

Major SD Singh University

Fatehgarh, Farrukhabad (U.P.)

Activity Completion Report

Academic Year: 2026-27

Name of the Activity: Develop Practical Digital Marketing Skills

Date & Duration of Activity (Days): 27-08-2026 2 Hours

Venue of the Activity: Faculty of Commerce and Management

Organised by: Department Management

Resource Person Details: (Dr.) Nikhil Srivastava

Name & Contact Details of the Organiser (s): (Dr.) Nikhil Srivastava (9415262329)

Number of Participants:20

Objective(s) of the Activity:

1. To develop practical knowledge and skills in digital marketing.
2. To familiarize participants with digital marketing tools, techniques, and strategies.
3. To understand the role of social media, search engines, content marketing, and online advertising in business promotion.
4. To enable participants to apply digital marketing concepts in real-world business situations.

Description of the Activity:

The activity “Develop Practical Digital Marketing Skills” was organized by the Department of Management at the Faculty of Management on 27 August 2026. The session was conducted by the resource person, Dr. Nikhil Srivastava, and was attended by 26 participants. The activity focused on providing practical exposure to various aspects of digital marketing, including social media marketing, search engine optimization, content creation, online promotion, digital branding, and customer engagement. Participants were encouraged to understand digital marketing strategies through practical examples and interactive discussion.

Outcome of the Activity:

The activity enhanced participants’ understanding of digital marketing concepts and their practical applications. Participants gained awareness of contemporary digital marketing tools and strategies and developed the ability to use digital platforms more effectively for business promotion, brand building, and customer engagement. The session also improved their confidence in applying digital marketing skills in academic projects, entrepreneurial ventures, and professional environments.

Participants Details with list:**Participants list: Student's**

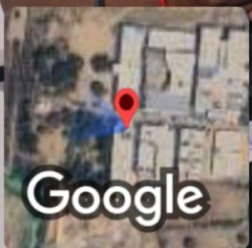
Sr.No	Student's Name	Programme Name	Year
1	Ayushi	MBA	1 st Year
2	Divya Raghav	MBA	1 st Year
3	Artee Mallah	MBA	1 st Year
4	Avni	BBA	1 st Year
5	Hina Batham	BBA	1 st Year
6	Kanchan Mathur	BBA	1 st Year
7	Shristi	BBA	1 st Year
8	Abhay Raj singh Rajput	BBA	1 st Year
9	Kush	BBA	1 st Year
10	Hitesh Tiwari	BBA	1 st Year
11	Ashish Massey	BBA	2 nd Year
12	Vishesh Kaushal	BBA	2 nd Year
13	Boby	BBA	2 nd Year
14	Ananya pal	BBA	2 nd Year
15	Monika	BBA	2 nd Year
16	Ashish Massey	BBA	2 nd Year
17	Vishesh Kaushal	BBA	2 nd Year
18	Boby	BBA	2 nd Year
19	Ananya pal	BBA	2 nd Year
20	Monika	BBA	2 nd Year

Participants list: Faculty & Staff

S.No.	Faculty/Staff Name	Designation	Faculty/Dept.
1	(Dr.) Nikhil Srivastava	Dean	Department of Computer Application and Management
2	Mr. Punit Rajput	Assistant Professor	Department of Computer Application
3	Mr. Sonu Verma	Assistant Professor	Department of Commerce and Management
4	Miss. Shweta Srivastava	Assistant Professor	Department of Commerce and Management
5	Mr. Ankit Singh	Assistant Professor	Department of Computer Application
6	Miss. Ayushi Katiyar	Assistant Professor	Department of Computer Application







GPS Map Camera

Fatehgarh, Uttar Pradesh, India



7jwf+429, Fatehgarh, Uttar Pradesh 209749, India

Lat 27.295417° Long 79.622258°

Thursday, 27/08/2026 12:10 PM GMT +05:30