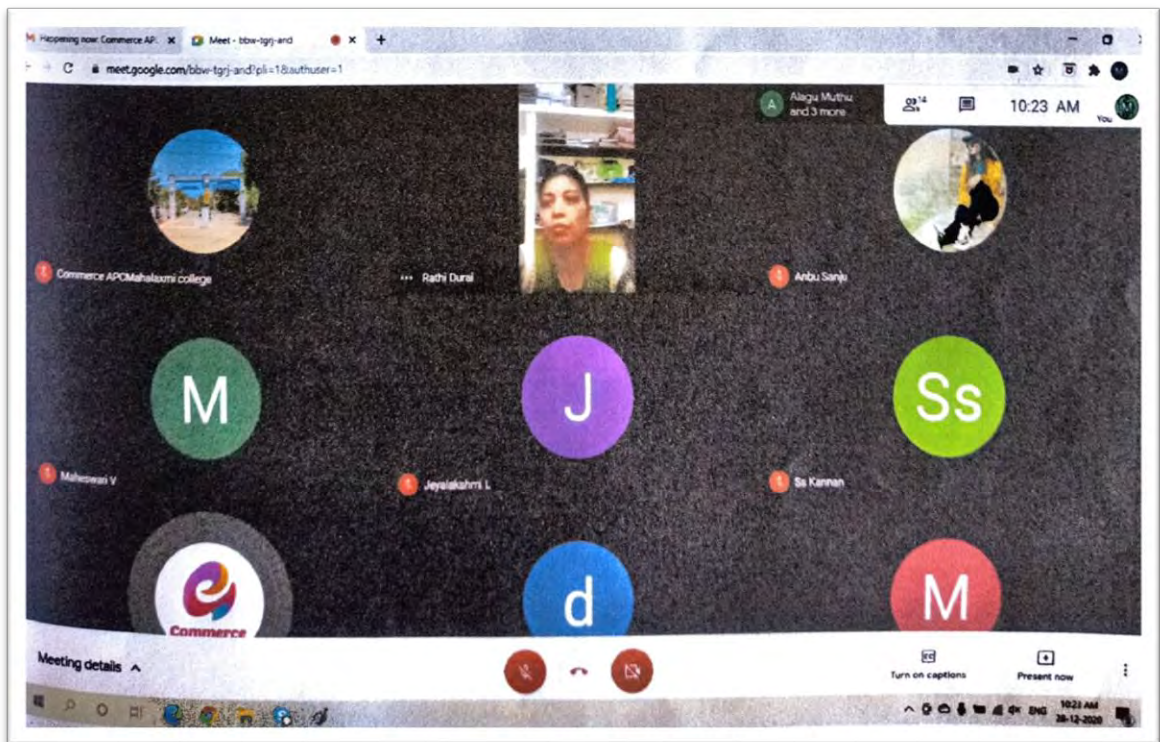
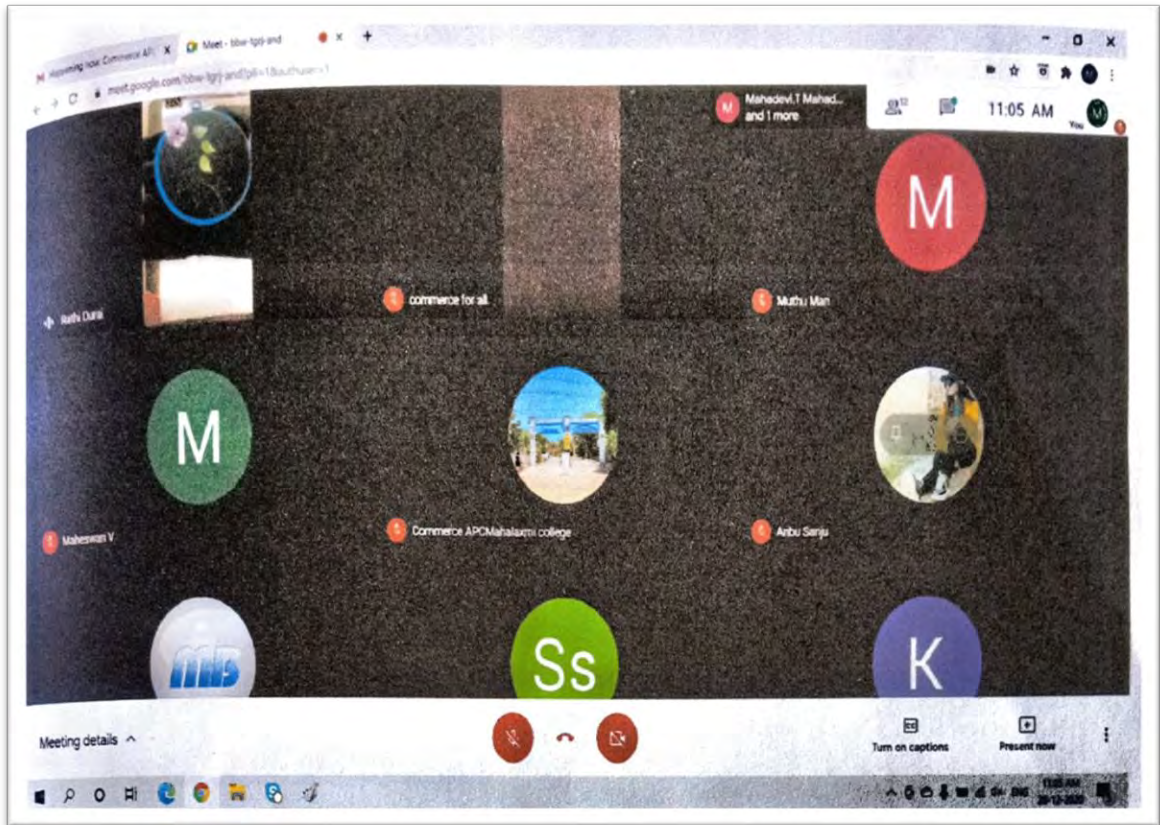
Mrs.Vani Kannan, Professional Artist of Divya Paintings, Thoothukudi was the trainer for the workshop. She taught fabric painting to students by means of live demo. The trainer also exhibited various designs and models already prepared by her. She also motivated the students to incorporate creativity in their art and craft work and to be innovative. The training session was lively and interactive too.

