

Conscious Marketing

Topic :

MARKETING FOR THE NEW AGE

Conducted by Electrical and Electronics Engineering Department in association with IEDC Cell



Join Us !



25 September, 2023

09:30 AM

SNGCET

Payyanur, Kannur, 670307

Resource Person

Jayadev K T

Thought Leader & Author of Marketing Karma



**SREE NARAYANA GURU COLLEGE
OF ENGINEERING & TECHNOLOGY**

PROMOTED BY SREE BHAKTHI SAMVARDHINI YOGAM



Leena

Dr. LEENA A. V.
PRINCIPAL
SREE NARAYANA GURU COLLEGE OF
ENGINEERING & TECHNOLOGY, PAYYANUR
KANNUR



**SREE NARAYANA GURU
COLLEGE OF ENGINEERING & TECHNOLOGY**

(PROMOTED BY SREE BHAKTHI SAMVARDHINI YOGAM, KANNUR)
CHALAKKODE P.O., PAYYANUR, KANNUR-670307, KERALA



CONSCIOUS MARKETING
(An interactive seminar on "Marketing for New Age")

Agenda

Prayer

Welcome Address

Mr. Abhilash Krishnan T K , HOD EEE Department

Principal's Address

Dr. Leena A. V

Guest of Honour

Mr. Jayadev K T

(Thought Leader & Author of Marketing Karma)

Felicitation

Dr. Susan Abraham, Dean UG and PG Studies

Dr. Rji Sukumar A , Associate Professor CSE & IEDC Nodal Officer

Vote of Thanks

Mrs. Rinsha T V, AP EEE

Date: 25-09-2023

Time: 9.30 am

Venue: Seminar Hall


DR. LEENA A. V.
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REPORT ON SEMINAR –“CONSCIOUS MARKETING”

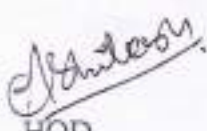
A seminar on “Conscious Marketing -Marketing for the New Age” was organised by the Department of Electrical and Electronics Engineering in association with the IEDC cell, SNGCET, on 25th September 2023 in college Seminar Hall at 9.30 am. This seminar was conducted by the Guest of Honour and resource person, Mr. Jayadev K T, a thought leader and author of ” Marketing KARMA”. The seminar was presided over by the Principal, Dr. Leena A V, Dean UG and PG studies, Dr. Susan Abraham, Nodal officer of IEDC, Dr. Raji Sukumar A, and HoD Electrical and Electronics Engineering, Mr. Abhilash Krishnan T K.

