

# SHRIMATI INDIRA GANDHI COLLEGE

Nationally Accredited at 'A' Grade (3rd Cycle) by NAAC
Tiruchirappalli-620 002

# Organises Value added course in DIGITAL MARKETING



DATE : 26/07/2021 onwards

**DURATION**: 40 Hours

TIME : 1.15p.m. to 2.15p.m.

MODE :Online

Students from any major can participate



# Digital Marketing

### Course Outline

The contents of this course are designed to support the course objectives. The following focus areas are included in this course:

- Module 1: Introduction to Digital Marketing
  - About Digital Marketing
  - Types of Marketing ii.
  - Importance of Digital Marketing iii.
  - Career in Digital Marketing iv.
  - Pros and Cons of Digital Marketing ٧.
- Module 2: Market Research
  - Introduction & Purpose of Market Research i.
  - Market Research Tools ii.
  - Google Form creation iii.
  - Microsoft Form creation iv.
  - Digital Marketing Tools: Similarweb, Google Trends, Alexa, CANVA ٧.
- Module 3: Website Design
  - What is Website & Why it is important for business? i.
  - What is Domain & How to purchase Domain? ii.
  - What is Hosting, Types of Hosting & How to purchase? iii.
  - Website creation using WIX Website builder
  - Blog creation ٧.
  - Website creation using WordPress vi.
  - Ecommerce Website creation using Shopify vii.
- Module 4: Search Engine Optimization (SEO)
  - Introduction to Search Engine Optimization & how does it works?
  - Web search Market Share and Volume
  - iii. How to rank a website
  - Keywords Research Tools: Keyword Generator, Keyword Surfer, Soovle, Word Stream
  - ٧. SEO Links
- Module 5: Search Engine Marketing (SEM)
  - Introduction to Search Engine Marketing
  - Difference between SEO & SEM ii.
  - Introduction to Google Ads iii.
- Module 6: Analytics
  - Introduction to Google Analytics
- Module 7: Social Media Marketing
  - Importance of Social Media Marketing
  - How to Advertise in Facebook?
  - iii. How to Advertise in YouTube?
  - iv. How to Advertise in Instagram?

		of Digital Marketing(Batch ID-B1595)  Total Hours: 40 Hours (including assesment)	
.No	Students ID	Students Name	Attended
1	\$1595100	ABINA JERONCY V	Yes
2	\$1595101	ABINAYA G	Yes
3	\$1595102	AGNES SHELCHIYA V	Yes
4	\$1595103	AISHWARYA G	Yes
5	\$1595104	ALPHONSE ANDRIYA A	Yes
6	\$1595105	ANGELIN AARTHI V	Yes
7	S1595106	ANGILA NANCY R	Yes
8	S1595107	ANTONIET VIDHYA A	Yes
9	\$1595108	AROKIA VINCY T	Yes
10	S1595109	ARUNA R	Yes
1	\$1595110	BHARATHI K	Yes
12	\$1595111	BHARKAVI K	Yes
	\$1595112	BRINDHA T	Yes
	\$1595113	DHAYALALAKSHMI A	Yes
	S1595114	DHEVAYANI R K	Yes
	\$1595115	DIVYA R	Yes
	S1595116	EDHAZHI P	Yes
	S1595117	GOPIKA T	Yes
-	S1595118	HEMA SRI M	Yes
$\overline{}$	S1595119	JAMUNAA K	
	S1595120	JANANI SEKAR	Yes Yes
-	S1595121	JASMINE CLARA A	
-	S1595122	JEYASRI K	Yes
-	S1595123	JOHNIA JEBA PEARLIN R	Yes
-	S1595124	KALAIVANI K	Yes
-	S1595125	KAVIPRIYA M	Yes
$\rightarrow$	S1595126	KAVIYA RAJAN R	Yes
-	51595127	LAKSHMI PRIYA S	Yes
-	51595128	LOGAVARSHINI S	Yes
	51595129	LOGESWARI B	Yes
-	51595129	LOGESWARI S	Yes
_	51595131	MADHUMITHA P	Yes
_	51595132	MAHESHYA B	Yes
-	1595133	MANISHWARI D	Yes
-		NANTHANA R	Yes
+	1595134	NARAYANEE P	Yes
-	1595135	NARGHESE BEGAM J	Yes
-	1595136	NARMATHA S	Yes
-	1595137	NISHA R	Yes
+			901
-		PANDISELVI G	Yes
-		PARAMESWARI S	Yes Yes
-		PAVITHRA B S	Yes
S	1595142	PIYARENA GILBERT S	162