25 .. students of the Departments of Commerce, Chemistry and History participated in the workshop and got benefitted. Students learnt the art with enthusiasm and they were made to do it during the training session itself. The trainer also requested the students to learn at least any one art and craft work and practice it as a hobby and then commercialize it.

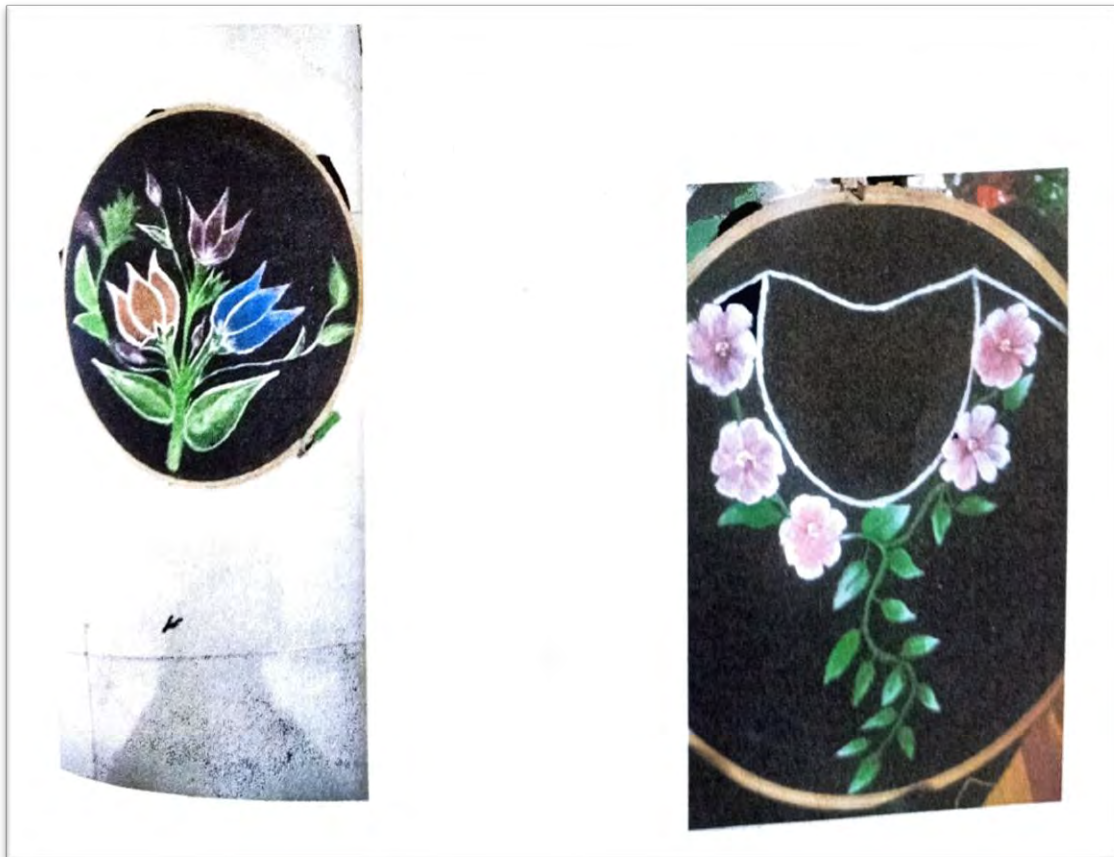
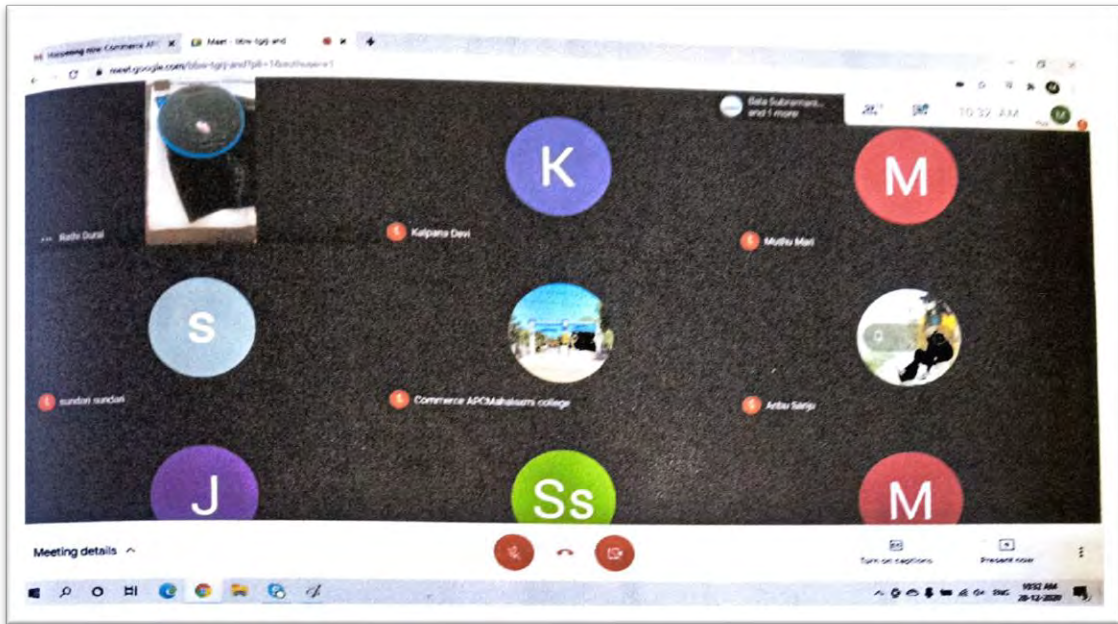
*N. Meenakumari*  
Principal  
A.P.C. Mahalaxmi College for Women  
Thoothukudi