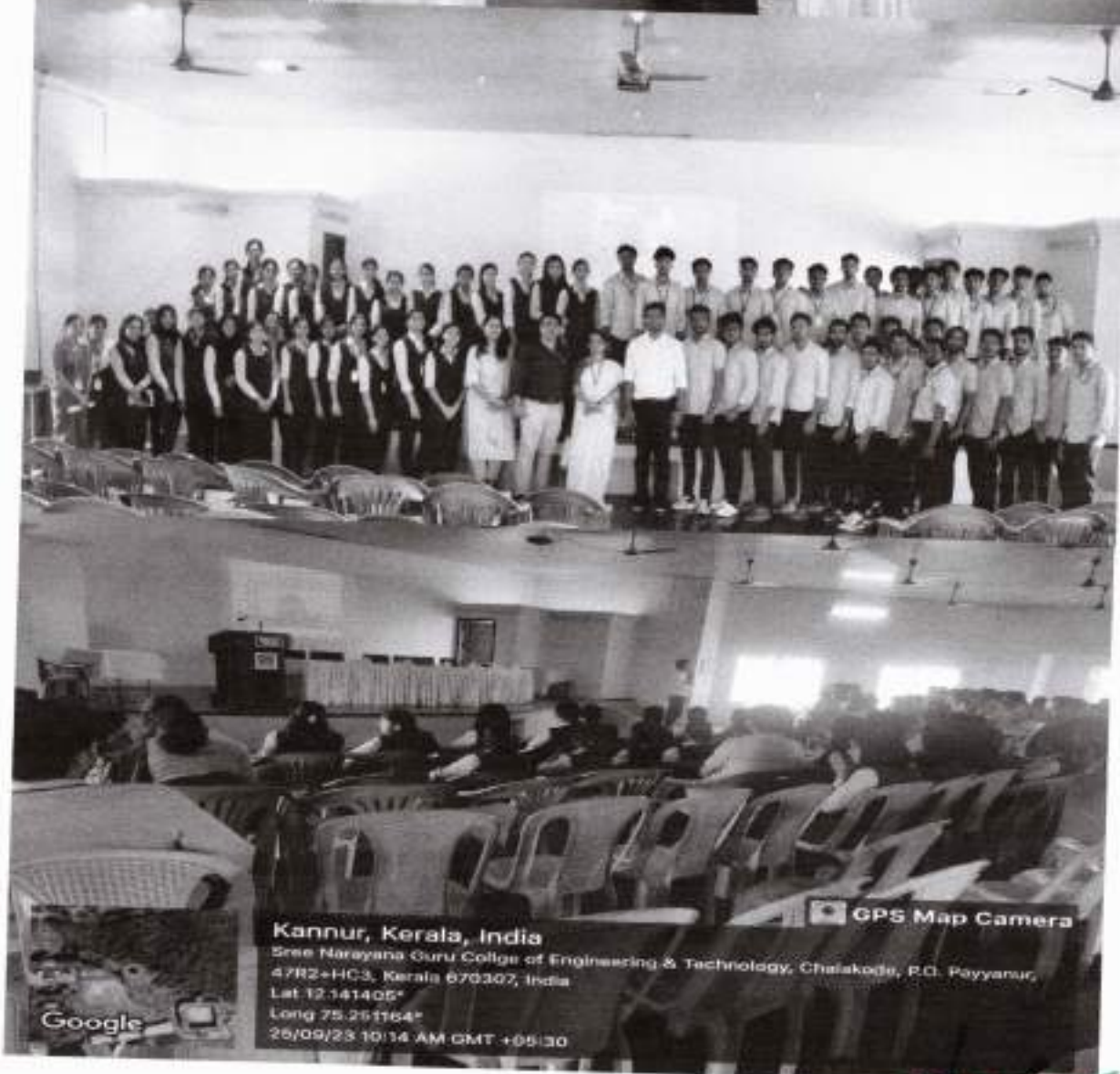
The session was very informative and valuable which helped the students to get a clear idea and present day scenario about conscious marketing. The resource person created a friendly environment and made the session engaging , interesting and participative through interactions and a lot of educative videos like advertisements case studies etc.

The event was co-ordinated by Ms. Rinsha T V, AP EEE and S7 student Ms. Aswathi P P. The seminar was attended by the S7 students of all the braches. The Guest of honour was presented with a memento by the Principal as a token of appreciation. The seminar concluded at 1 pm.