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Shrimati Indira Gandhi Cellege
Tiruchirapali-2,

S.No	Students ID	Students Name	Attended	_
45	S1595144	PRAGATHI M	Yes	
46	S1595145	PRICILLA F	Yes	_
47	\$1595146	PRIYADHARSHINI S	Yes	_
48	S1595147	PRIYANKA K	Yes	
49	S1595148	RAJAPRIYA B	Yes	
50	\$1595149	RAJASRI P	Yes	
51	\$1595150	S BAVADHARANI	Yes	
52	\$1595151	SELVABHARATHI S	Yes	
53	S1595152	SHARMILA S	Yes	
54	S1595153	SINDU R	Yes	
55	S1595154	SNEHA S	Yes	
56	\$1595155	SONAALI K A	Yes	
57	S1595156	SUBRAJA S	Yes	
58	\$1595157	SUGANYA K	Yes	
59	S1595158	THRISHA T	Yes	
60	\$1595159	VALLIAMMAI K	Yes	
61	\$1595160	VANMATHI M	Yes	
62	S1595161	VARSHINI A	Yes	
63	S1595162	VIDHYAVEENA K	Yes	
64	S1595163	VINOTHA S	Yes	
65	S1595164	YASMINE S	Yes	
66	S1595165	ABINAYA SELVARAJ	Yes	
67	S1595166	ADHITHYA.K.S	Yes	
68	S1595167	AISWARYA C.E	Yes	
69	S1595168	AKHILANDESWARI .M.K	Yes	
70	S1595169	AKILA .R	Yes	
71	S1595170	AKILA RANI.R	Yes	
72	S1595171	AKSHAYA.A	Yes	
73	S1595172	AMIRTHA PRIYANKA.R	Yes	
74	S1595173	ANANTHI. R	Yes	
75	S1595174	ARTHI. K	Yes	
76	\$1595175	BADIBI SHABANA.W	Yes	
77	S1595176	BHUVANESWARI.M	Yes	
78	S1595177	BRINDHA .A	Yes	
79	51595178	DEEPTHI.V	Yes	
80	\$1595179	DIVYA PRIYA .M	Yes	
81	\$1595180	EZHILARASI .V	Yes	
	\$1595181	GAYATHRI.C	Yes	
-	\$1595182	GAYATHRI .P	Yes	
	S1595183	GAYATHRI .R	Yes	
	51595184	HARINI .M	Yes	
-	\$1595185	HARINI .S(22.06.2001)	Yes	
	\$1595186	HARINI .S(18.07.2002)	Yes	
-	\$1595187	INDHUMATHI.S	Yes	
	\$1595188	JANANI SRI .M	Yes	1
90	\$1595189	JENET SILVIA.A	Yes	K
	\$1595190	KALAISELVI.A	Yes	Þ
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PRINCIPAL
Shrimati Indira Gandhi College
Tiruchirapalli-2.