Photos











1. A.P.C. Mahalaxmi College for Women is one of the leading educational institutions in the southern part of Tamil Nadu. Since its inception in 1973, the constructive ideals of the Founder President, Kulapathi A.P.C. Veerabahu, have been pervading the spirits of all those who are associated with the well-being of the institution, especially his son, the President of the college, Thiru. A.P.C.V. Chockalingam, and Mrs.Subbulakshmi Chockalingam, the Secretary of the institution. The college has been developing in leaps and bounds since then. The college has made a significant contribution to the inhabitants of the vicinity, particularly to the rural women, who have suffered years of social oppression. We salute and pay tribute to the Founder who is a brilliant intellect, an able administrator, a thorough planner, a great visionary and much more - all rolled into one. The Founder's vision was to enlighten and empower women with values. Today, as envisioned by him, the institution has always trodden a non-sectarian, non-commercial, service-oriented path to reach the zenith of success. The unflinching support, dedication, and contribution offered by the committed team of teaching and non teaching faculty help uphold the high motives and steadfast principles of the Founder President. Anbu, Arivu, and Aram (Love, Knowledge and Virtue) are the three sovereign words that form the college motto. Serving the needy by providing access to higher education and extending support services to them forms the very nucleus of our institution. Student amenities and support services are provided sufficiently to enrich the campus experience. Our educational strategies mould them to be contributory factors to the society.
2. Veccare Skin Clinic is dealing with the PL LASER hair removal, Electrolysis Permanent hair removal, Skin Rejuvenation, Microneedling, Spider vein removal, Skin tag removal, Microdermabrasion, Chemical peels, Oxygeneo facials, Ayurvedic facials, Body contouring, Face lifting, Neck lifting, and Permanent Make up in such a way that it is laying a

foundation for the younger generation especially the girl children to survive with the fullest hope as a successful entrepreneur whenever their academic ability falls down to pull up their career.

3. A.P.C. Mahalaxmi College for women shall evolve a mutually acceptable schedule of activities like organizing workshops, seminars, through online platform, guest lectures, in association with Veecare Skin Clinic to enrich the knowledge of the student intakes and also to enhance the career-oriented opportunities.
4. Veecare Skin Clinic may subject to fulfill the criteria specified in this regard, by engaging the students through practical mode, organizing interactive sessions, paving a platform for students to avail internship programmes during the end of the course, offering hands on training to the students as practical sessions, moulding the students and also to provide apprenticeship with the extension as observing them during placement time.
5. Veecare Skin Clinic may associate with A.P.C. Mahalaxmi College for Women to organize events / campaigns of social importance in order to create awareness among the general public.
6. This MoU shall remain in force for a period of five years from the date of its signature and seal and the parties to this A.P.C. Mahalaxmi College for Women may, by mutual consent, add, modify, cancel, amend, delete, review or revise any terms and conditions of this understanding by giving one month notice to the other party. This MoU is prepared in two identical copies with each party holding, one original copy duly signed by the authorized representatives.



7. Now, therefore this Memorandum of Understanding is signed on this 10<sup>th</sup> day of July, 2020 subject to such corporate approvals deemed necessary and shall remain in effect unless terminated by the parties.

For and on behalf of

*N. Menekumari*

PRINCIPAL  
A.P.C. Mahalaxmi College For Women,  
TUTICORIN - 2

**Principal**

**A.P.C. Mahalaxmi College for Women**

**Witnesses: (Signature, Name & Address)**

1. *K. Sathya Bama*

Dr.K.SathyaBama

Director

A.P.C. Mahalaxmi College for Women, Thoothukudi

2. *T. Lilly Golda*

Dr.T.Lilly Golda

Assistant Professor of English

A.P.C. Mahalaxmi College for Women, Thoothukudi

**Veecare Skin Clinic**

**Authorised Representative**



Capability Enhancement Programme  
Invitation



**A.P.C. Mahalaxmi College for Women**  
(Reaccredited with 'B<sup>+</sup>' Grade by NAAC )  
THOOTHUKUDI - 628 002.



**INTERNAL QUALITY ASSURANCE CELL**  
organizes a  
**Capability Enhancement Programme**  
**STEPS**  
Success Through Essential People Skills



**Speaker**  
**Mrs. Karthika Devi Ganesh**  
(Alumna, 1994 batch)  
Managing Director | Dance Director and Founder  
Veecare Skin Clinic | Shakthi Shethralaya Dance School  
Calgary, Canada