Report prepared by
Co-ordinator
Rinsha T V

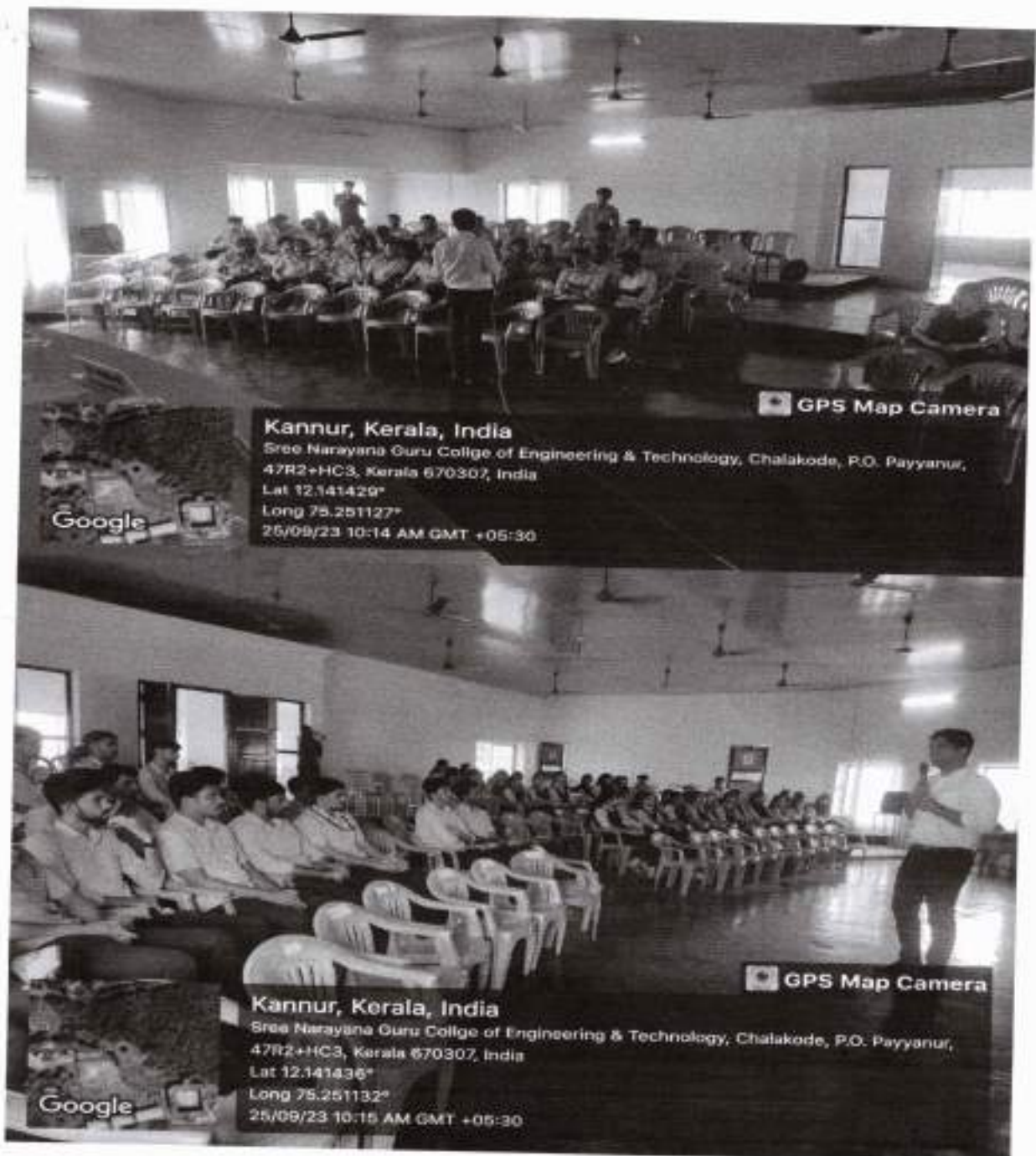

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HOD
Dept. of EEE
Mr. Abhilash Krishnan T K



Seminar on Conscious Marketing

Handwritten signature
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Interactive Session

Leena

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SL NO	NAME OF STUDENT	SIGNATURE
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2	Aswathi - P.P	
3.	Harishikesh - P.V (SS, EEE)	



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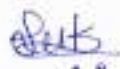
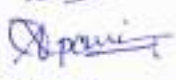
2) ELECTRONICS AND COMMUNICATION

SL NO	NAME OF STUDENT	SIGNATURE
1	Fatima Nasla-mv	
2	THEJA SREE-TH	
3	Meghona Gangadharan	
4	Haneena Sulthana	
5	Aashika Jyoti Shreshth	



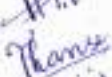
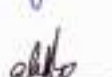
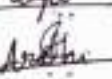
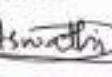
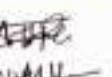
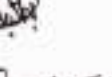
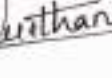
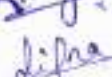
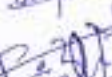
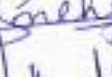
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4) CIVIL ENGINEERING