C. No: S22-19599 Date: 15 Oct 2021

This is to certify that

#### **LOKESWARIS**

of Shrimati Indira Gandhi College, Trichy bearing ID \$1595101

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**ESSENTIALS OF DIGITAL MARKETING** 

Hari Balachandran
Chief Describe Officer
ACT Academy





C. No: S22-19599 Date: 15 Oct 2021

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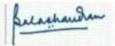
#### **SUPRAJA S**

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ACI Academy





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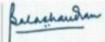
#### **NARGHESE BEGAM J**

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Hari thatachandran Chief Essentive Officer ICS Academy





C. No: 522-19599 Date: 15 Oct 2021

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#### **PANDISELVI G**

of Shrimati Indira Gandhi College, Trichy bearing ID S1595101

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Olef Deciding Office
ICT Academy





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Hari Balachandran Chief Executive Officer ICS Academy





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Chief Enecutive Officer
(CT Academy Service)





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#### **SHARMILA S**

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lari Balachandran Chief Bescutive Officer ACT Academy





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#### SINDU R

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Chief Saccious Officer
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#### **SNEHAS**

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ICT Academy





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#### **SUBRAJA S**

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SCT Academy





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ICT Academy





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#### **VALLIAMMAI K**

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ICT Academy





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#### **VARSHINI A**

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tari Balachandran Chief liecutive Officer ICT Academy

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#### **VIDHYAVEENA K**

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#### **YASMINE S**

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C. No: S22-19599 Date: 15 Oct 2021

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#### **ABINAYA SELVARAJ**

of Shrimati Indira Gandhi College, Trichy bearing ID S1595101

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ari Balachandran Dief Seculies Officer ICT Academy





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### **ADHITHYAKS**

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tari Balachandran
Chief Executive Officer
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#### AISWARYA C E

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Chief Execution Officer
ACT Academies





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Chief Esecutive Officer
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Hari Balachandran
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### **AKILA RANI R**

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Hari Balachandran
Chief Secucios Officer
ICT Academy

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### **AKSHAYA A**

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Hari Balachandran
(Shef Executive Offices)
ACT Academy





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#### **AMIRTHA PRIYANKA R**

of Shrimati Indira Gandhi College, Trichy bearing ID \$1595101

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Hari Balachandran
Chief Estatulus Officer
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C. No: S22-19599 Date: 15 Oct 2021

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#### **ANANTHI R**

of Shrimati Indira Gandhi College, Trichy bearing ID 51595101

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Hari Balachandran
Chief Decodor (IfficaICT Academy





C. No: 522-19599 Date: 15 Oct 2021

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### **BADIBI SHABANA W**

of Shrimati Indira Gandhi College, Trichy bearing ID \$1595101

has participated \$2.40 Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 

Hari Balachandran
Chief Seelaston Officer
SCI Academy

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C. No: S22-19599 Date: 15 Oct 2021

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### **BHUVANESWARI M**

of Shrimati Indira Gandhi College, Trichy bearing ID \$1595101

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Hari Balachandran
Chief Sanadore Officer
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of Shrimati Indira Gandhi College, Trichy bearing ID \$1595101

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Hari Balachandran
Shiel Securine Officer
SCI Academy





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#### **DEEPTHI V**

of Shrimati Indira Gandhi College, Trichy bearing ID S1595101

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Hari Balachandran Chief Esecutive Officer ICT Academy







C. No: S22-19599 Date: 15 Oct 2021

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### **DIVYA PRIYA M**

of Shrimati Indira Gandhi College, Trichy bearing ID 51595101

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Hari Balachandran
Chief Sercotive (Historia)
ST Academy

Superior Chief Sercotive (Historia)





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Hari Balachandran
Chief Industries (Ifficer
ICT Academy





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### **GAYATHRI C**

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Hari fielachandran Chief teactaine Officer SCT Academy





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Chief Describe Officer
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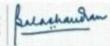
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This is to certify that