**Date: 14.07.2020 | Time: 10 a.m.**

**Patron**  
Shri. **A.P.C.V.Chockalingam**  
Hon'ble President

**Convenor**  
Dr. **N.Meenakumari**  
Principal

**Organisers**  
Dr. T.Lilly Golda, Coordinator, IQAC  
Dr. D.Radha, Member, IQAC  
Dr. K.Bala Deepa Arasi, Member, IQAC

**Registration: Free**

**Platform: Zoom & You Tube**

Faculty Members, Research Scholars, Students and Entrepreneurs can participate

Telegram Link: <https://t.me/joinchat/OBfOzBMegK-50FWYI-JQZw> E-certificate will be given to all participants

## Report



**A.P.C.MAHALAXMI COLLEGE FOR WOMEN, THOOTHUKUDI – 2**  
**Internal Quality Assurance Cell**  
**2020-2021**

**Report**  
**Capability Enhancement Programme**  
**STEPS: Success Through Essential People Skills**

Online Capability Enhancement Programme in the name of **Success Through Essential People Skills (STEPS)** was organized by the Internal Quality Assurance Cell of our College on 14<sup>th</sup> July 2020 at 10 a.m. through Zoom and APCM You Tube Channel to:

- Highlight the essential people skills needed to succeed.
- Emphasize the importance of people skills
- Suggest the ways to improve the people skills

Mrs.Karthika Devi, Alumna of our College (1994 Batch), Managing Director of Veecare Skin Clinic, Dance Director and Founder, Shakthi Shethralaya Dance School, Calgary, Canada was the Guest Speaker. She is working as a PR in Canada and has received the Best Canadian Award in Ming festival, Toronto. Mrs.Karthika Devi gave an excellent presentation on the skills needed to achieve success in career and life and the ways through which these skills can be acquired and improved. Mrs.Karthika also shared her experiences, obstacles she faced in her career, steps she followed to overcome the challenges, the inspiration and moral support she received from her family members to achieve success in her career. She insisted the participants to acquire qualities like self-confidence, patience, perseverance, communication skills, listening skills, emotional intelligence, flexibility, decision making ability, leadership qualities and so on to maintain good inter-personal relationship with others.

913 participated in the programme and got benefitted. The programme was interactive. The resource person clarified the doubts raised by the participants regarding emotional intelligence, conflict management, and physical fitness. E-certificates were mailed to all the participants and online feedback was obtained from them.





Welcome Address by Dr.N.Meenakumari, Principal



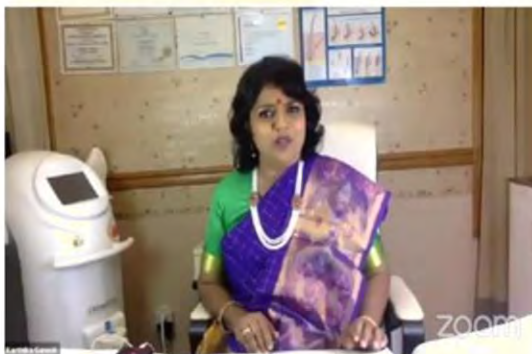
Felicitation by Dr.K.Sathya Bama, Director



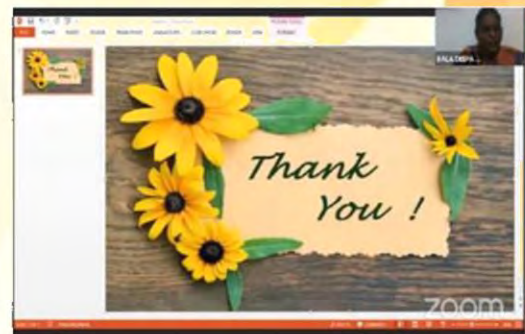
Dr.T.Lilly Golda introducing the Guest Speaker



Dr.D.Radha, Member, IQAC compering the program



Thought Provoking speech by Guest Speaker



Vote of Thanks by Dr.K.Bala Deepa Arasi, Member, IQAC

*N. Meenakumari*

PRINCIPAL  
A.P.C. Mahalaxmi College For Women  
TUTICORIN - 2.



## Participants Certificate



News Clipping

Dated 16.07.2020

The screenshot shows the homepage of Tamil News. At the top, there is a navigation bar with the text 'தமிழ்நாள் செய்திகள்' and 'Contact Us'. Below this is the 'TAMIL NEWS' logo with the website address 'www.onetamilnews.com'. A blue banner contains the text 'சும்மா பாருங்க! ஆறு மொழியில் பாருங்க!!' and contact information: 'செய்திகள் விளம்பரங்களுக்கு E-mail : onetamilnews@gmail.com Cell - 9791780068'. A secondary navigation bar lists various news categories like 'இந்தியா', 'தமிழகம்', 'உலகம்', etc.