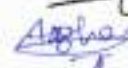
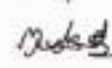
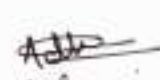
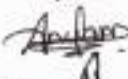
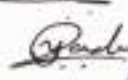
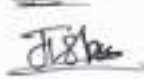
SL NO	NAME OF STUDENT	SIGNATURE
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3.	FATHIMATHUL MARJAN-KP	
4.	SHAHANA SHERIN	
5.	Aparna P	
6.	Sreelakshmi. k	
7.	AKSHAYA P V	
8.	Vyethna-k	
9.	Amaya T	
10.	Anupriya-k	

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6	FADI ASLAM	
7	Abhisree Ashokan	
8	Arathi.T.V	
9	Aswathi.K.V	
10	Nandana.M	
11	Athira.K.V	
12	Uthana.M.V	
13	Aswathi.A.V.	
14	Keerthana.K	
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3	Anjali M	
4	Mudhuma Manoj.K	
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7	Aardra Prasanth	
8	Amal.M	
9	Abhishek.K	
10	Ajmer.M	
11	Viswajeth.P	


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10. Adarsh Chandran kv 
11. B. Sreyas Krishnan 
12. Akshay P.K 
13. Adurath S. N. Manoj 
14. Arjun P.P 
15. Muhammed Tajuddeen 
16. Adhithya jillesh 
17. Arupam k v 
18. Abhizham sunil 
19. Yadukrishnan k.v 
20. Shehzad 
21. Shohuam 
22. Vishal V.V 
23. Abhinav K (3) 
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**SREE NARAYANA GURU COLLEGE OF
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EVENT PROPOSAL FORM**

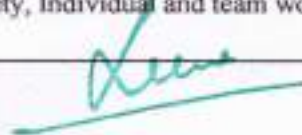
Submitted by the department of:

ELECTRICAL AND ELECTRONICS ENGINEERING

I. TO BE FILLED BY THE EVENT COORDINATOR(S)

1	Event type	Seminar
2	Event name	Conscious Marketing
3	Whether the event is inter departmental? If yes, mention the other department(s) associated with	NO
4	Mode of conduct [online / offline]	Offline
5	Date and time	25-09-23, 9.30 a.m
6	Venue	Seminar Hall
7	Whether any professional body is associated with the event? If yes, name the body	NO
8	Participants / Target Audience	S7 students
9	Whether the event is conducted for bridging the gap in syllabus? If Yes, name the course with code and the semester and year it the subject is handled	No
10	Objectives of the event	To promote brand awareness, loyalty, and sales while prioritizing ethical, sustainable, and socially responsible practices, fostering genuine connections with consumers, and contributing positively to communities and the environment.
11	Expected Outcomes	Beginning of new carrier path
12	Connected PO / PSO	PO2,PO3,PO6,PO9,PO10
13	Justification for PO / PSO [may use separate sheet if necessary]	Problem analysis, Design and development of solution , Engineers and society, Individual and team work ,Communication

PAGE 1 OF 2


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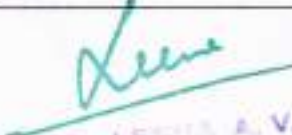
12	Objectives of the event	To promote brand awareness, loyalty, and sales while prioritizing ethical, sustainable, and socially responsible practices, fostering genuine connections with consumers, and contributing positively to communities and the environment.
13	Expected Outcomes	Beginning of new career path
15	Connected PO / PSO	PO2,PO3,PO6,PO9,PO10
16	Justification for PO / PSO [may use separate sheet if necessary]	Problem analysis, Design and development of solution , Engineers and society, Individual and team work ,Communication
17	Whether feedback forms from audience and resource person is collected?	Yes
18	Whether analysis of feedback is done? Use separate sheet to indicate the same	No
19	Attainment level of outcomes	No
20	Name of the resource person	JayaDev K T
21	Designation of the resource person(s)	Thought Leader and author of Marketing Karma
22	Any other relevant information	nil
23	Name of the event coordinator(s)	Rinsha T V
24	Dated signature of the coordinator(s)	

II. TO BE FILLED BY THE DEPARTMENT HOD (any one of the HoD, in case if the event is jointly conducted by various department(s))