#### **SONAALI KA**

of Shrimati Indira Gandhi College, Trichy bearing ID S1595101

has participated in 40 Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 

Hari Balachandran
Clief Lucation Officer
SCI Academy





C. No: \$22-19599 Date: 15-Oct 2021

This is to certify that

#### **AGNES SHELCHIYA V**

of Shrimati Indira Gandhi College, Trichy bearing IO 51595101

has participated \$140 Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 

Suchander July





C. No: 522-19599 Date: 15 Oct 2021

This is to certify that

#### AISHWARYA G

of Shrimati Indira Gandhi College, Trichy bearing ID \$1595101

has participated \$1.40 Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 

Hari Salashandran Belaghandran





C. No: 522-19599 Date: 15 Oct 2021

This is to certify that

#### **ANGELIN AARTHI V**

of Shrimati Indira Gandhi College, Trichy bearing ID \$1595101

has participated to 40 Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 

Bulashandan





C. No: 522-19599 Date: 15 Oct 2021

This is to certify that

#### ANGILA NANCY R

of Shrimati Indira Gandhi College, Trichy bearing ID \$1595101

has participated \$140 Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 

Mari Balas Dandrah Belaghandan





C. No. 522-19599 Date: 15 Oct 2021

This is to certify that

#### ANTONIET VIDHYA A

of Shrimati Indira Gandhi College, Trichy bearing ID S1595101

has participated \$ =0 Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 

Trafferida Office Strains





C. No: 523-19999 Date: 15 Oct 2021

This is to certify that

### **AROKIA VINCY T**

of Shrimati Indira Gandhi College, Trichy bearing ID 51595101

has participated to 40 Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 

Hart Balachardian Bulachander





C. No: 522-19599 Date: 15 Oct 2021

This is to certify that

#### ARUNA R

of Shrimati-Indira Gandhi College, Trichy bearing ID \$1595101

has participated # of Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 

Hart Balachandran Street Breaghanden





C. No: 522-19599 Date: 15 Oct 2021

This is to certify that

#### **BHARATHI K**

of Shrimati Indira Gandhi College, Trichy bearing ID \$1595101

has participated in 40 Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 

Hart Below Strategy Breachanden





C. No: 522-19599 Date: 15 Oct 2021

This is to certify that.

### **BHARKAVI K**

of Shrimati Indira Gandhi College, Trichy bearing ID \$1595101

has participated \$140 Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 

Hart Salestunden Leenghanden





C. No: \$22-19599 Date: 15 Oct 2021

This is to certify that:

#### **BRINDHAT**

of Shrimati Indira Gandhi College, Trichy bearing ID \$1595101

has participated \$ 40 Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 

Hart Balantaninas Belantanina





C. No. 522-19599 Date: 15 Oct 2021

This is to certify that

#### **DHAYALALAKSHMI A**

of Shrimati Indira Gandhi College, Trichy bearing ID 51595101

has participated and Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 

Parlamento Bulantander





C. No. 522-19599 Date: 15-Oct 2021

This is to certify that

#### **GOPIKA T**

of Shrimati Indira Gandhi College, Trichy bearing IO 51595101

has participated 4: 40 Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 

me transmiss bushenden





C. No: 522-19599 Date: 15 Oct 2021

This is to certify that.

#### **HEMA SRI M**

of Shrimati Indira Gandhi College, Trichy bearing ID \$1595101

has participated \$1.40 Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 

Hart Educations Sulashander





C. No: 522-19599 Date: 15 Oct 2021

This is to certify that

#### **DHEVAYANI** K

of Shrimati Indira Gandhi College, Trichy bearing ID 51595101

has participated \$1.00 Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 

Hari Balachandhan Belaghandan





C. No: 522-19599 Date: 15 Oct 2021

This is to certify that

#### **EDHAZHI P**

of Shrimati Indira Gandhi College, Trichy bearing ID \$1595101

has participated \$ 40 Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 

Hart Edithardren Belachanden





C. No: 522-10599 Date: 15 Oct 2021

This is to certify that

### DIVYA R

of Shrimati Indira Gandhi College, Trichy bearing ID 51595101

has participated \$7.40 Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 

Maritanian Bushandan





C. No: 522-19599 Date: 15 Oct 2021

This is to certify that

#### JANANI SEKAR

of Shrimati Indira Gandhi College, Trichy bearing ID 51595101

has participated 4: 4/3 Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 

Bushauder Suchauder





C. No. 522-19599 Date: 15 Oct 2021

This in to certify that:

#### **JASMINE CLARA A**

of Shrimati Indira Gandhi College, Trichy bearing 10 51595101

has participated 4: 40 Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 

Mari Balantardina Sucashandan





C. No: 522-19598 Date: 15 Oct 2021

This is to certify that

#### **JAMUNAA K**

of Shrimati Indira Gandhi College, Trichy bearing 10 51595101

has participated \$740 Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 

Half Balashandran Stury Bulashandran





C. No. 522-19599 Date: 15 Oct 2021

This is to certify that

**JEYASRI K** 

of Shrimati Indira Gandhi College, Trichy bearing ID \$1595101

has participated 4: 40 Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 

Hari Balachambran Sulashaushan Brasilina Brasilina





C. No: 522-19599 Date: 15 Oct 2021

This is to certify that

#### **JOHNIA JEBA PEARLIN R**

of Shrimati Indira Gandhi College, Trichy bearing IO 51595101

has participated \$1.40 Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 

that Balackandian Sulashandan





C. No: 522-19599 Date: 15 Oct 2021

This is to certify that.

#### KALAIVANI K

of Shrimati Indira Gandhi College, Trichy bearing ID 51595101

has participated in 40 Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 

Hart Balastandige Bulankanden





C. No: 522-19599 Date: 15 Oct 2021

This is to certify that

#### KAVIYA RAJAN R

of Shrimati Indira Gandhi College, Trichy bearing ID \$1595101

has participated it 40 Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 

Hart Balantandran Street Relation





C. No. 522-19599 Date: 15 Oct 2021

This is to certify that

#### **KAVIPRIYA M**

of Shrimati Indira Gandhi College, Trichy bearing ID \$1595101

has participated \$ 40 Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 

The transfer being being being





C. No: 522-19599 Date: 15 Oct 2021

This is to certify that

#### **LAKSHMI PRIYA S**

of Shrimati Indira Gandhi College, Trichy bearing 10 \$1595101

has participated \$140 Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 

Mari Estarbandian Belaghanden





C. No: 522-19599 Date: 15 Oct 2021

This is to certify that

#### **LOGAVARSHINI S**

of Shrimati Indira Gandhi College, Trichy bearing ID \$1595101

has participated # -- Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 

Hart Balachandran Sulashandan





C. No: 522-19599 Date: 15 Oct 2021

This is to certify that

#### LOCESWARI B

of Shrimati Indira Gandhi College, Trichy bearing ID \$1595101

has participated \$1.40 Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 







C: No: 522-19599 Date: 15 Oct 2021

This is to certify that

#### **MADHUMITHA P**

of Shrimati Indira Gandhi College, Trichy bearing ID 51595101

has participated # 40 Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 

Suchandar Suchander





C. No: 522-19599 Date: 15 Oct 2021

This is to certify that

#### MAHESHYA B

of Shrimati Indira Gandhi College, Trichy bearing ID 51595101

has participated \$1.40 Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 

Mari Balachandran Bulachandran





C. Nov. 522-19599 Date: 15 Oct 2021

This is to certify that

#### MANISHWARI D

of Shrimati Indira Gandhi College, Trichy bearing ID \$1595101

has participated in 40 Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 

Hart Balacturdies Julachanden





C. No. 522-19599 Date: 15 Oct 2021

This is to certify that

#### **NANTHANA R**

of Shrimati Indira Gandhi College, Trichy bearing ID \$1595101

has participated #: 40 Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 

Har Manchandren State Marchandler





C. No: 522-19599 Date: 15 Oct 2021

This is to certify that

#### ABINAYA G

of Shrimati Indira Gandhi College, Trichy bearing ID 51595101

has participated it 40 Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 







C. No: 522-19599 Date: 15 Oct 2021

This is to certify that

### **ABINA JERONCY V**

of Shrimati Indira Gandhi College, Trichy bearing ID 51595101

has participated & 40 Hours training program on

**ESSENTIALS OF DIGITAL MARKETING** 

Har Balacturdon Sucashandan