The main article is titled 'ஏ.பி.சி. மகாலட்சுமி மகளிர் கல்லூரியில் இணையவழி திறன் மேம்பாட்டு நிகழ்வு' (A.P.C. Mahalaxmi Women's College Online Channel Inauguration Ceremony). It is dated 'Jul 16, 2020'. The article features a large image of the 'TAMIL NEWS' logo with the text 'ONLINE NEWS CHANNEL' and 'உள்ளடக்கம் அளவளாவி உயர்வுகளை உயர்ச்சி செய்து'.

The article text describes the inauguration of the online channel at A.P.C. Mahalaxmi Women's College. It mentions that the channel is available in nine languages and is a free service. The inauguration was performed by the college's principal, Mrs. M. Lakshmi, and other officials. The channel is expected to provide a wide range of news and information to the students and faculty.

On the right side of the page, there are several promotional banners. One banner for 'விடியலை நோக்கி' (Towards Victory) mentions a book launch event. Another banner for 'தமிழ்நாள் செய்திகள்' (Tamil News) provides a contact number '98650 97664'. A third banner for 'அனைத்து மொழி வாரியகம்' (All Language Commission) also provides the same contact number.



## Creative kadai, Thoothukudi

### MEMORANDUM OF UNDERSTANDING BETWEEN

**A.P.C. Mahalaxmi College for Women, Thoothukudi, Tamil Nadu, India  
AND  
Creative Kadai, Sivanthakulam Road, Thoothukudi, Tamil Nadu, India**

This Memorandum of Understanding ("MoU") is entered into on this 8<sup>th</sup> day of July, 2020 between A.P.C. Mahalaxmi College for Women located at Ettayapuram Road, Thoothukudi-628002, Tamil Nadu, India and Creative Kadai located at Sivanthakulam Road, Thoothukudi-628003, Tamil Nadu, India.

1. A.P.C. Mahalaxmi College for Women is one of the leading educational institutions in the southern part of TamilNadu. Since its inception in 1973, the constructive ideals of the Founder President, Kulapathi A.P.C. Veerabahu, have been pervading the spirits of all those who are associated with the well-being of the institution, especially his son, the President of the College, Thiru. A.P.C.V. Chockalingam, and Mrs.Subbulakshmi Chockalingam, the Secretary of the institution. The college has been developing in leaps and bounds since then. The college has made a significant contribution to the inhabitants of the vicinity, particularly to the rural women, who have suffered years of social oppression. We salute and pay tribute to the Founder who is a brilliant intellect, an able administrator, a thorough planner, a great visionary and much more - all rolled into one. The Founder's vision was to enlighten and empower women with values. Today, as envisioned by him, the institution has always trodden a non-sectarian, non-commercial, service-oriented path to reach the zenith of success. The unflinching support, dedication, and contribution offered by the committed team of teaching and non teaching faculty help uphold the high motives and steadfast principles of the Founder President. Anbu, Arivu, and Aram (Love, Knowledge and Virtue) are the three sovereign words that form the college motto. Serving the needy by providing access to higher education and extending support services to them forms the very nucleus of our institution. Student amenities and support services are provided sufficiently to enrich the campus experience. Our educational strategies mould them to be contributory factors to the society.
2. Creative Kadai deals with PR, Celebrity Single PR Management, Movie and all brand development Social Media Promotion, Digital PR, Digital Events, Youtube Multi Channel Networking, E- Sports, Social Media Concept video production.
3. A.P.C. Mahalaxmi College for Women shall evolve a mutually acceptable schedule of activities



like organising workshops, seminars, webinars through online platform, guest lectures, in association with Creative Kadai to enrich the knowledge of the student intakes and also to enhance the career oriented opportunities.