List of enclosures – To be maintained in the file

Sl No:	ITEM	AVAILABILITY [YES / NO]
1	Posters	Yes
2	Schedule of the event	Yes
3	Registration form sample copy	Yes
4	All registration forms duly filled and signed	No

PAGE 2 OF 2


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 SWEE NARAYANA GURU COLLEGE OF
 ENGINEERING & TECHNOLOGY, PANNAYUR
 KANNUR



**SREE NARAYANA GURU COLLEGE OF ENGINEERING
& TECHNOLOGY**

POST EVENT ANALYSIS FORM

**Submitted by the department of: ELECTRICAL AND ELECTRONICS
ENGINEERING**

I. TO BE FILLED BY THE EVENT COORDINATOR(S)

1	Event type conducted	Seminar
2	Event name	Conscious Marketing
3	Date and time of the event conducted	25-09-23, 9.30 a.m
4	Venue	Seminar Hall
5	Whether the event was interdepartmental? If yes, mention the department(s) associated with	No
6	Mode of conduct [online \ offline]	offline
7	Is there any deviation from the proposal in the date, time and venue of the event? If yes, mention the reason for change	NO
8	Whether any professional body was associated with the event? If yes, name the body	No
9	Any funds received from the professional body? Indicate the amount	No
10	Participants / Target Audience	57 students
11	Whether the event is conducted for bridging the gap in syllabus? If Yes, name the course with code and the semester and year it the subject is handled	No

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Dr. LEENA A. V.
PRINCIPAL

SREE NARAYANA GURU COLLEGE OF
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KANNUR.

	person(s)	
15	Designation of the resource person (may attach separate sheet to indicate the profile)	Thought Leader and author of Marketing Karma
16	Resource requirements	PPT ,Laptop ,Projector
17	Any fund from external source will be received? If yes, mention it.	No
18	Whether budget for the event is attached? (use separate sheet to indicate the estimated budget)	NIL
19	Any other relevant information	NIL
20	Name of the event coordinator(s)	Rinsha .T.V
21	Dated signature of the coordinator(s)	 24/9/23

II. TO BE FILLED BY THE DEPARTMENT HOD (any one of the HoD, in case if the event is jointly conducted by various department(s))

1	Comments on the relevance of the event	Market in engineering is very relevant
2	Recommendation [Put a tick ✓ on whichever is applicable]	Recommended
3	Name	Abhilash.Krishnana.T.K
4	Dated Signature	 24-9-23

COMMENTS FROM PRINCIPAL

APPROVED / NOT APPROVED


24/9/23

DATED SIGNATURE OF THE PRINCIPAL:

Dr. LEI A. V.
PRINCIPAL
SREE NARA/ANA GURU COLLEGE OF
ENGINEERING & TECHNOLOGY, TIRUVANUR
KANNUR

5	Profile of the resource person(s)	Yes
6	Feedback forms filled by participants and resource person	Yes
7	Feedback analysis sheet	No
8	CO attainment calculation sheet	No
9	Study Materials (if any)	-
10	Letters or printouts of e-mail communication relevant to the event	-
11	Documents related to professional body associated with the event	-
12	Photographs of the event	Yes

1	Comments about the conduct of the event	-
2	Comments about the resource person and impact of the event	-
3	Name	Abhilash Krishnan T.K
4	Dated Signature	Abhilash 30-4-23

COMMENTS FROM PRINCIPAL

DATED SIGNATURE OF THE PRINCIPAL:


 Dr. LEENA A. V.
 PRINCIPAL
 BREE NAAYANA GURU COLLEGE OF
 ENGINEERING & TECHNOLOGY, PATTANUR
 KANNUR

FEEDBACK FORM

Seminar on Conscious marketing

Organized by the *Department of Electrical and Electronics Engineering, SNGCET, Payyanur*

(Kindly note only single response is enabled)

Name (in full) *

Aswathi PP

Department* *

EEE

About the session* *

The session was great and the speaker made the session fun and engaging. The idea was made simple and was taught to us.

Relevance of the topic *

In the scenario of people marketing things without even knowing the product and all, this session is a very relevant one.

Would you like to attend more such sessions from the department online and offline *

Yes


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