4. Creative Kadai may subject to fulfill the criteria specified in this regard, by engaging the students through practical mode, organising interactive sessions, paving a platform for students to avail internship programmes during the end of the course, offering hands on training to the students as practical sessions, moulding the students and also to provide apprenticeship with the extension as observing them during placement time.
5. Creative Kadai may associate with A.P.C. Mahalaxmi College for Women to organize events / campaigns of social importance in order to create awareness among the general public.
6. This MoU shall remain in force for a period of five years from the date of its signature and seal and the parties to this A.P.C. Mahalaxmi College for Women may, by mutual consent, add, modify, cancel, amend, delete, review or revise any terms and conditions of this understanding by giving one month notice to the other party. This MoU is prepared in two identical copies with each party holding, one original copy duly signed by the authorized representatives.
7. Now, therefore this Memorandum of Understanding is signed on this 8<sup>th</sup> day of July, 2020 subject to such corporate approvals deemed necessary and shall remain in effect unless terminated by the parties.

For and on behalf of

*N. Manafumali*  
Principal

**A.P.C. Mahalaxmi College for Women**  
Principal  
**A.P.C. Mahalaxmi College for Women**  
Thoothukudi

FOR CREATIVE KADAI  
*[Signature]*  
Proprietor

**Authorised Representative**  
**Creative Kadai**

**Witnesses: (Signature, Name & Address)**

1. *K. Sathya Bama*  
Dr.K.Sathya Bama  
Director  
A.P.C. Mahalaxmi College for Women, Thoothukudi
2. *[Signature]*  
Dr.S.Vanitha  
Head and Assistant Professor of Commerce (UA)  
A.P.C. Mahalaxmi College for Women, Thoothukudi

Certificate Course on Digital Promotion

Invitation



**A.P.C. Mahalaxmi College for Women**  
Tuticorin  
Department of Computer Science  
Organises

**CERTIFICATE COURSE ON**  
**DIGITAL PROMOTION ONLINE COURSE**

**DURATION : 15<sup>TH</sup> FEB - 19<sup>TH</sup> FEB**  
**TIME : 5PM - 6PM**  
**VENUE - ZOOM PLATFORM**



**Course Highlights**

Learn and work with professional experts  
Use of Social Media for Promotional Activities



**Course Benefits**

Certificate will be provided  
One week lab classes will be arranged from 22nd onwards



**Eligibility**

+2 Science/ U.G. Computer science Students  
[ Female only ]

**Technical Partner**



**Interactive and Engaging Activities**

- ✓ Digital PR
- ✓ Media Planning
- ✓ Social Media PR for Tier 2 Clients
- ✓ Influencer Marketing
- ✓ Power of Influencer

**FOR MORE INFORMATION PLEASE CONTACT**

**Mrs. J. Arokia Jeyanthi**  
Asst Prof, Dept of CS  
A.P.C. Mahalaxmi College, Tuticorin

**Course Fee**  
Rs.250/-

**ACCOUNT DETAILS:**  
A.P.C Mahalaxmi College for Women,  
Seminar & Conference account  
Acct.No : 3887019566  
IFSC CODE : CBIN0284061

**7708984425**    [www.apcmcollege.ac.in.](http://www.apcmcollege.ac.in)

Registration link : <https://forms.gle/eXnQPDEamYkYms7U9>



## Report

<b>A.P.C. Mahalaxmi College for Women, Thoothukudi</b> <b>Online Certificate Course on "Digital Promotion"</b> <b>Organised by</b> <b>Department of Computer Science</b> <b>in collaboration with</b> <b>Digital Promotion Creative Kadai, Thoothukudi</b> <b>Report</b>	
<b>Type of Programme</b>	: Online Certificate Course
<b>Title of the Programme</b>	: Online Certificate Course on "Digital Promotion"
<b>Duration</b>	: 15-02-2021 to 19-02-2021
<b>Resource Person</b>	: Mr.Jey MJ Krishna, Founder & CEO, Digital Promotion Creative Kadai
<b>Objective</b>	: The objective of this course is to teach students the basic skills of "Digital Promotion" like by building websites, writing blog posts, reaching out to target audiences through social media platforms, publishing ebooks, online brochures, etc and thus enabling them to formulate their own success paths.
<b>Topics Discussed</b>	<ul style="list-style-type: none"> <li>• Introduction of the digital marketing</li> <li>• Digital vs. Real Marketing</li> <li>• Digital Marketing Channels</li> <li>• Creating initial digital marketing plan</li> <li>• Content management</li> <li>• SWOT analysis</li> <li>• Target group analysis</li> <li>• Creating business accounts on YouTube</li> <li>• YouTube Advertising</li> <li>• YouTube Analytics</li> <li>• Facebook Ads</li> <li>• Creating Facebook Ads</li> <li>• Ads Visibility</li> <li>• E-mail marketing</li> <li>• E-mail marketing plan</li> <li>• E-mail marketing campaign analysis</li> <li>• Keeping up with conversions</li> </ul>
<b>Outcome</b>	: The evolved study of digital marketing, has opened new opportunities for aspiring digital marketers. It has helped the students to become proficient in all the essentials of digital marketing. It also furnished our students with the managerial skills required by a digital marketer in the industry.
<b>Participants</b>	: 16
<b>Platform</b>	: Zoom
<p>J. Jeyanthi/20.02.2021 Coordinator</p> <p style="text-align: right;">N. Neena Amal Principal A.P.C. Mahalaxmi College for Women</p>	



## List of Participants

Certificate Course on "Digital Promotion"									
15-02-2021 to 19-02-2021									
Attendance Sheet									
Name	Qualification	Phone number	Mail id	College / School of study	15-02-2021	16-02-2021	17-02-2021	18-02-2021	19-02-2021
A. Abisha	H.S.C.	6382743128	abisha2104@gmail.com	A.P.C. Mahalaxmi College for Women, Thoothukudi	P	P	P	P	P
K. Ponsantha	H.S.C.	9384776254	ramshantha188@gmail.com	A.P.C. Mahalaxmi College for Women, Thoothukudi	P	P	P	P	P
J. Subashini	H.S.C.	9344421993	subashini9@gmail.com	A.P.C. Mahalaxmi College for Women, Thoothukudi	P	P	P	P	P
S. Petchiammal	H.S.C.	6385341688	ammupetchi15@gmail.com	A.P.C. Mahalaxmi College for Women, Thoothukudi	P	P	P	P	P
S. Sangeethana	H.S.C.	8270596023	kerthi112k@gmail.com	A.P.C. Mahalaxmi College for Women, Thoothukudi	P	P	P	ab	P
N. Mariswari	H.S.C.	9994921114	marisips2025@gmail.com	A.P.C. Mahalaxmi College for Women, Thoothukudi	P	P	P	P	P
M. Aishwarya	H.S.C.	6369365001	aishwaryaxoxi2416@gmail.com	A.P.C. Mahalaxmi College for Women, Thoothukudi	P	P	P	P	P
K. Sowmiya	H.S.C.	9894320980	sowmiya.18.tut@gmail.com	A.P.C. Mahalaxmi College for Women, Thoothukudi	P	P	P	P	P
S. Kamala Aishwarya	H.S.C.	9443184203	s.kumalaaishwaryu@gmail.com	A.P.C. Mahalaxmi College for Women, Thoothukudi	P	P	ab	P	P

B. Divyaa	H.S.C.	7708339825	divyaab@gmail.com	A.P.C. Mahalaxmi College for Women, Thoothukudi	P	P	P	P	P
G. Guru Santhosh	H.S.C.	9787159690	santhoshxmokie737@gmail.com	Hindustan college of arts and science, Coimbatore	P	ab	P	P	P
M. Karthika Devi	H.S.C.	6369583922	kd12441628@gmail.com	A.P.C. Mahalaxmi College for Women, Thoothukudi	P	P	P	P	P
S. Shalini	H.S.C.	7904708440	sshahu262001@gmail.com	A.P.C. Mahalaxmi College for Women, Thoothukudi	P	P	P	P	P
P.S. Shiva Ram	H.S.C.	8056490835	shivaram499@gmail.com	Government polytechnic college, Thoothukudi	P	P	P	P	P
S. Aruna Vasuki	H.S.C.	9944158077	arunavasukivasuki@gmail.com	A.P.C. Mahalaxmi College for Women, Thoothukudi	P	P	P	P	P
V. Sharmila	H.S.C.	8754761328	sharmisharmi505@gmail.com	A.P.C. Mahalaxmi College for Women, Thoothukudi	P	P	ab	P	P

*N. Manabumathi*  
**PRINCIPAL**  
**A.P.C. Mahalaxmi College For Women**  
**TUTICORIN - 2.**